Generational differences & what has shaped them
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Hill’s Pet Nutrition
Interactions in the workplace
THREE generations

THREE different views

1943 - 1960
Baby Boomers

1961 - 1981
Generation X

1982 - 2004
Generation Y or Millennials
‘Coming of age’ events own reaction
Which generation do you belong to?
Why is it important to see through someone else’s lens?
The view for

**GENERATION X**

- Independent
- Technologically adept
- Work-life balance
- Risk Taker
- Flexible
- Cynical
- Fun
The view for

**MILLENNIALS**

- Open-minded, Upbeat and fast-paced
- Expect attention, Task oriented
- Confident, Choices and options
- Make a difference, Value life over work
- Self-expressive, Think digital
- Confident, Choices and options
## LET’S TAKE A CLOSER LOOK

<table>
<thead>
<tr>
<th>Outlook</th>
<th>Optimistic</th>
<th>Skeptical</th>
<th>Hopeful</th>
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<td>View of Authority</td>
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<td>By Consensus</td>
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## WHAT DRIVES EACH GENERATION?

<table>
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<tr>
<th>MY WORK IS...</th>
<th>Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
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<tr>
<td>An exciting adventure</td>
<td>A contract = obligation</td>
<td>Have to pay those bills</td>
<td></td>
</tr>
<tr>
<td>MY WORK ETHIC</td>
<td>Workaholic</td>
<td>Eliminate the task</td>
<td>What’s next?</td>
</tr>
<tr>
<td>WORDS THAT MOTIVATE ME AT WORK ARE...</td>
<td>You are needed/valued</td>
<td>Let’s do it your way!</td>
<td>You will work with brilliant people</td>
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Who do you know, and how would you describe them?
Let’s explore the best ways to make a connection
Interactions in the workplace
For **BABY BOOMERS**

1. Show respect
2. Choose face-to-face conversations
3. Give them your full attention
4. Learn their history
EXERCISE

You are talking to a baby boomer volunteer about the needs of this beagle that was admitted into your facility yesterday. How do you ensure he takes proper precautions while handling this dog?
Consider their communication style
1. Get to the point
2. Use email, minimize face-to-face
3. Give them space
4. Forget dues paying
5. Lighten up

For GENERATION X
How do you give feedback to your Generation X-er boss to help her understand why a particular protocol in your shelter isn’t working?
Remember to keep it to-the-point
For MILLENNIALS

1. Challenge them
2. Ask for their opinion
3. Be their champion
4. Provide timely feedback
5. Be fun
6. Be transparent
For MILLENNIALS

7. Allow to experiment & rethink ways of doing things

8. Frame everything as a story – visualize it

9. Show your personality
EXERCISE

How do you manage a Millennial manager who is in charge of planning your shelter’s annual open house?
Keep communication open and fast
What about a united strategy for all three?
SEVEN ways to create a kaleidoscope

1. Understand
2. Adapt attitude
3. Communicate uniquely
4. Start conversation
5. Leverage the strengths
6. Build bridges
7. Support the values
Imagine you’re managing a team at your shelter with *all three generations represented.* How do you effectively conduct weekly staff meetings?
How would you resolve conflict, if any arises?
It always seems impossible until it’s done.

-Nelson Mandela
THREE glasses
OUR MISSION

To help enrich and lengthen the special relationships between people and their pets.