

---

# engaging a changing workforce™

Study of Four Generations from The Learning Café

---



Career growth, learning  
and development

**Challenging,  
stimulating,  
varied work**

No work-life balance

**Pay**

Healthy work-life  
balance/flexibility

Enjoyable work environment

Appreciation/  
(non-monetary)  
recognition

**Bad boss**

**Making a difference, a contribution**

Lack of appreciation,  
respect or recognition

**Inability to learn,  
grow and develop**

Boredom, no  
challenge

**Micromanagement**

---



# Welcome to the Changing Workforce 2011

Welcome to 2011 and the ever changing workforce. You're moving quickly, *but are you moving fast enough?*

If you're keeping up you know that there continue to be four generations of employees in the workforce: Silents, Baby Boomers, Gen X and Millennials. You know because you have recruited, engaged and hopefully retained the best employees you can find, from the admin who worked her way up to a management position over three decades, to the recent college grad who shows so much promise. How can you guarantee that your valued workforce stays, from tenured guru to enthusiastic new hire? How can you engage every single employee, when the community is so diverse? More importantly, how can your organization avoid demotivating actions?

<b>Millennials</b>	
'77 - '98	
<b>Generation X</b>	
1965 -	Silent Generation
1976	
<b>Baby Boomers</b>	
'46 - '64	1933 - 1945

Demotivation is at the heart of the workplace generations challenge. As an example, The Learning Café found that nearly **65% of Millennials** (compared to 60% in our previous study) said *boredom* and *feeling unchallenged* were their top demotivators and are factors that could shut down their productivity or even lead them to depart for greener, more challenging pastures.

Once again we want to offer insight into what motivates and demotivates each generation and recommend actions managers can take to increase employee engagement, productivity and knowledge sharing. This research report provides valuable, actionable insight into what motivates and demotivates each generation. The recommendations throughout the report not only will increase employee engagement and reduce turnover costs, but also will strengthen productivity and knowledge sharing.

The report begins with background information, followed by key findings and definitions of each generation - all laying the foundation for the balance of the report. A brief overview of our survey findings, is followed by an in-depth analysis of each generation's top four motivators and demotivators, and concludes by highlighting the major elements of the report.

The Learning Café specializes in solving issues related to the four-generation workforce. For ten years, they have learned from the age-diverse workforce by engaging in primary research, analyzing secondary research, capturing trends, teaching in organizations and observing workplace behavior - to build a strong knowledge base of the four generations' commonalities and differences. They have helped organizations in many industries create strategies to manage their four-generation workforces and bridge the generation gap at work. Their presentations, training materials and workshops have provoked thought, changed behavior and educated thousands of managers and employees on the importance of flexing to meet the needs of a changing workforce - and practical ways to do so.

---

## Background

Today's managers and organizations have their work cut out for them. With four different generations sharing the workplace, it is harder than ever to understand what will motivate, engage and retain each employee. In addition, every generation has its own attitudes, perceptions and values that shape how its members regard work, and the influences that stimulate them to surpass expectations.

However, every generation contends with workplace factors that leave them dissatisfied and unproductive. In today's rapid and turbulent business climate, it is crucial to understand what motivates each generation, and what factors will have the opposite effect.

---

## Key Findings

- 1** The **motivators** - those survey responses that satisfy, engage and cultivate productivity - are nearly consistent among all generations surveyed. This contradicts popular thinking and common wisdom, which attribute very different motivators to each generation.
  - 2** **Demotivators** are notable and generation-specific. Demotivators are the factors that cause people to become unhappy, ineffective and disconnect. Unlike motivators, these demotivators vary somewhat among the generations.
  - 3** The generations differ in the **actions** they will take when demotivated. For example, when a Silent or Baby Boomer complains, they are likely to remain with their employer. However, when a Gen Xer or Millennial grumbles, they are more inclined to investigate their options and leave.
-

---

## Generations Defined

Before presenting the top motivators and demotivators that drive each generation, it is important we have a common understanding of what defines each group. The Learning Café's unique overview of the generations in today's workforce appears on the following pages.

---

**Millennials**  
'77 - '98

**Generation X**

1965 -  
1976

Silent  
Generation  
1933 - 1945

**Baby Boomers**

'46 - '64

## Millennials '77 - '98

There are 75 million members of the youngest generation in today's workforce, all raised at the most child-centric time in our history. The Millennials display a great deal of self-confidence, even at times appearing cocky, perhaps because of the shower of attention and high expectations from their parents.

