The Montana Small Business Development Center presents:

GENERATIONS IN THE WORKFORCE
Generations in the Workforce

Tara Mastel
Associate Specialist
The generations defined

**Generation Z**
Born after: 1996*
Age in 2020: 24 to 39

**Millenial**
Born: 1981 to 1996
Age in 2020: 24 to 39

**Generation X**
Born: 1965 to 1980
Age in 2020: 40 to 55

**Baby Boomer**
Born: 1946 to 1964
Age in 2020: 56 to 74

**Silent Generation**
Born: 1928 to 1945
Age in 2020: 75 to 92

*No chronological endpoint has been set for this group.

“On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far”

PEW RESEARCH CENTER
Labor Force Composition by Generation

Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown. Source: Pew Research Center analysis of monthly 1994 and 2017 Current Population Survey (IPUMS).

PEW RESEARCH CENTER
Millennials became the largest generation in the labor force in 2016

U.S. labor force, in millions


PEW RESEARCH CENTER
We are complicated!

- Personality
- Gender
- Birth Order
- Generation
- Conflict Style
- Management Style
- Leadership Style
- Environment

Multiple Generations
Silent/Traditionalists
1928-1945
<table>
<thead>
<tr>
<th>Common Influencers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Depression</td>
</tr>
<tr>
<td>Dust Bowl</td>
</tr>
<tr>
<td>Out of work, out of money, out of food</td>
</tr>
<tr>
<td>Social Security</td>
</tr>
<tr>
<td>Urbanization</td>
</tr>
<tr>
<td>WWII/Korean War</td>
</tr>
<tr>
<td>“Work hard today for a ......”</td>
</tr>
<tr>
<td>“A penny saved is a......”</td>
</tr>
</tbody>
</table>
Common Values

• Sacrifice
• Experience
• Dedication and loyalty
• Productivity
• Patriotism
• History
Silent/ traditionalists Generation

- Learned right from wrong, manners, courtesy and “proper” behavior from family members who, for the most part, modeled what they taught.
- Put your nose to the grindstone
  - Work ethic
  - Productivity
Baby Boomers
1946-1964

"Have you given much thought to what kind of job you want after you retire?"
Common Influencers

- US World Power
- Factories mass producing new cars and appliances
- Suburbia
- Civil Rights Movement
- Vietnam War
- Television
- Peace, love and Rock n Roll
Common Values

• Optimism
• Fairness
• Recognition
• Achievement
• Personal Gratification
• Personal Growth
• High Divorce Rate
• “If we can put a man on the moon…”
TV Shows
Generation X  1965-1981
Common Influencers

- Latch key kids – You’re on your own
- Strangers are unsafe
- Played alone
- MTV Generation
- AIDS – be careful when entering a relationship
- Leadership? What leadership?
  - Gov’t, business, religion told you how the world is – but they lied!
- Economic crisis of 80’s and 90’s
- Nuclear war
TV Shows & Movies

• Reality TV
• Survivor
• Friends
• Seinfeld
• Halloween
• Friday the 13th
• Breakfast Club
Common Values

• Independence
• Competence
• Self-Preservation
• Flexibility
• Skepticism
• Work Life Balance
Millennials
1982-2002
Common Influencers

- 9/11 Tragedy/Katrina/Tsunami/Columbine
- Internet
- Social Media
- Helicopter Parents
- Economic Prosperity of the ‘90s/2008 Recession
- High cost of living/low wages
- Push for college
Common Values

• Follow passion
• Multi-tasking
• Collaboration
• Achievement
• Networking
• Tolerance
• Work-life balance
Post-Millennial/Gen Z/iGen  1996-2012
Common Influencers

• 2008 Recession – financial hardship at home
• Global conflict
• iPhone (launched in 2007)
• Safety always
  • 9/11
  • School shootings
• Always using media
• Majority non-white
Common Values

• Discuss and engage
• Socialize less
• More pessimistic
• More traditional values of success, money, education
• Equality non-negotiable
• Entrepreneurial
• Motivated by passion
• Safety
• “Contentious and hard-working”
Still young, but important

• Largest generation at 90 million strong
• Still developing its characteristics
• Even more digital native than millennials
• Knowledge of economic hardship
Thank you!

Tara Mastel
Montana State University Extension
Tara.mastel@montana.edu
406-490-4180