

Good Health is Good Business Conference Series

Generational Differences in the Workplace

Topics:

- Understanding perceptions of generational differences
- How to change the narrative on perceived generational differences
- Generational differences in attracting talent





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Legal Disclosure:

The Coronavirus pandemic is an ongoing, continuously evolving situation. Northern Light Health encourages everyone to follow federal and state governmental guidance and mandates.

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Northern Light Health does not know the particulars of your situation, so the information presented today is intended to be general in nature and may not apply to every individual situation.

Northern Light Health and the presenters make no guarantees or warranties regarding any information provided.

Ask us questions – give us feedback – this hour is for you

- Please use the Q and A function to ask your questions at anytime.

1. I am able to apply the tools and guidance provided today to support my workplace and/or employees.*

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

2. The information provided today was easy to understand and relevant.*

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

3. How likely are you to recommend the Good Health is Good Business conference series to a fellow colleague and / or Maine employer?*

- ☐ Very Likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very Unlikely

4. How likely are you to attend one of our Good Health is Good Business zoom conferences in the future?*

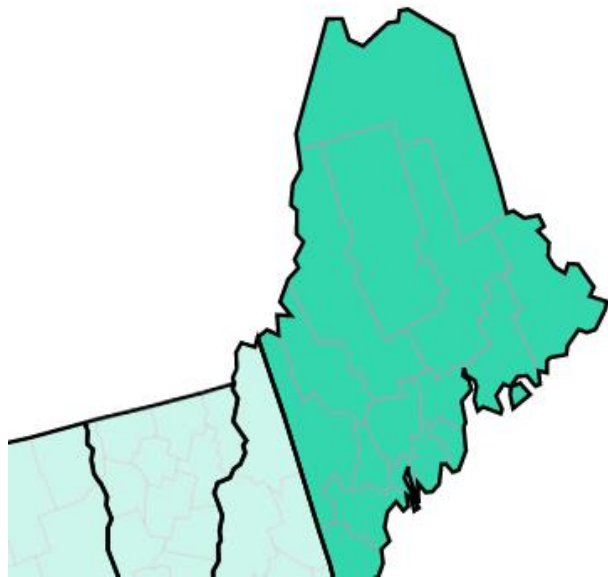
- ☐ Very Likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very Unlikely

5. What topic(s) would you like us to focus on in the future?

Health in the Headlines

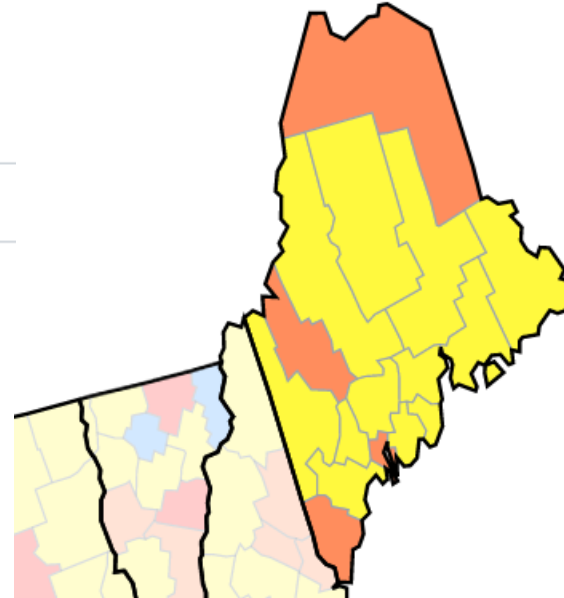
COVID-19: Good News for a Change

- Lowest Number of Hospitalizations in a Year
- Decrease in Community Spread



Map Metric:
COVID-19 Community Levels

Low Medium High No Data



Map Metric:
Community Transmission

High Substantial Moderate Low No Data

COVID-19: Good News for a Change

- Lessening of some guidance around continued protection
 - Somewhat related to end of Public Health Emergency Declaration in May
 - Somewhat based on things we know now
- Recent Data on Preventing Long COVID
 - Having had at least two COVID Vaccines
 - Starting Treatment with Paxlovid within 5 days of Symptoms
- Research and collaborations for preventing and treating Long COVID

COVID-19: Remaining Vigilant



- COVID is still spreading in our communities
- New variants and sub-variants may pose risks
- ...and Disease 'X' may be out there.