The Learning Café calls them "Generation Y-not?" because this generation packs power and potential. The challenge for leaders is living up to the high standards and expectations the Millennials bring to the workplace.

Sometimes coached by their parents, they do not see the value of paying their dues or earning their stripes. They perform best with some structure, especially younger Millennials who are newer to the workplace. They are learning *to* work as well as learning *the* work. Millennials also have a bit of a "whatever" view of title and position, showing less reverence for position that's simply based on experience, which they think Baby Boomers overemphasize. They respect knowledge and

and learning. They want a relationship with their boss. This does not always mesh with Generation X's love of independence and a hands-off style. Watch out! They will leave for greener pastures if challenge, learning and fun are absent from their work.

The Learning Café calls them  
"Generation Y-not?"

Millennials are typically team-oriented and work well in groups, preferring group work to individual endeavors. In addition, they are used to tackling multiple tasks with equal energy, so they expect to work hard. They are effective multi-taskers, having juggled school, sports and social interests as children.

As you might expect, this group is technically literate like no one else. Technology has always been part of their lives, whether it is computers, the Internet, cell phones, text messaging, MySpace or YouTube.

---

*"What does it take to keep them? We recruited them from good schools, gave them a decent starting salary and all the training they need. And then they leave. It's the money, right?"*

*– Aerospace*

---

## Generation X

**1965 - 1976** - This is the most documented, discussed and stereotyped generation in recent history. Its 41 million members live with the corporate footprint of previous generations; they are reshaping organizations to meet their generation's priorities.

Generation X grew up in a very different world than previous generations. Divorce and working moms created latchkey kids out of slightly over half of this generation. This led to traits of independence, resilience and adaptability. Generation X feels strongly that "I don't need someone looking over my shoulder."

Generation X saw their parents laid off or face job insecurity, and many of them entered the workplace in the '80s, when the economy was in a downturn. Because of these factors, they have redefined loyalty. Instead of remaining loyal to their company,

their loyalty is most often to their work, their team and their immediate boss.

*"I don't need someone looking over my shoulder."*

Today, Generation X is solidly at career mid-point. They are managers, tenured employees, business owners - and they are busy raising families and contributing to their communities. They expect time flexibility that allows a separation of work from family.

This generation takes employability seriously; for them, building a career portfolio supersedes climbing the career ladder. They continue to grow their portfolios, building a skill set that supports their need for independence even as they attain increasing levels of responsibility. They can move laterally, stop and start. Their careers are more fluid with on ramps and off ramps.

*"We instituted a hiring freeze in the 1990s. As a result we now have a gap. We have a large group of Baby Boomers and we have begun to hire Millennials, but we have almost no Gen Xers! It's a huge challenge when we look at where we will get new leaders."*

*- Federal Government*

---

## Baby Boomers '46 – '64

As the most populous generation in the U.S., 76 million Baby Boomers typically grew up amid economic prosperity, suburban affluence and strong nuclear families with stay-at-home moms. Some researchers divide the Baby Boomers into two groups: those born between 1946 and 1954 (the “Woodstock” group, known for their idealistic endeavors and social conscience) and those born between 1955 and 1964 (the “Zoomer” group, known for their preoccupation with *self*).

They work hard -  
maybe too hard!

Boomers came into the workforce en masse, and made the rules by which many companies play. The Boomers’ paradox is that many are reaching a stage in their lives marked by ambivalence about the very rules they created. Nevertheless, this generation tends to be optimistic, competitive and focus

on personal accomplishment. They have been on the world stage since infancy and were Time’s Person of the Year in 1966 (Time Magazine “Twenty-Five and Under”). Boomers have redefined everything from social values, politics, economics, corporations, environment to the media.

They work hard - maybe too hard. This generation amazingly increased our historical 40-hour workweek by one full month per year! As younger generations enter the workplace, Boomers are waiting for them to pick up this traditional approach to work.

This generation is comfortable in the culture they have created, and they view change as sometimes painful, yet inevitable. Many companies experience their biggest generational conflict when Boomer managers are confronted with younger employees who do not fit the mold that they, the Boomers, created.

*“The CFO is joining the Peace Corps! I don’t think our Boomers are going to retire but I think they will be making some pretty significant changes in their lives.”*

*- Manufacturing*

---

## Silent Generation 1933 - 1945

There are 52 million members of the Silent Generation and they defy generalization more than any other generation - so watch those stereotypes! While some of its members have already left the workforce, many others remain, and they are reinventing the concept of career maturity and retirement.

