



# *X – Y Visionaries*

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# What Generation Gap?

- It is on everyone's mind
- Everyone is concerned about the differences
- How about how much they have in common...



# Common Truths

- May be different ages, but their values frequently are the same
- Family is the value priority chosen by most generations
  - \*Center for Creative Leadership



# Understanding values defines our future

- Integrity
- Love
- Achievement
- Balance
- Competence
- Happiness
- Self Respect
- Wisdom
- Responsibility



Just as their values are the same...so are their fears!

- Lack of trust in their organization or their business field
- In upper management
- During interviews with Boomers, Gen X and Millennials (Gen Y or Echo Boomers) majority said they trust who they work with more than the organization



# No one wants to learn new tricks

- Teach an old dog new tricks...try teaching a 22 year old
- People from all generations are uncomfortable with change
- The perception that “older people” are more loyal is, in fact, associated with context, not AGE!



So what does this have to do with the meetings industry?



# Gen X is all Grown Up

## Gen Y is coming into it's own

- Where are the boomers – turning 60? - Traditionalists
- Gen X'ers were called slackers
- Gen Y'ers were the young pups
- Soon Boomers will exit stage right and the X and Y'ers will no longer be young “whippersnappers” to be managed



# THE NEW ATTENDEE



# You know you are living in 2007 when:

- 1. You accidentally enter your password on the microwave.
- 2. You haven't played solitaire with real cards in years.
- 3. You have a list of 15 phone numbers to reach your family of 3.
- 4. You e-mail the person who works at the desk next to you.
- 5. Your reason for not staying in touch with friends and family is that they don't have e-mail addresses.



# **You know you are living in 2007 when:**

- **6. You pull up in your own driveway and use your cell phone to see if anyone is home to help you carry in the groceries.**
- **7. Every commercial on television has a web site at the bottom of the screen.**
- **8. Leaving the house without your cell phone, which you didn't have the first 20 or 30 (or 60) years of your life, is now a cause for panic and you turn around to go and get it.**
- **9. You get up in the morning and go on line before getting your coffee.**
- **10. You're reading this and nodding and laughing.**



## ■ Frazzing

Frantic, ineffective multitasking, typically with the delusion that you are getting a lot done. The quality of the work; however, is poor.

Edward Hallowell



Master Connection Associates

## ■ Doomdart

The internal distraction of a forgotten task that pops into your mind when you are doing something else. A side effect of frazzling.

Edward Hallowell



# Pizzled

How you feel when someone you're with pulls out a cell phone or a BlackBerry and uses it without an explanation or apology.

A cross between *p\_\_\_\_\_ off* and *puzzled*

Edward Hallowell



# Generational Change

- From Ozzie and Harriet
- To Ozzy and Sharon



# Generational Connections

<b>Generation</b>	<b>Ages</b>	<b>Millions</b>
<b>Boomer</b>	<b>42- 60</b>	<b>78 million</b>
<b>Gen X</b>	<b>31- 42</b>	<b>49 million</b>
<b>Gen Y or Millennial</b>	<b>12- 31</b>	<b>73 million</b>

Source: US Census



# Generational Comparison

<b>Boomer</b>	<b>Gen X</b>	<b>Millennial or Gen Y</b>
<b>Diversity as a cause</b>	<b>Accept diversity</b>	<b>Celebrate diversity</b>
<b>Idealistic</b>	<b>Cynical &amp; Pragmatic</b>	<b>Optimistic &amp; realistic</b>
<b>Killer Job</b>	<b>Killer Life</b>	<b>Killer Lifestyle</b>
<b>TV</b>	<b>PC</b>	<b>Internet</b>
<b>Ozzie and Harriet</b>	<b>Latch-key Kids</b>	<b>Nurtured</b>

Source: Jones Lang LaSalle Gen Y and the Future of Mail Retailing



# Boomers have dominated Decision Making in the Meetings Industry

- Until Now
- In 2005 Xers and Yers have begun to outnumber the boomers
- They now make up 50.5% of the workforce
- Xers have been working and attending meetings for 10-15 years
- More of them have serious positions within their organizations



# Y'ers are no longer the new kids on the block

- They are beginning to supervise co-workers who are 10-20 years older than they are
- Both generations are savvy and comfortable with technology
- Both generations grew up with both parents working - the reason they are more independent



# X'ers are seen as more cynical

- Lack of trust
- Down sizing effects
- Corporate dishonesty



# Y'ers have the highest self esteem

- They were raised with positive reinforcement
- Self esteem building
- They don't take criticism well or like conflict
- They can be misunderstood



# Forget the Gold Watch!

- Both generations change jobs more frequently than the boomers
- Free agent mind set
- Nobody believes in job security anymore
- Resumes must “rock”
- They are always preparing for the next job



# Meetings must “rock”

- Lose the boring speakers
- Lose the same old agenda
- Lose the same old way of networking



# Connection

- More entertainment
- More time to talk to one another
- These people have spark – don't throw water on them
- They want coaching – life training
- Combine personal meetings/learning with technology



# Gen-Friendly Meetings

- Understanding these differences can create an event that is inclusive & inviting
- Generational identity is more than age
- Values and experiences
- Traditionalists – WWII – Steady, professional
- Boomers – Need to be busy
- Gen X – Downsizing caused lack of trust
- Millennial or Gen Y “special”



# Four Generations at One Meeting

- Value of time served is only valuable to a few
- Job changes is the norm for Gen X and Y
- Not trying to be President of the Association
- Old war stories at the Awards Banquet will not make Gen X or Y excited about attending
- Traditionalists & Boomers want physical registration documents
- Gen X & Y prefer registering on line



# Generations Meet as One

- Each generation has unique perspectives on work, loyalty, communication and leadership
- The more you are aware, the more likely you can attract, retain and engage strong memberships in associations and participation in meetings



# Learning...

- Traditionalists & Boomers want to learn at meetings
- Gen X & Y want to connect what they learn to their career growth
- Boomers want to follow an agenda
- Gen X & Y want streams, on line connection and choices of what to do at the meeting



# Feedback is Critical

- Use different sources
- Written
- On – line
- Chat rooms



# Don't change for a few

- Make it clear when changing format
- Add new ideas to traditions
- Vary the learning
- Hold people accountable



**Enjoy each Generation!**

