

# **Landscape Ontario Congress 2015**

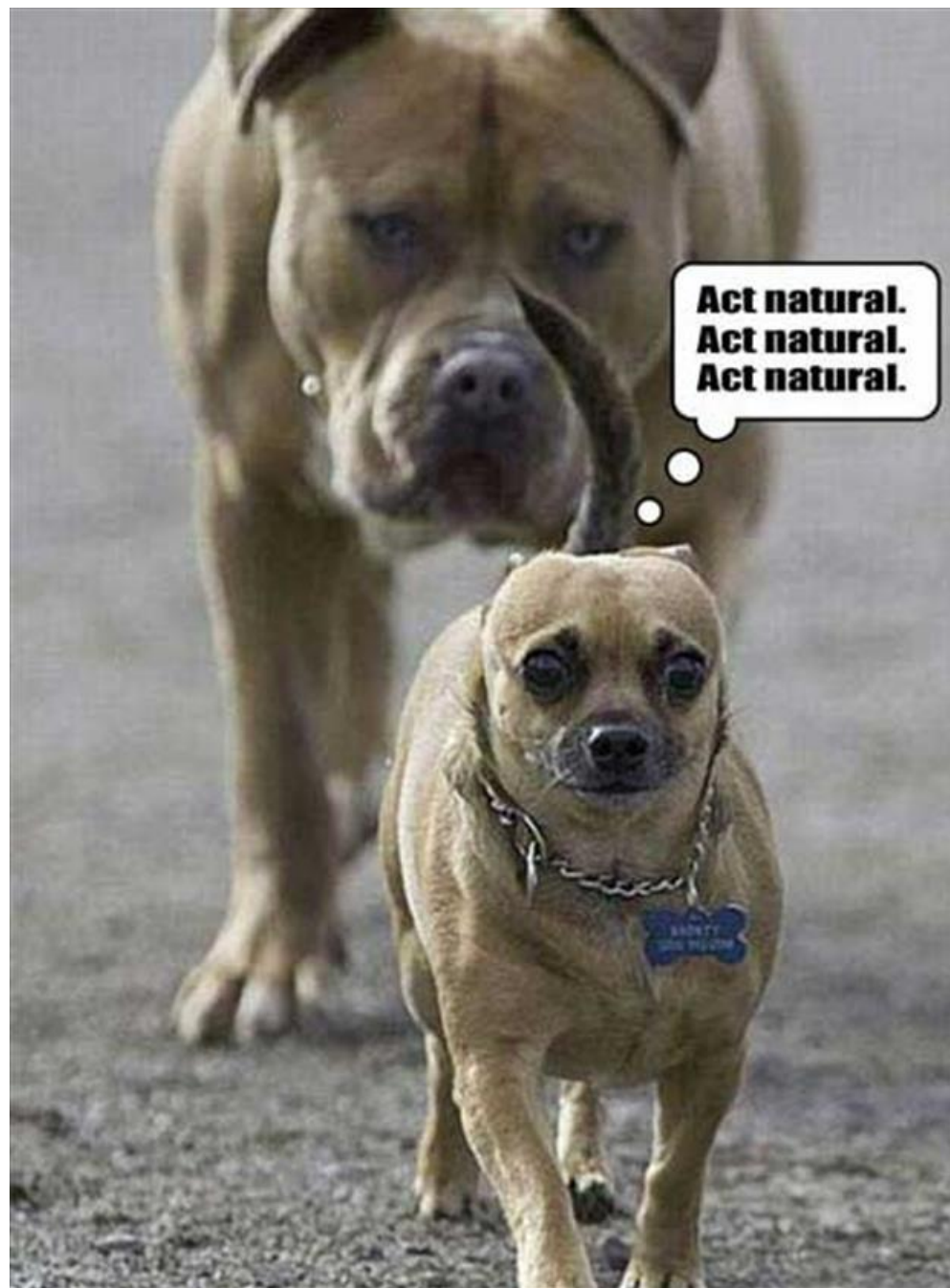


**Bring it on...Strategies to  
Create a Positive Workplace**

**January 8, 2015**

**75% of the population is  
different from you**











# The Work Culture Is Shifting

# Traditionalist



**Grace Kelly**

(November 12, 1929 –  
September 14, 1982)



**Christopher Plummer**

(born December 13, 1929)