**Silents are eager to continue working and trying new things.**

The oldest members of the generation grew up in the aftermath of the Depression. However, their financial cycle moved from a cashless childhood to an affluent elderhood, due in part to economic growth, plentiful jobs, retirement benefits and because of their propensity to live well within their means as a generation. They built their success on hard work, self-discipline and postponing material rewards.

As a generation, they put the group before the individual. Often referred to as the “facilitative generation,” many members have taken leading national roles as diplomats, civil rights leaders and distinguished civil servants and politicians. Typically, employees from this generation are disciplined, loyal team players who work within the system. They have a huge knowledge legacy to share and embody a traditional work ethic.

Today’s economic climate, our longer life expectancy and an enjoyment of work, are all keeping Silents in the workplace longer. Whether they are postponing retirement or have retired and returned to work, many Silents are eager to continue working and trying new things. They see themselves as vigorous, contributing members of the workforce.

*“Our Silent generation employees are worried about job security. They say they feel undervalued and many tell us they are struggling to balance work and their personal lives. I wonder - are their challenges real? Are we contributing to their concerns?”*

*- Electric Utility*

---

With an appreciation for what defines each generation, we offer a snapshot of our 2010 survey findings; the top four motivators and demotivators for each generation.

## Survey Findings

The two tables below provide a clear picture of each generation's top four responses within both our **Motivators** and **Demotivators** categories.

### Motivators What keeps you motivated, satisfied, or productive?

	Millennials	Generation X	Baby Boomers	Silent Generation
1	Challenging, stimulating, varied work	Challenging, stimulating, varied work	Challenging, stimulating, varied work	Challenging, stimulating, varied work
2	Career growth, learning and development	Career growth, learning and development	Making a difference, a contribution	Pay
3	Enjoyable work environment	Healthy work-life balance/flexibility	Appreciation/ (non-monetary) recognition	Enjoyable work environment
4	Pay	Making a difference/ contribution and Enjoyable work environment*	Enjoyable work environment	Appreciation/ (non-monetary) recognition

### Demotivators What causes you to disconnect, be unhappy or ineffective?

	Millennials	Generation X	Baby Boomers	Silent Generation
1	Boredom, no challenge	Bad boss	Lack of appreciation, respect or recognition	Bad boss
2	Lack of appreciation, respect or recognition	Micromanagement	Bad Boss	Boredom, no challenge
3	Bad boss	Lack of appreciation, respect or recognition and No work-life balance*	Micromanagement	Lack of appreciation, respect or recognition
4	Inability to learn, grow and develop	Inability to learn, grow and develop	Boredom, no challenge	Inability to learn, grow and develop and Micromanagement*

\* Two factors tied

## Motivators & Demotivators

---

### Millennials Make Their Mark and Raise the Bar

### Millennials '77 - '98

Managers in all types of work environments grapple with understanding and supervising their youngest workers. Recognizing what motivates Millennials will help everyone find a greater level of engagement and productivity.

---

## Motivators

1

**Challenging, stimulating, varied work**

All four generations identified challenging, stimulating, varied work as their top satisfier. For Millennials, challenge on the job means working on a variety of projects and assignments that allow them to learn and use new skills. It means substantial, important projects and tasks rather than busy work, or “grunt work,” as one interviewee called it. Focused and hard working Millennials are anxious to achieve, but on their own clock.

2

**Career growth, learning and development**

This concept, as well, has a unique definition for each generation. In the early stages of their career, growth can be a project or a task that enables them to master new skills. Managers play a critical role in communicating how Millennials’ jobs and daily projects fit into a broader career path or plan.

3

**Enjoyable work environment**

For Millennials, this means having friends at work, having fun and working with people their own age, not being isolated in cubicles all day. It suggests an informal open space environment, one where they can spend time with their managers and colleagues. Millennials want to laugh, celebrate milestones and small successes, encourage friendship and collegiality, and encourage humor. The workplace should be an enjoyable, fun environment.

4

**Pay**

With sizeable school loans, money can be important to Millennials for some very basic reasons. Given their high self-esteem, Millennials may have salary expectations that are higher than the market’s reality. If they perceive their pay is inadequate, they feel under valued. Finally, unlike the previous generations, Millennials grew up discussing money, salary and earnings. How much they make is an open book, a concern to many human resources departments.

# Millennials '77 - '98

## Demotivators

1

**Boredom,  
no challenge**

Millennials move at a fast pace and are impatient with downtime. Even waiting five or ten minutes for a meeting to get underway will ignite agitation. Challenged to work hard and do their best at home and at school, they expect no less from organizations.

