



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Diversity—**
Appreciates and leverages capabilities, insights, and ideas across a group of individuals diverse in culture, style, ability, and drive.

- **External Awareness—**
Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect area of responsibility.

RELATED COMPETENCY CATEGORIES:

- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

- **Teamwork—**
Organizes work tasks, people, and resources to deliver most effectively on organization goals.

Understanding Generational Diversity

SUMMARY

This module offers valuable insights into what makes each generation tick. You'll gain a better understanding of why one group values company loyalty, while another has a "me first" mindset; why one is team oriented, while the other is fiercely independent; why one works for rewards, while another works only if the work is interesting and fulfilling.

CONTEXT

Today's workforce may be comprised of as many as four generations working side-by-side. Each generation has their own unique mindset, values, perspectives, ideas, personal experiences, priorities, ways of communicating, and tactics for accomplishing goals. With these distinct generations working together and often colliding, teaching managers about their differences has become vitally important to workplace success.

Each generation has ingrained differences on important issues like company commitment, flexibility, rewards, and change. Generational differences can affect everything, including recruiting, building teams, dealing with change, motivating, managing, and maintaining and increasing productivity. These differences can flair up into productivity-killing conflict and low morale, or you can use those differences to create an even more successful team.

At the completion of this module, participants will be able to:

- Identify the four generations in the workplace
- Understand the values, issues, and factors affecting each generation
- Learn what makes different generations tick

"Leaders who understand the conditions that shaped each generation, and the values and beliefs that flowed from those conditions, will have a handy set of tools in creating strong relationships and teams for getting things done."

—Ken Owens, Tellabs