



Claire McGarry



Leading a Successful Multigenerational
Proposal Team

October 27, 2015



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Why Multigenerational Teams?

- Who works with people from different generations?
 - *We ALL do!*
- Who has seen at least one headline in a business magazine, newspaper, or blog about generational conflict in the workplace?
 - *It's in the news!*
- Who has experienced ageism in their work or personal lives?
 - *It affects us!*



Definitions

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The Greatest Generation	Born before 1928	88-100 years old in 2015
The Silent Generation	Born 1928-1945	70-87 years old in 2015
The Baby Boom Generation	Born 1946-1964	51-69 years old in 2015
Generation X	Born 1965-1980	35-50 years old in 2015
The Millennial Generation	Born 1981-1997	18-34 years old in 2015
Generation Z	Born 1997-present	0-17 years old in 2015

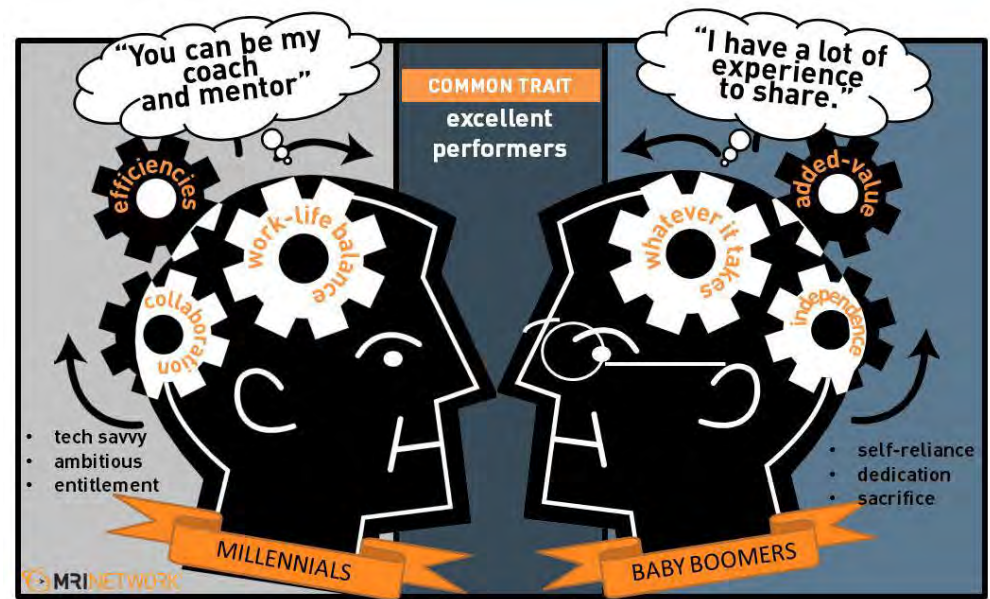
Source: Pew Research Center, 2015



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Benefits of Multigenerational Teams

- Increased innovation and creativity
- Gain and maintain more market share
- More flexible
- Better decisions



Source: The Fordyce Letter, 2014



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Here Are The Strengths And Weaknesses Of Millennials, Gen X, And Boomers



VIVIAN GIANG



SEP. 9, 2013, 3:05 PM

▲ 94,945

● 8

Business Insider
September 9, 2013

4 STEPS TO BRIDGING THE WORKPLACE GENERATION GAP

SOMETIMES IT SEEMS LIKE DIFFERENT GENERATIONS SPEAK DIFFERENT LANGUAGES. HOW CAN WE ALL GET ALONG WHEN THERE'S WORK TO BE DONE?