2

**Lack of appreciation,  
respect or  
recognition**

Millennials grew up in a team environment where everyone was a winner and appreciated. When school kids ran a race, everyone received a ribbon because they worked hard and participated. At work, Millennial employees thrive with positive acknowledgment and praise for work well done and progress along the way. In addition, if their work seems insignificant or unimportant Millennials assume their talents are under appreciated.

3

**Bad Boss**

The number one reason an employee quits (or leaves) is a *bad boss*. Employees leave bosses, not jobs or organizations. Moreover, many times the reason is generational: a clash of work styles, communication styles or management styles. Millennials do not have as many authority issues as other generations. They are more casual about authority and many refer to their boss as a coach or mentor. A manager who plays a more formal or hierarchical role may be seen as a bad boss. Bad bosses are supervisors who stifle a relaxed, collegial work environment, and set a negative tone.

4

**Inability to learn,  
grow and develop**

Most Millennials are fresh from a highly structured learning environment, whether college or high school. Much of their success and recognition to date has been for being good learners, something they want to continue dearly. They are naturally curious, avid learners and prefer supervisors who serve as on-the-job teachers, coaches or mentors.

### Action Idea

#### 2X Challenge

Assign two projects at a time to increase productivity and minimize boredom. Provide upfront structure, coaching and feedback throughout.

Engaging a Changing Workforce™ Workshop

# Motivators & Demotivators

---

## Generation X Aims for Flexibility, Independence and Learning

**Generation X**  
**1965 -**  
**1976**

In 1991, Douglas Coupland's novel gave Generation X its name and unfairly labeled them as apathetic slackers, but this generation has proven that early stereotype wrong. They have grown up, proving to be hard workers and dedicated parents.

---

### Motivators

1

**Challenging, stimulating, varied work**

For many Gen Xers, challenging work is literally any challenge that will enhance their skills portfolio and make them more marketable. Typically, Gen Xers concentrate on building a variety of skills, but acquiring skills does not mean they will exit an organization. Most often, acquiring multiple skills gives them career security and leads to high engagement. Provided with numerous opportunities to learn new skills, Gen Xers have proven to be very loyal. Managers can keep Gen X employees engaged by constantly challenging them intellectually, including presenting work and new projects as fresh opportunities.

2

**Career growth, learning and development**

This generation seeks a number of different experiences across the organization; they want a career lattice, not a traditional career ladder. Unlike older generations, they may not covet a promotion or corner office as much as a seminar on cutting-edge technology or a mentored opportunity to take on new responsibilities in their current position.

3

**Healthy work-life balance/flexibility**

Gen X pushed the envelope on workplace flexibility and work-life balance. They want to have a life and they want to have it now. Many Gen Xers have growing families and their priority, more than previous generations, is being present for their children. Essential to engaging Gen Xers is to be flexible; offer alternative work locations or flexible schedules.

4

**Making a difference/contribution and Enjoyable work environment**

For this generation, connecting challenging work with making a difference is important. Gen Xers want to contribute to something greater than themselves. Now solidly mid-career, Gen Xers have entered a life stage where they value the long-term impact of their contributions. Enjoyable work environment moved up in the priorities in the 2010 survey update. For Gen Xers, this means a work climate that is focused, relaxed and productive.

---

## Generation X 1965 - 1976

---

### Demotivators

- 1 Bad boss**

A bad boss is a micro-manager, or a boss who is not sensitive to their need for time flexibility or a boss that is not in sync with their parenting values. In addition, Gen Xers consider a boss that blocks their ability to acquire new skills or move across the organization a bad boss.
- 2 Micromanagement**

It is crucial to give this generation independence at work, which means giving them autonomy and accountability to define projects, create plans, implement changes and produce their own results. Organizations and supervisors may need to let go, lighten up and turn things over to Gen X.
- 3 Lack of appreciation, respect or recognition and No work-life balance**

Generation X is a small generation living in the shadow of the Baby Boomers - and increasingly eclipsed by the Millennials. They are approaching mid-career and want to continue to get their share of appreciation from their manager and their employer. They want recognition for their work, mentoring opportunities and continuous learning. They want people to notice them, not pass them over.
- 4 Inability to learn, grow and develop**

An inability to learn can be a deal-breaker for Gen X. In fact, 77% of Gen Xers say they would leave a job for more intellectual stimulation. Currently, this “no-longer-young” generation is in mid-career and sometimes lacks guidance. They still want to master new skills and get more recognition, but it is getting tougher to accomplish mastery at this stage in their career. They may need a mentor, but do not know how to get one.

