

Generational Insights

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Traditionalists

WORK STYLE

- Respect for authority
- Loyal
- Command and control
- Can be tough for them to use their own judgment
- Why customize?
- Believe in the value of work more than finding personal meaning
- Separation of work and home
- Acknowledged for what they know as well as what they do

LEARNING STRATEGIES

- Prefer to learn in the morning
- Sage on the stage
- Lecture
- Q & A
- Dislike being called on
- Link learning to organization goals

Gen X

WORK STYLE

- Informal
- Money-motivated
- Like to solve their own problems
- Multi-taskers
- Fiercely independent
- Direct communicators versus reading in between the lines
- Job movement
- Want to be valued immediately for their skills
- Results-oriented
- Quick study
- Sound byte processing
- Work solo and yet on teams
- Need for external recognition

LEARNING STRATEGIES

- Focus on outcomes versus techniques
- Make learning experiential, problem-solving
- Control over own learning
- Like parallel thinking
- Go with key points
- Flexibility in scheduling
- Link learning to their marketability

Baby Boomers

WORK STYLE

- All about respect
- Self-improvement
- Strong work ethic
- Desire flexibility
- Optimistic and idealistic
- Struggle with work/life balance
- Into symbols of recognition as rewards

LEARNING STRATEGIES

- Facilitated, instructor-led
- Interactive and group learning
- Need time to practice skills
- Prefer tactile learning
- Like books, PPT, and hand-outs
- Link Learning to new ways to add value

Gen Y

WORK STYLE

- Digital natives
- Menu-driven thinking
- Work on their own terms
- Think globally
- Have positive expectations
- Want customization
- Desire interactivity
- Express to express—not impress
- Multi-taskers
- Desire mutual respect
- Ready for collaboration
- Are looking for a cause
- Want to make a difference
- Celebrate diversity
- Acknowledgement for being here
- Looking for an experience

LEARNING STRATEGIES

- Edutainment—both fun and learning
- Mis-takes
- Teamwork and technology
- Like discovery and mystery of unanswered questions
- Engaged to retain information
- Link learning to making future (both making a difference and making money)

