Managing Generational Differences
Piloting and Motivating the New Work Force

Many organizations have figured out how to recruit young talent only to watch them drive down a collision course with seasoned employees over issues like work ethic, respect for authority, dress code and every work arrangement imaginable. The fact is generational conflicts are not merely a matter of young versus old. They mirror critical business issues every organization faces as it transitions from the workplace of the past to that of the future.

This course focuses on the new multi-generation workplace as a complex and dynamic organism that requires flexibility and skill from all participants, especially from managers and leaders.

Companies have reported in numerous publications such as the Wall Street Journal that managing and leading with and understanding the generational differences increases retention, commitment and motivation in their employees.

Module length: 2 days

Selected skills the participant will master include:

- Identify commonly held attitudes and beliefs about younger and older generations of workers

- Compare and contrast differences between veterans, boomers, "Xers" and "Yers" that impact the workplace

- Assess the work environment for its success in addressing the needs of different generations of workers

- Describe factors that motivate different generations of workers according to research conducted on four distinct populations

- Analyze conflict attributed to generational differences

- Address the real life needs of different generations of workers in your place of employment

Course Materials: *Managing Generational Differences: Piloting and Motivating the New Work Force* Student Guide, 150+ pages; and *Retiring the Generation Gap: How Employees Young and Old Can Find Common Ground* by Jennifer Deal.