

Training Tips for the Generations

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Objectives



At the end of this one-hour session,
participants will be able to:

1. Discuss some of the characteristics of the people they train based upon the trainees' generational affiliations;
2. Explain why consideration of generational differences is important to their training presentation methods.



Five Generations in the Workplace

1. Veterans (1922-1945)
2. Baby Boomers (1943-1959)
3. Cuspers (1960-1968)
4. Busters (1969-1980)
5. Netsters/Nextsters (1980-2000)



Veterans

- Also called “traditionalists,” “WWII Generation,” “Silent Generation,” “Seniors,” and “Seasoned Citizens.”
- Core Values:
 - Dedication/sacrifice, hard work, conformity, law & order, respect for authority, patience, duty before pleasure, adherence to rules, honor.



Veterans' Heroes

– Superman



– FDR



– Churchill



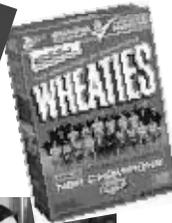
– Babe Ruth



– Joe DiMaggio

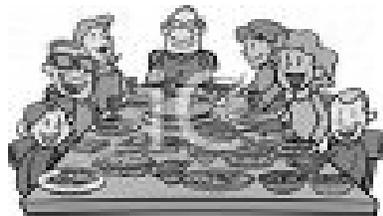


Veterans' Icons



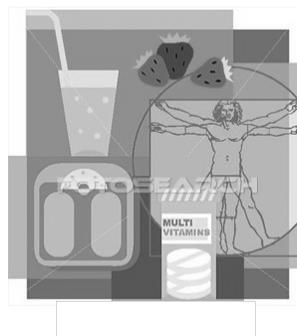
Veterans' Family Life

Nuclear Family – the Norm:
Dad, mom, kids (and maybe grandparents) all living under same roof.



Baby Boomers

- **Core Values:**
 - Optimism
 - Team Orientation
 - Personal Gratification
 - Health & Wellness
 - Personal Growth
 - Youth
 - Work
 - Involvement



Baby Boomers' Heroes



- Gandhi
- Martin Luther King, Jr.
- John & Jacqueline Kennedy
- John Glenn
- Elvis

Cuspers

- Also called “twenty-somethings,” “baby busters,” post-boomers,” and “Gen X Part 1.”
- What was happening?
 - Oil Embargo
 - Watergate
 - First PC's
 - Women's Rights Movement
 - 3 Mile Island

Cuspers' Core Values

- Diversity
- Thinking Globally
- Balance
- Technoliteracy
- Fun
- Informality
- Self-reliance
- Practical Approach to Problems



Icons (No Heroes)

- “The Brady Bunch”
- Pet Rocks
- Platform Shoes
- “Dynasty”
- Cabbage Patch Dolls



Cuspers' Family Life

- Divorce rate about 30%.
- Moms now work as a norm.
- Latch-Key Kids...



Busters

Also called: Gold Collar Workers;
and Gen X Part II.

What was happening?

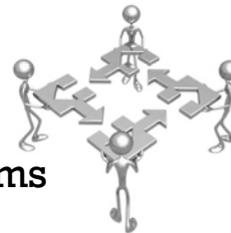
- Challenger Disaster
- Fall of Berlin Wall
- John Lennon shot
- Reagan elected
- Desert Storm
- Oklahoma City bombing

Busters' Icons (No Heroes)

- Beavis & Butthead
- The Simpsons

Busters' Core Values

- Diversity
- Thinking Globally
- Balance
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- Practical Approach to Problems



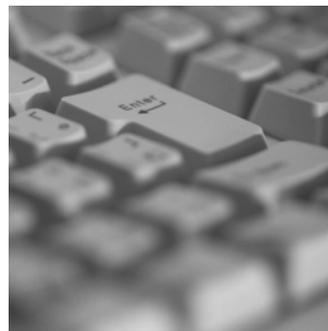
Busters' Family Life

- Divorce rate rising (40% average).
- Dual family income.



Netsters or Nextsters

- Also called:
 - “Generation Y,”
 - “Nintendo Generation,”
 - “Generation Net,”
 - “Internet Generation.



Netsters/Nextsters' Heroes

- Michael Jordan
- Princess Di
- Mother Teresa
- Bill Gates
- Tiger Woods
- Christopher Reeves
- Mark McGwire/Sammy Sosa

Netsters/Nextsters' Core Values

- Optimism
- Civic duty
- Confidence
- Achievement
- Sociability
- Morality
- Street smarts
- Diversity

Netsters/Nextsters' Family Life

1 in 4 in a single-parent home.



What does all this mean?

Key Training Factors



Veterans

- Want “big picture”
- May find technology intimidating
- Best taught by other Veterans
- Use large text in printed materials
- Don’t rush the training
- Avoid emails, videos, faxes, etc. – use human touch
- Rewards work well as motivation.
- Ask permission to coach
- Acknowledge rich experience and allow them to participate.

Boomers

- Focus on challenges/solving problems
- Build relationships
- 360 degree feedback works best to help Boomers apply what they know.
- Provide assignments with developmental experiences.
- Get consensus—find opportunities for agreement and harmony.
- Ask permission to mentor
- Ask them—don’t tell them!



Cuspers

- Provide a list of who to call for more information or web addresses.
- Keep training materials brief and scannable.
- Give constructive feedback.
- Use leading-edge technology whenever possible.

Busters

- Use, but don't overuse media – make sure it is good and will work.
- Be accurate!
- Use activities
 - Workshops
 - Group sessions
 - Hands-on testing

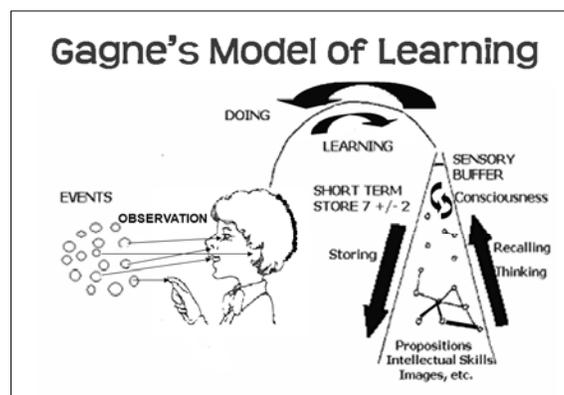
Netster

- Assign older mentor to train one-on-one. Veterans are good mentors for this group.
- Use their skills with technology to get them involved.



Let's Tie This In to Good Training

Do you remember???





Take Away....



- First, we must do our homework and find out the backgrounds, experiences, education—yes, and age!—of our trainees.
- Then, we must incorporate, into our training, techniques which will appeal to our trainees.