# Baby Boomer



**Oprah Winfrey**  
born Jan 29, 1954



**Wayne Gretzky**  
born January 26, 1961

# Gen X



**Leonardo Wilhelm DiCaprio**  
born November 11, 1974



**Tina Fey**  
born May 18, 1970

# Gen Y (Millennials)



**Britney Spears**  
born December 2, 1981



**Mark Zuckerberg**  
born May 14, 1984

# Understanding the Intergenerational Workforce

<p><b>Traditionalist (&lt;1945)</b></p> <p>Loyal</p> <p>Practical</p> <p>Prefer structure</p>	<p><b>Boomers (1946-1964)</b></p> <p>Idealistic</p> <p>Respect Authority</p> <p>Resist change</p>
<p><b>Gen X (1965-1979)</b></p> <p>Skeptical</p> <p>Independent</p> <p>Adaptable</p>	<p><b>Gen Y (1980-2003)</b></p> <p>Optimistic</p> <p>Team builders</p> <p>Value diversity</p>

# Understanding the Intergenerational Workforce

<p><b>Traditionalist (&lt;1945)</b></p> <p>Hard Worker</p> <p>Follow the Rules</p> <p>Tradition</p>	<p><b>Boomers (1946-1964)</b></p> <p>Live to Work</p> <p>People Skills</p> <p>Structure</p>
<p><b>Gen X (1965-1979)</b></p> <p>Life Comes First</p> <p>Project Focused</p> <p>Balance</p>	<p><b>Gen Y (1980-2003)</b></p> <p>Work so can Live</p> <p>Tech Savvy</p> <p>Fun</p>