BY STEPHANIE VOZZA

Talent battle looms as 'diverse' X and Y generation leaders replace boomers

By Irene Chapple, CNN

🕒 Updated 10:14 PM ET, Wed May 8, 2013



Fast Company
March 11, 2014

CNN.com
May 8, 2013

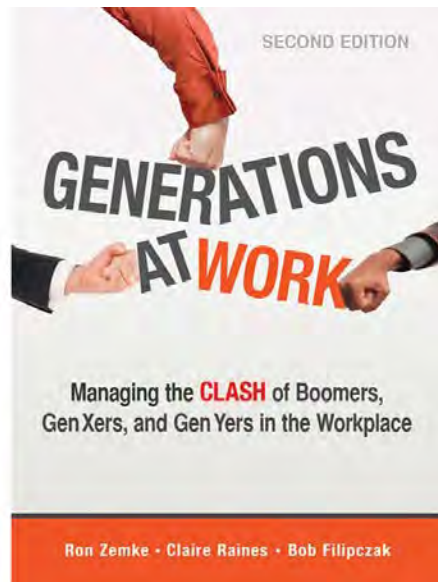
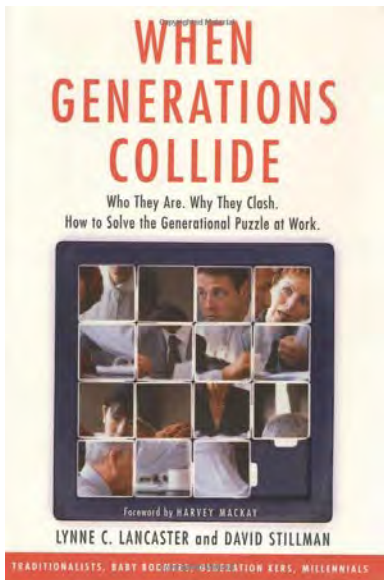
There's a Generation Gap in Your Workplace

Baby Boomers and Gen X employees are distinctly less engaged than others -- and they make up 88% of the U.S. workforce

Gallup Business Journal
August 6, 2013

by Susan Sorenson and Keri Garman



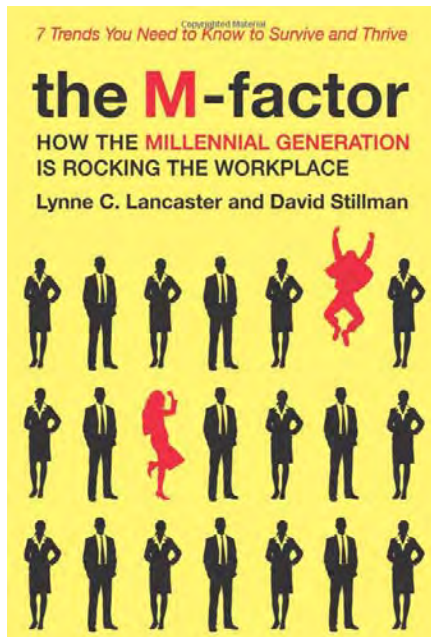


Generations in the workplace

Winning the generation game

Businesses are worrying about how to manage different age groups with widely different expectations

Sep 28th 2013 | NEW YORK | From the print edition





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What are the Challenges?

- Negative stereotypes
- Perceived differences in communication styles
- Alleged divergence in work culture expectations

Instead of being presented with stereotypes by age, sex, color, class, or religion, children must have the opportunity to learn that within each range, some people are loathsome and some are delightful.

Margaret Mead



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Common Workplace Stereotypes

Baby Boomers	Generation X	Millennials
Optimistic	Skeptical	Hopeful
Teamwork and cooperation	Self-reliant	Meaningful work
Ambitious	Risk-taking	Value diversity and change
Workaholic	Work-life balance	Technology savvy

Source: American Psychological Association, 2005



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Self Descriptions

What Makes Your Generation Unique?

<u>Millennial</u>	<u>Gen X</u>	<u>Boomer</u>	<u>Silent</u>
1. Technology use (24%)	Technology use (12%)	Work ethic (17%)	WW II, Depression (14%)
2. Music/Pop culture (11%)	Work ethic (11%)	Respectful (14%)	Smarter (13%)
3. Liberal/tolerant (7%)	Conservative/Trad'l (7%)	Values/Morals (8%)	Honest (12%)
4. Smarter (6%)	Smarter (6%)	"Baby Boomers" (6%)	Work ethic (10%)
5. Clothes (5%)	Respectful (5%)	Smarter (5%)	Values/Morals (10%)

Note: Based on respondents who said their generation was unique/distinct. Items represent individual, open-ended responses. Top five responses are shown for each age group. Sample sizes for sub-groups are as follows: Millennials, n=527; Gen X, n=173; Boomers, n=283; Silent, n=205.

Source: Pew Research Center, 2010



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How Millennial Are You?

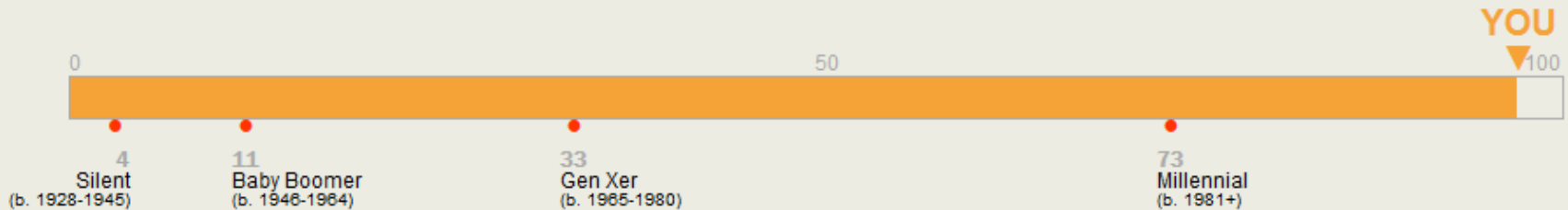
SOCIAL TRENDS | FEB. 24, 2010

Take our 14 item quiz and we'll tell you how "Millennial" you are, on a scale from 0 to 100, by comparing your answers with those of respondents to a scientific nationwide survey. You can also find out how you stack up against others your age.