Generational Differences in the Workplace: Separating Fact from Fiction

What is a generation?

Generations refer to cohorts of people based on **shared experiences at similar ages**. The assumption is that shared experiences at similar ages create similarities among people in terms of personal attributes, attitudes, personalities, political orientations and other dispositions, such as work-related attitudes and behaviors.

Which generation do you represent?

Baby Boomers: 56-74



Millennials: 25-39



Gen X: 40-55



Gen Z: 18-25



| | Traditionalists | Baby Boomers | Generation X | Millennials | Generation Z |
|------------------------|---|---|--|---|---|
| Birth Years | 1925 – 1945 | 1946 – 1964 | 1965 – 1980 | 1981 - 1994 | 1995 - 2010 |
| Current age at 2020 | 75 – 95 | 56 – 74 | 40 – 55 | 26 – 39 | 10 - 25 |
| % of U.S. workforce | 2% | 25% | 33% | 35% | 5% |
| Influencers | <ul style="list-style-type: none"> • The Great Depression • Pearl Harbor • World War II • D-Day • Radio | <ul style="list-style-type: none"> • Civil Rights Movement • Cuban Missile Crisis • Vietnam War • Assassination of JFK & MLK • The Cold War • Landed on the moon • Woodstock • TV | <ul style="list-style-type: none"> • Women's liberation • AIDS • Challenger disaster • Fall of the Berlin Wall • Operation Desert Storm • Rodney King and LA Riots • First personal computers | <ul style="list-style-type: none"> • Oklahoma City Bombing • Death of Princess Diana • Columbine massacre • Clinton-Lewinsky scandal • 9/11 • War on Terror • Digital Age | <ul style="list-style-type: none"> • Invention of Social Media sites • Capture of Saddam Hussain • Election of Barack Obama • Death of Osama bin Laden • Same sex marriage • School terrorism |
| Characteristics | <ul style="list-style-type: none"> • Conservative • Dedicated & Loyal • Hard-working • Respects Authority & Hierarchy | <ul style="list-style-type: none"> • Ambitious • Anti-establishment • Challenge authority • Live to work • Multitaskers • Strong work ethic • Optimistic | <ul style="list-style-type: none"> • Adaptable • Crave independence • Competent • Ethical • Unimpressed with authority • Work/Life balance • Work to live • | <ul style="list-style-type: none"> • Ambitious, but not entirely focused • Strong team player • Diversity focus • Thinks globally • Sociable • "Me first" attitude • Open minded | <ul style="list-style-type: none"> • Technologically advanced • Affinity to texting over face-to-face • Ability to absorb a lot of information • Environmentally aware • Multitaskers |
| Core Values | <ul style="list-style-type: none"> • Family • Community • Compliance • Loyalty • Respect | <ul style="list-style-type: none"> • Ambition • Collaboration • Equality • Challenge Status Quo • Teamwork | <ul style="list-style-type: none"> • Balance • Diversity • Independence • Informal • Productivity • | <ul style="list-style-type: none"> • Flexibility • Feedback • Goal oriented • Advancement • Meaningful work | <ul style="list-style-type: none"> • Diversity • Inclusion • Self-direction • Social responsibility • Stability |
| Work Ethic | <ul style="list-style-type: none"> • Dedicated • Pay your dues • Work hard • Seniority rules • Respect leaders | <ul style="list-style-type: none"> • Driven • Workaholic • Harder you work, the more you are worth • Quality | <ul style="list-style-type: none"> • Balance • Work smarter, not longer • Process improvement • Skeptical • Structure is important | <ul style="list-style-type: none"> • Ambitious • What's next?? • Persistence • Risk-takers • | <ul style="list-style-type: none"> • Analytical • Research driven • Structure and direction • Give me options & flexibility |

