CE Course Handout

Bridging the Gap

June 16th, 2017

American Dental Hygienists’ Association
Welcome!
Bridging the Gap

Different generations in:

Issues That Arise in the workforce around generations:

- Use of Technology
- Communication
- Business Etiquette
- Work Habits
- Training/Development
- Recognition
- Career Advancement
Issues That Arise in marketing to various generations:

- Use of Technology
- Communication
- Business Etiquette
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Network Preferences by Generation

(sprout.social)

(sprout.social.com/index)
Whoaaaaa . . . !!

Those generations look pretty different!

How do we handle the future??
Generations:
- WWII or Traditionalists (1925 – 1945)
- Baby Boomers (1946 – 1964)
- Generation X (1965 – 1981)
- Gen Y or Millennials (1982 – 2000)

Population Numbers in Each Area:
The approximate number of people by from latest US Census publication (changing daily with births and deaths):
- Traditionalists/Mature/WWII Generation: 40,267,984
- Baby Boomers: 81,489,445
- Generation X: 61,032,705
- Generation Y/Millennials: 85,405,385

Traditionalists
Born before 1945
Mick Jagger was born in 1943 – making him 73 years old!

Jagger quote:
“I’d rather be dead than singing ‘Satisfaction’ when I’m forty-five.”
Traditionalists

- Born before 1945
- 4.7% of workforce
- Fountains of wisdom
- Work is work
- Core Values: dedication, sacrifice, conformity, respect for authority, duty before pleasure, following the rules, discipline, consistency & strong work ethic
- Career Goal: build a legacy

Traditionalists' Defining Moments

Baby Boomers

1946 – 1964

Madonna was born in 1958 – making her 59 years old.

Madonna quote:
*I'm anal retentive, I'm a workaholic, I have insomnia, And I'm a control freak. That's why I'm not married. Who could stand me?*
Baby Boomers

- 1946 – 1964
- 38.6% of workforce
- Long, long healthy life – into health food, the environment, exercise & diet, wellness
- Live to work
- Core Values: personal growth, youthfulness, involvement, personal gratification, personal expression
- Career Goal: build a stellar career

Baby Boomers’ Defining Moments

"The years 1966 through 1975 are blank because I was on tour with the Grateful Dead."
Generation Xers

1965 – 1981

Beyonce born in 1981 – making her 36 years old.

Beyonce quote:
“Who I am on stage is very, very different to who I am in real life.”

Gen Xers

- 1965 – 1981
- 32.1% of workforce
- Want work/life balance
- Attracted to the edge – like taking risks
- Technologically savvy
- Work to live
- Core Values: self-reliance/independence, pragmatism, fun, balance
- Career Goal: build a portable career

Gen Xers’ Defining Moments
Millennials/Generation Y
1982 – 1994

Justin Bieber was born in 1994 – making him 22 years old.
Bieber quote:
“I followed all my followers and friended their friends.”
Bieber currently has 3,216,532 “likes” on ONE of his Facebook pages.

• 1982 – 1994
• 24.7% of workforce
• By 2025, they will make up 75% of the world’s workforce
• Cautiously optimistic about future
• Like a challenge
• Technologically driven
• Work best (most efficiently) alone
• Core Values: confidence, tolerance for diversity, morality, civic duty
• Career Goal: build parallel careers

GOING THROUGH CHANGES: FACTS ABOUT MILLENNIAL LIFE STAGES
Millennials' Defining Moments

- Born 1995 & after
- Aka Generation “I” / Generation Alpha
- Called “Digital Natives”
- Have never known a life without digital media
- Formative years started with the Great Recession

Generation Z

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Remember This Woman?
The Point?

60 is the new 40,
50 is the new 30...
**Extreme Wellness**

Consumers pursue health through strenuous adventure travel

[Image of various extreme wellness activities]

Remote Wilderness Retreats

- **Villages Boarding Mountain**
- **Sky High Camps**
- **Extreme Glamping Tent**

0 Ideas + 47 Related Spikes

**Suspended Adulthood**

Millennials look to put a pause on adult life with youthful experiences

[Image of various adult ball pit bars]

Adult Ball Pit Bars

- **Adult Fun Bars**
- **Adult Summer Camp**
- **Adult Summer Camps**

0 Ideas + 70 Related Spikes

**Enlightened Rebellion**

Today’s teens take a stand against conventional stereotypes

[Image of gender-neutral fast fashion]

Gender-Neutral Fast Fashion

- **Teen T-shirts**
- **Gender-Neutral Items**

0 Ideas + 52 Related Spikes
Thank You!

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Save the Date!

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JUNE 20-25, 2018 | COLUMBUS, OH