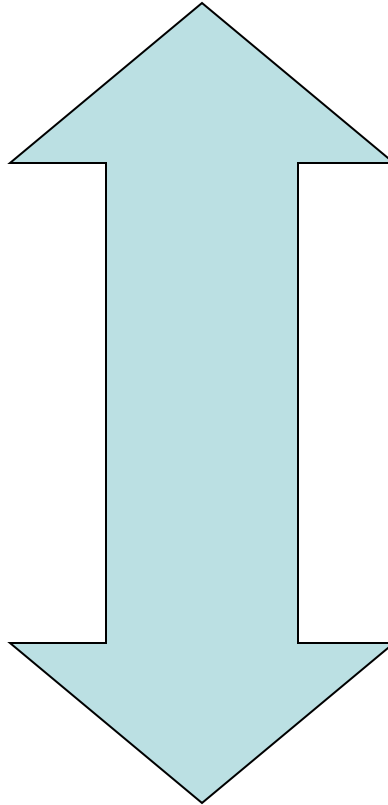






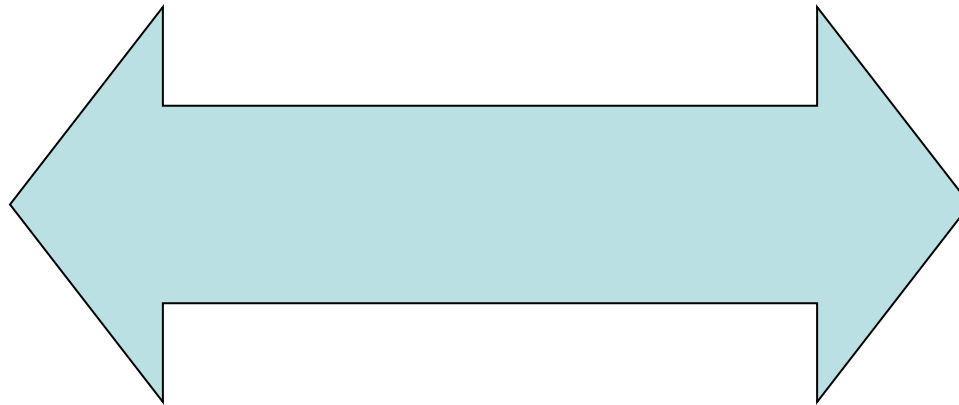


**OPEN**  
**People Oriented**



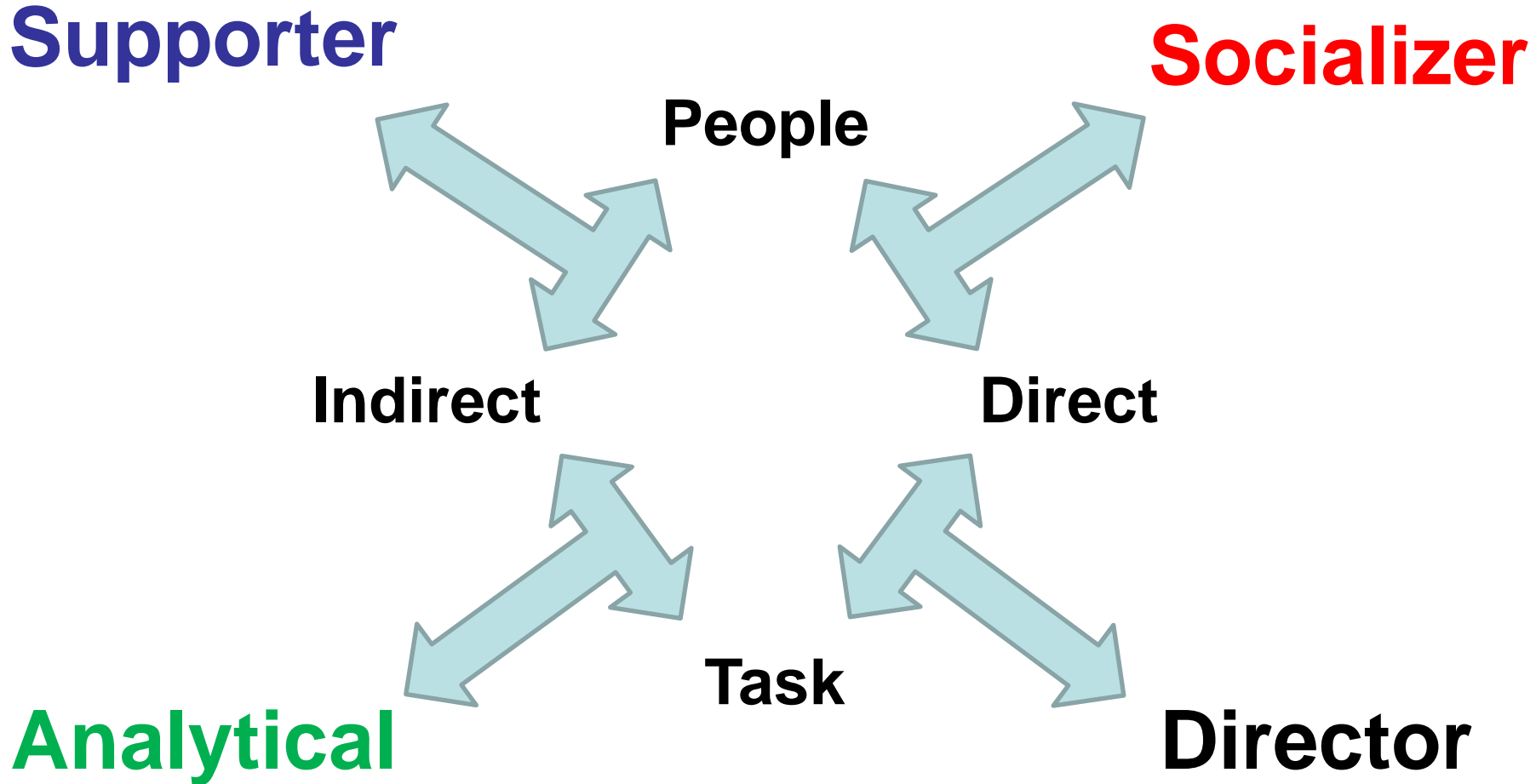
**SELF CONTAINED**  
**Task Oriented**

**INDIRECT**  
**Slow**  
**Paced**



**DIRECT**  
**Fast**  
**Paced**

# PERSONALITY STYLE MAP



# SUPPORTER





# SOCIALIZER



# DIRECTOR



# ANALYTICAL



**SUPPORTER**

**Priority: Stability**

**SOCIALIZER**

**Priority: Recognition**

**ANALYTICAL**

**Priority: Accuracy**

**DIRECTOR**

**Priority: Productivity**

**SUPPORTER**

**Pain:**  
**Change and Chaos**

**SOCIALIZER**

**Pain:**  
**Loss of attention**

**ANALYTICAL**

**Pain:**  
**To be wrong**

**DIRECTOR**

**Pain:**  
**Loss of Respect**

## **SUPPORTER**

**Support their:**

**Feelings**

## **SOCIALIZER**

**Support their:**

**Ideas**

## **ANALYTICAL**

**Support their:**

**Procedures**

## **DIRECTOR**

**Support their:**

**Goals**





**People are different...**

**Not necessarily difficult**



**Celebrate those small  
successes along the way...  
they ALL add up**

Man



*Billie Luy 199-201*

Woman



**IMPROVE ONE THING**









**Don't ask**

**But yes, I could use some help**





# **Bring it on...Strategies to Create a Positive Workplace**

- **Recognize people's strengths**
- **Bring out people's strengths**
- **Humour and Perspective**