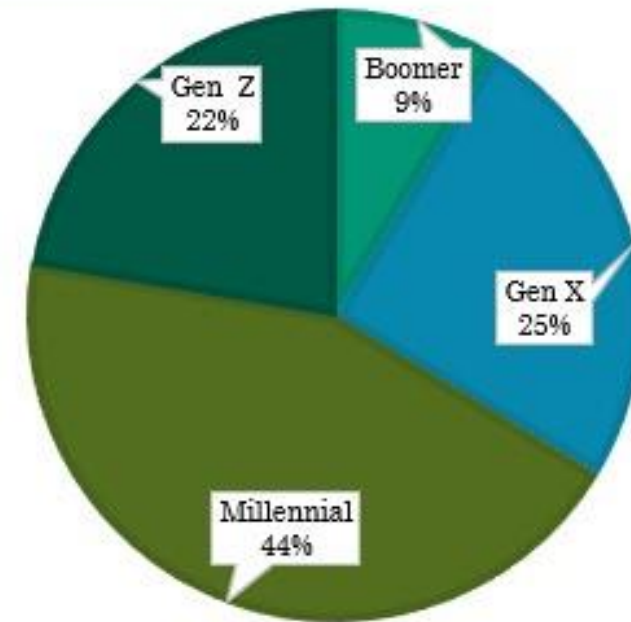
Workforce Projections: 2030

| | |
|--------------|-------------|
| Baby Boomers | 1946 – 1964 |
|--------------|-------------|

| | |
|--------------|-------------|