**HOW
MILLENNIAL
ARE YOU?**
THE QUIZ

Source: Pew Research Center, 2010

Your Millennial score is 97



Were your parents married during most of the time you were growing up, or not?

- Married
- Not married (includes divorced, separated, widowed or never married)

In the past 24 hours, about how many text messages, if any, did you send or receive on your cell phone?

- No text messages on your cell phone in the past 24 hours
- 1 to 9 text messages
- 10 to 49 text messages
- 50 or more text messages

Do you think more people of different races marrying each other is a...

- Good thing for society
- Bad thing for society
- Doesn't make much difference for society



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Is it Really Generational?

Results are not supportive of the generational stereotypes that have been pervasive in management literature and media.

Even when differences have been observed, these have related more to age than generation.

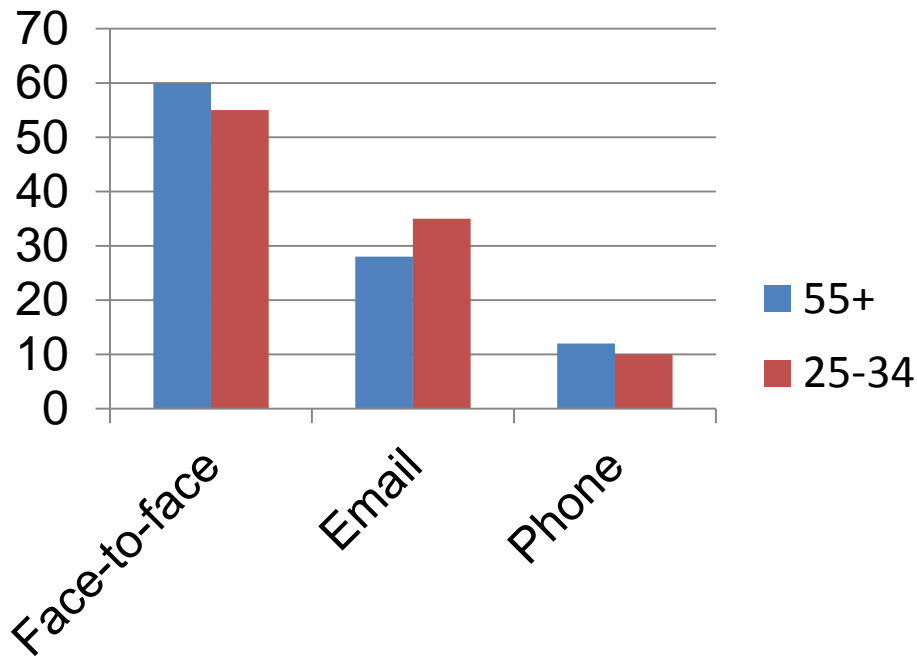
Wong, M., Gardiner, E., Lang, W. & Coulon, L. (2008, February). Generational differences in personality and motivation. Do they exist and what are the implications for the workplace? *Journal of Managerial Psychology*, 23, 8.



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What Do We Have in Common?

- Communication styles



- Work culture expectations

- Challenges
- Competitive compensation
- Opportunities for advancement
- Fair treatment
- Work-life balance



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Why Do We Stereotype?

- We use it as a time-saver
 - Shortcut for understanding new people by putting them into categories
- Age is visible
 - Can tell about how old a coworker is at a glance
- Is there some truth to it?
 - Similarities based on the state of the economy, social norms, education, etc.



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The Role of the Proposal Manager

- Build the proposal team and assign roles
- Be leaders in our organizations
- Work with staff at from all levels and functional areas



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What Can Proposal Managers Do?

1. Be conscious of stereotyping
2. Make new habits
3. Create multigenerational teams
4. Acknowledge shared needs
5. Encourage enhanced diversity training



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Lessons Learned from SciMetrika

- Mentorship Program
- Networking and Relationships
- Technology Training



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*"I'll have someone from my generation get in touch
with someone from your generation."*

Source: Conde Nast Collection



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Questions

- Quiz results?
- Surprises in what was presented?
- Anything else that you wanted to know?
- Experiences with ageism or negative stereotypes in the workplace?
- Strategies that have worked well in your multigenerational teams?



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