Engaging the Next Generation

Understanding Generational Differences
Friendship Force International 2013 World Conference
November 23-25, 2013
Engaging the Next Generation

What we hope to cover in this workshop -

- Understanding Generational Differences
- Understanding the Trends in Travel
- Tools for Engaging the Next Generation
Understanding Generational Differences

- Generational cohorts
  - an aggregate of people born over a roughly 20 year span of time
  - They encounter key historical events and social trends together while occupying the same phase in life; shaped by events
- Understanding their values and motivations can help us determine how to devise programs to meet those needs
- Geography also plays a key and obvious role
- Better understanding leads to empathy for the other person’s view and provides a foundation for strengthened programs.
## Four Generational cohorts

<table>
<thead>
<tr>
<th></th>
<th>Traditionals</th>
<th>Boomers</th>
<th>Generation X</th>
<th>Generation Y</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age in 2013</strong></td>
<td>68 – 85</td>
<td>53-67</td>
<td>34-52</td>
<td>18-33</td>
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<tr>
<td><strong>Rough US Pop.</strong></td>
<td>~50 million born</td>
<td>~76-79 million</td>
<td>~66 million</td>
<td>~80 million</td>
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</tbody>
</table>
Traditionalists, Silent Generation
Born 1928-1945

Brazil
- Modest
- Respectful
- Risk Averse

China
- Hard Working
- Idealistic re. Communism
- Relationship Oriented

Germany
- Disoriented and disillusioned
- Disinterested in politics
- Hardworking

Russia
- Fatalistic and enduring
- Hardworking
- Respectful of Authority

United States
- Loyal Joiners
- Respectful
- Fiscally conservative

Source: Generations and Geography: Understanding the Diversity of Generations around the Globe; Tamara J. Erickson
How to care for Traditionalists

- Communicate by mail or face to face
- Be respectful of position
- Follow protocols
- Value loyalty, traditions
Boomers
Born 1946-1960

Brazil
- Materialistic consumers
- Politically cautious
- Idealistic

China
- Rigid and authoritarian
- Loyal to the party
- View work as service to the country

Germany
- Competitive
- Psychologically responsible for relieving guilt
- Activists

Russia
- Competitive
- Patriotic
- Educated men and possessive mothers

United States
- Competitive
- Anti-authoritarian
- Idealistic

Source: Generations and Geography: Understanding the Diversity of Generations around the Globe; Tamara J. Erickson
How to care for Boomers

- Meet by phone or face-to-face
- Show personal appreciation
- Treat them as equals
- Be democratic, not bureaucratic
- Say “we need you”
- Hear their input
- Leverage their knowledge
- Value teamwork
**Generation X**
Born 1961-1979

- **Brazil**
  - Self-reliant
  - Wary
  - Family-centric

- **China**
  - Educated
  - Sacrificing for the Common Good
  - Committed to their children

- **Germany**
  - Career Oriented
  - Focused on self and family
  - Cautious about national identity

- **Russia**
  - Self-reliant
  - Hyper-responsible for parents and children
  - Short-term

- **United States**
  - Self-reliant
  - Mistrustful
  - Dedicated parents

Source: Generations and Geography: Understanding the Diversity of Generations around the Globe; Tamara J. Erickson
How to care for Generation X

- Communicate by voicemail or email
- Support training and growth
- Give them freedom
- Think Globally
- Don’t micromanage
- Give timely, specific feedback
- Make it fun
- Value diversity
Generation Y, Millennials
Born 1980-1995

- Brazil: Immediate, Optimistic, Digital natives
- China: Immediate, High self-esteem, Digital natives
- Germany: Immediate, Financially pressured, Digital natives
- Russia: Immediate, Proud of country, Digital natives
- United States: Immediate, Optimistic, Digital natives

Source: Generations and Geography: Understanding the Diversity of Generations around the Globe; Tamara J. Erickson
How to care for Generation Y

- Communicate by Instant Message (IM) or Text
- Give awards/certificates
- Value civic duty
- Be collaborative
- Coach and support them
- Provide flexibility
- Care about their personal goals
- Promote volunteerism
- Value their technical savvy
What does this mean for Friendship Force?