| Generation X | 1965 – 1980 |
|--------------|-------------|

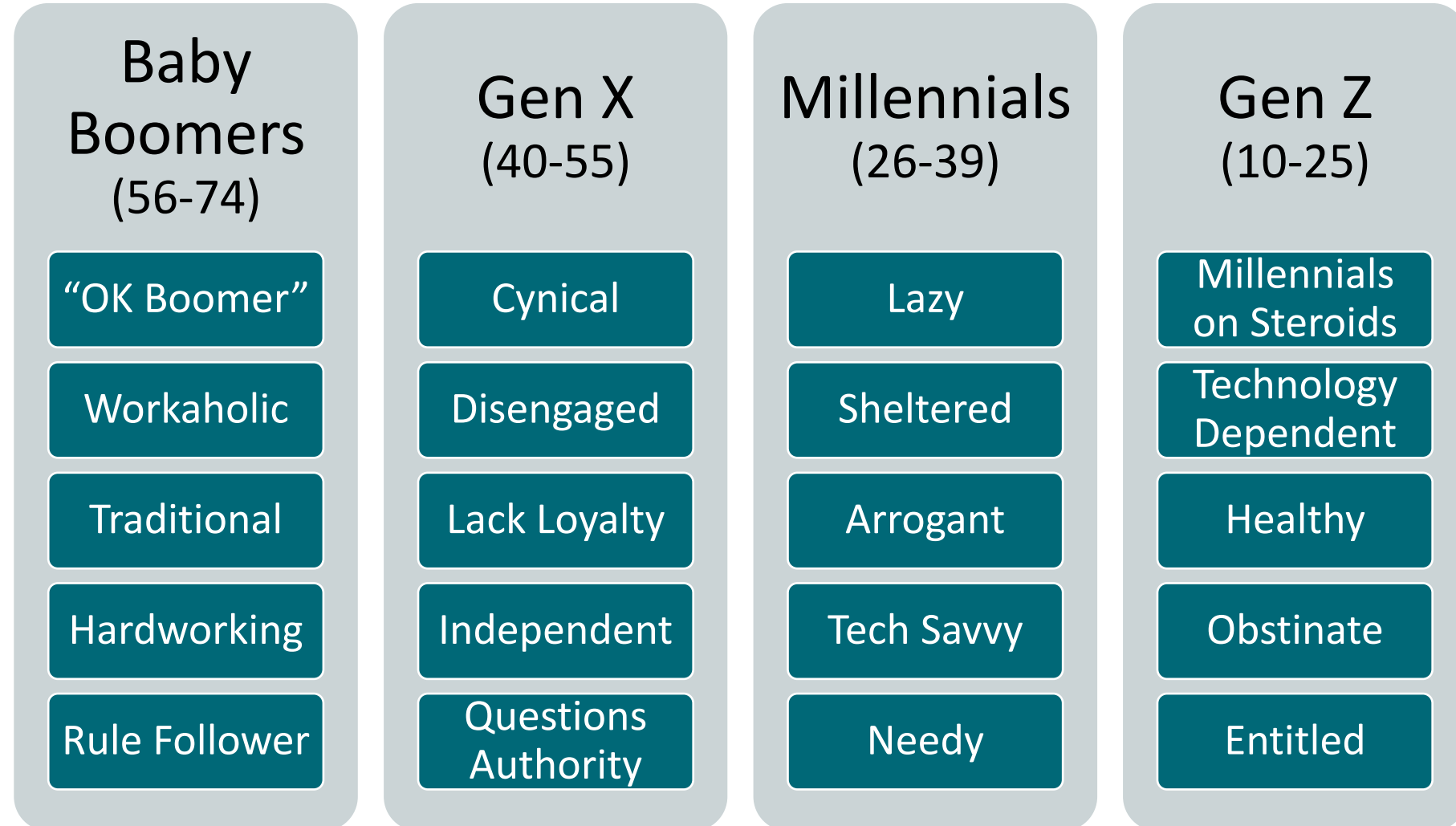
| | |
|-------------|-------------|
| Millennials | 1981 – 2000 |
|-------------|-------------|

| | |
|--------------|-------------|
| Generation Z | 2001 – 2020 |
|--------------|-------------|

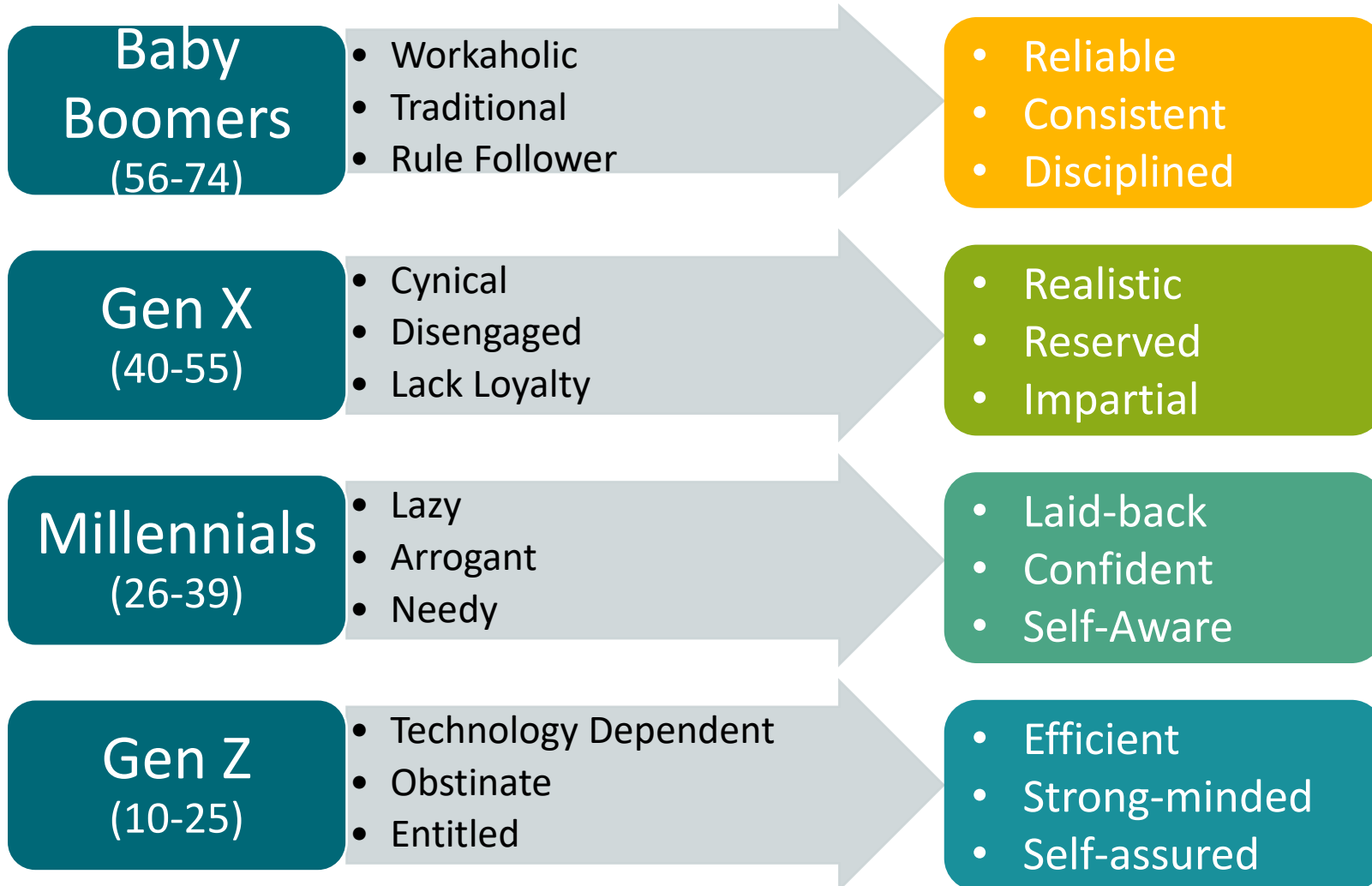


Source: US Department of Labor

Generational Stereotypes (according to the research)



Positive Perspectives

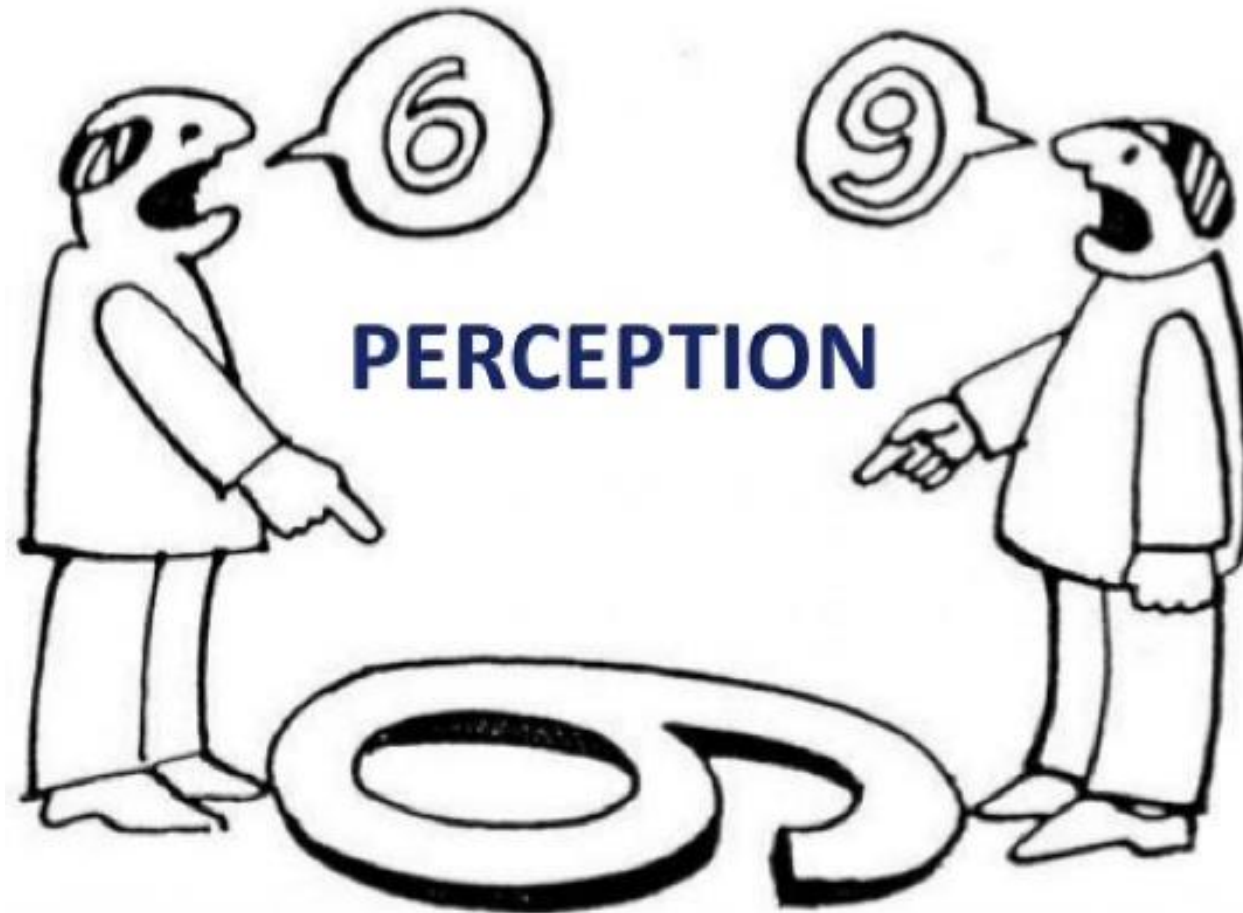


How do these differences show up in the workplace?

| | Baby Boomers (56-74) | Generation X (40-55) | Millennials (26-39) | Generation Z (10-25) |
|-------------------------------|------------------------------------|---------------------------|----------------------------|-----------------------------|
| Work Ethic/Values | Hard Worker Rule Follower | Work-life balance | Freedom Flexibility | Career Multitaskers |
| Work is.... | A career | Just a job | Fulfillment | A new adventure |
| Leadership Style | Directive | Coach | Partner | Equal |
| Follower Style | Respects Authority | Cautious | Asks "Why?" | Independent |
| Learning Style | Classroom | Independent | Collaborative | Networked |
| Communication Style | In person/phone Email secondary | Email | Text Messages IMs | Video Calls IMs |
| Feedback Preferences | Limited | Limited regular | Weekly/Daily | On Demand |
| Messages that Motivate | Your experience is respected | You are valued and needed | Use your own ideas/methods | Collaborate with likeminded |

We all want the same things!

Perception Becomes Reality



Nobody Wants to Work Anymore – Historical Context

2022

According to a new survey released by TinyPulse, 1 in 5 executive leaders agree with this statement: “No one wants to work”. These same leaders cite a “lack of response to job

2014

What has happened to the work ethic in America? Nobody wants to work anymore. It has not always been that way. When I first started to work as a teenager, I saw people work hard.

2006

**like nobody wants to work
anymore and when they do**

1999

“Nobody wants to work anymore,” Cecil said. “They all want to work in front of a computer and make lots of

1981

off this land last week. But they just fooled around. They didn’t want to work. Nobody wants to work anymore.



What employees want by generation

Data source: Mazlo | Infographic design by Antonio Grasso for educational and motivational purposes



Baby Boomers

1946-1964

BEST WORK TRAITS

- Optimistic
- Enjoy mentoring
- Strong work ethic



Gen X

1965-1979

BEST WORK TRAITS

- Independent
- Innovative
- Strong communicators



Millennials

1980-1995

BEST WORK TRAITS

- Tech-savvy
- Collaborative
- Focused on the greater good



Gen Z

Born after 1996

BEST WORK TRAITS

- Digitally fluent
- Practical
- Flourish in diverse workforces

What they want from work

- A loyal employer
- Hierarchical culture
- The chance to mentor others
- Respect

- A trustworthy employer
- Problem-solving opportunities
- Competent colleagues
- Autonomy

- An empathetic employer
- Meaningful work
- Training for new skills
- Flexibility

- A culturally competent employer
- Competitive wages
- Mentorship
- Stability

BEST PRACTICES FOR ADVERTISING JOBS & BENEFITS TO MULTIGENERATIONAL CANDIDATES

What you Should Highlight

Baby Boomers

- Day-to-day duties
- How they will contribute to overall organization
- The "why" behind decisions
- Stability, good healthcare benefits, flexible hours

Generation X

- Growth opportunities
- Professional development
- Clear paths to promotion
- Work-life balance
- Healthcare, good retirement benefits

Millennials

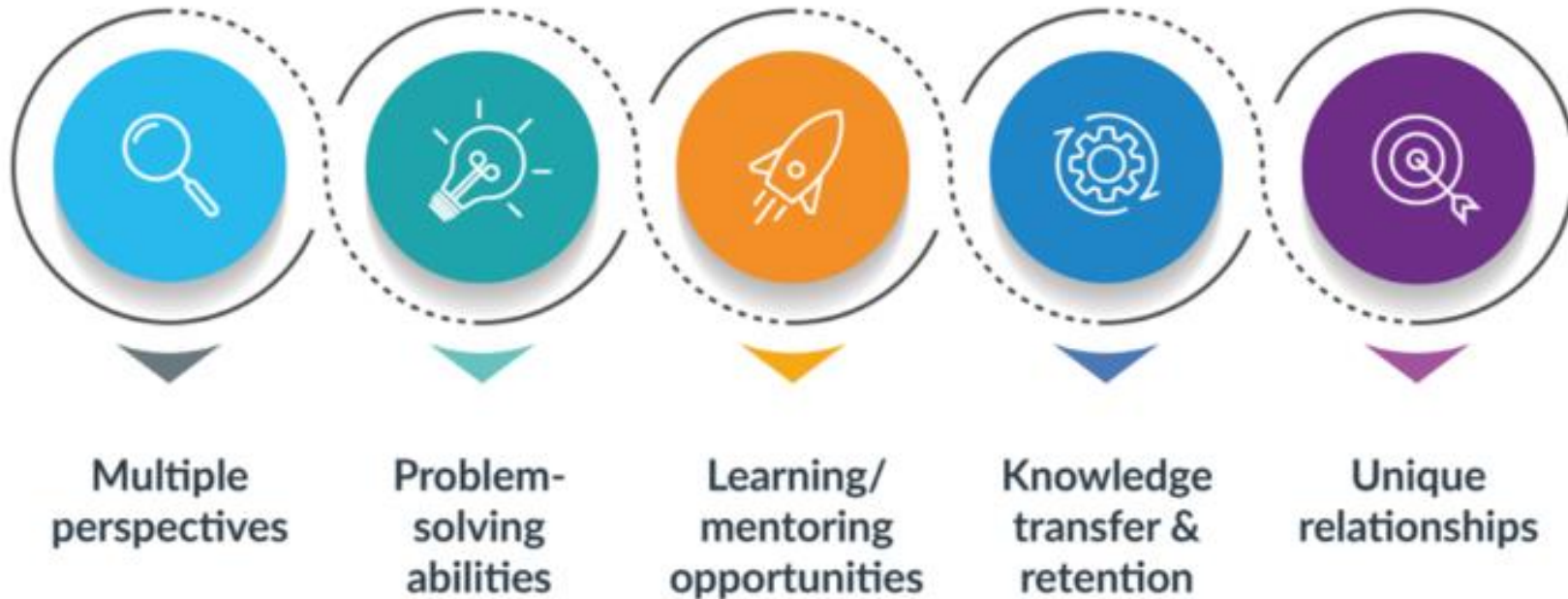
- Strong company ethics
- Social connection, exciting internal culture
- Working from home perks
- Affordable healthcare
- Flexible PTO

Generation Z

- Ethics, working for a company they can trust
- Work from home options
- All-digital environments
- Treated as equals

Multigenerational Workforce

Benefits



We don't learn less from...



BEST PRACTICES TO SUPPORT A DIVERSE TEAM





Mind the Gap: Managing Five Generations in the Workplace



Discussion: Ask us your questions using the Q and A function



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Catharine MacLaren, PhD,
LCSW, CEAP, SHRM-SCP,
VP Talent and Diversity,
Northern Light Health

Tools you can use:

<https://beacon.northernlighthealth.org/Resources>

Good Health Is Good Business – Business to Business Zoom Conference Series

As an employer, we are right here with you, navigating the same uncharted COVID-19 waters you are. We have learned a thing or two along the way and we want to share with you. As a healthcare system, Northern Light Health has in-house experts who can offer guidance to help you safely welcome your employees, customers, volunteers, and students. We are working through these concerns every day in our ten hospitals and at our more than 100 other locations across Maine. We look forward to helping you!

Attendees are asked to join the conference by Zoom and listen to audio using your computer only. Please do not dial in while also connected via your computer. The dial-in number is for those not joining by computer. This will help accommodate a larger number of participants. See you Thursday!



April 13, 2023

Good Health is Good Business: Generational Differences in the Workplace

A one-hour educational session on generational differences in the workplace. The session will address the following:

- why is it important to understand the perceptions of generational differences
- how generational preferences manifest in the workplace
- how to begin changing the narrative on perceived differences to breakdown stereotypes
- generational differences in recruitment

[Register Now](#)

Past Webinars



March 23, 2023

Supporting an Aging Workforce

[View Resources](#)



February 9, 2023

Leading Through Challenging Times - Forming New Partnerships to Deliver on a Promise

[View Resources](#)



January 12, 2023


Hey Maine, How Are YOU?

[View Resources](#)

Register and Save the Date – Thursday, May 11th

Social Media: Impacts on Health, Life, and Business Strategy

- The impact of social media on adult and adolescent health
- The impact of social media and technology on the workforce
- The value and risks of using social media as a business strategy tool




Northern Light Health

One-hour Zoom Conferences
Moderated forum with Q and A
presented by Northern Light Health

ZOOM Business to Business Conference Series

GOOD HEALTH IS GOOD BUSINESS
Learn how to support your employees and your customers to operate a safe and healthy business.

Social Media: Impacts on Health, Life, and Business Strategy
Thursday, May 11 at 11 am
The Zoom meeting ID will be sent to you upon registering



Learn how to support your employees and your customers to operate a safe and healthy business.

Topics will include:

- The impact of social media on adult and adolescent health
- The impact of social media and technology on the workforce
- The value and risks of using social media as a business strategy tool

Panelists:

Jim Jarvis, MD, FAAFP
Senior Physician Executive
Northern Light Health
Director, Clinical Education
Northern Light Eastern Maine Medical Center

David Prescott, Ph.D.
Associate Professor
Coordinator of Health Administration
and Public Health
Husson University

Nadia Mendiola, MD
Child and Adolescent Psychiatrist
Inpatient Pediatric Psychiatry
Northern Light Acadia Hospital

Chris Facchini
Manager, Media and
Multimedia Strategy
Northern Light Health

Moderated by:

Ed Gilkey, MD, MS, MBA, CPE
Senior Physician Executive
Northern Light Beacon Health

**PLEASE REGISTER
BY CLICKING HERE
BEFORE JOINING THE MEETING**

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Please contact Karen Hawkes for more information khawkes@northernlight.org

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