#### Action Idea

##### Career Checkpoint

Dust off development plans and hold candid career discussions. Focus on the role that reputation plays in professional brand. As Xers edge toward mid-career, boost their learning and growth opportunities and consider getting them a coach.

Engaging a Changing Workforce™ Workshop

## Motivators & Demotivators

---

### Baby Boomers Work Hard and Give Back

Ever since they were twirling hula-hoops, this generation has defined one side or the other of “the generation gap.” However, do not rush to stereotype the Boomers - they are both more complex and more adaptable than you may initially assume.

**Baby Boomers**  
**‘ 4 6 – ‘ 6 4**

## Motivators

1

**Challenging,  
stimulating,  
varied work**

To feel challenged, Boomers must see their work as meaningful and contributing to the organization. They want to know how their projects and tasks fit in and how their productivity makes a difference to the success of the organization.

2

**Making a  
difference,  
a contribution**

Many Boomers are returning to their generational roots of social contribution and change. With maturing careers, and a keen social sense, many Boomers are motivated to give back, locally and globally. They are beginning to look beyond their immediate surroundings. At work, this may translate into seeking renewed meaning in their jobs, or thinking about what’s next. Outside of work, they are giving back to their communities with their time and resources.

3

**Appreciation/  
(non-monetary)  
recognition**

Called the *me generation*, Boomers expect to be noticed and appreciated. They want their manager to recognize them as people beyond the work assignment.

4

**Enjoyable work  
environment**

Baby Boomers work too hard and need help lightening up. This generation believes they should be at their desks all day, every day - and those are long days. For many Boomers the number of hours worked is still a badge of honor. They appreciate having a bit of fun in the workplace, but they need permission to know that it’s OK to take a break.

---

# Baby Boomers

'46 – '64

---

## Demotivators

- 1 Lack of appreciation, respect or recognition** Boomers do not want to be labeled as aging. They are hypersensitive to this and see any such labeling as disrespectful. It is better to focus on their skills and accomplishments than their seniority. In addition, they have worked hard - often 60 to 70 hour weeks - and they want recognition and appreciation expressed for this investment.
- 2 Bad boss** Tied to their need for recognition, Boomers want a boss who acknowledges they have worked hard and earned their stripes, a boss who appreciates their expertise. For Boomers who personalize their work, a bad boss may also be someone with whom they simply do not get along.
- 3 Micromanagement** It is crucial to give this generation independence at work, which means giving them autonomy and accountability to define projects, create plans, implement changes and produce their own results. Organizations and managers may need to let go.
- 4 Boredom, no challenge** Boomers are more likely than younger generations to have worked for the same company for years, but they do not want to do the same tasks repeatedly. They too seek new challenges. Provide many opportunities to tackle new projects, take on new assignments and build on an existing core skill.

### Action Idea

#### Keep It Fresh

Send the message that long hours are not a badge of honor. Design jobs to accommodate Boomers' multiple family demands (alternative work arrangements, job sharing, leave options, flextime and phased retirement.)

Engaging a Changing Workforce™ Workshop

## Motivators & Demotivators

---

### Silents Impart Bottom-line Discipline and Wisdom

Silent  
Generation  
1933 - 1945

The most tenured generation in the workplace is still vital and valuable; they hold enormous reserves of knowledge about their jobs and remain interested in doing good work and learning new skills.

---

## Motivators

1

**Challenging,  
stimulating,  
varied work**

Like Boomers, the Silent Generation wants to make a difference to their organization - specifically, to the organization's bottom line. Because their view of work is pragmatic and they see the big picture, they have an eye on the company's overall success and want to contribute directly to that success.

2

**Pay**

For Silents still in the workplace, their compensation continues to be important. As they see it, it is a sign of organizational respect to compensate them for their experience and expertise.

3

**Enjoyable work  
environment**

For this most tenured generation, an enjoyable workplace is one that is no-nonsense and respectful. They want an environment with a clear structure, one that is more traditional and formal.

4

**Appreciation/  
(non-monetary)  
recognition**

For Silents, appreciation is the accompaniment to fair pay. As the generation with the longest-running service to organizations, Silents expect that their decades of hard work will be acknowledged, as well as their individual talents.

Demotivators

- 1** **Bad boss** Silents may dislike a manager who simply isn't courteous or polite, or who commands rather than asks. Bad bosses also violate the Silents' sense of fair play.
- 2** **Boredom, no challenge** Boredom adversely affects every generation. With long tenure in a single organization and with limited job roles and responsibilities, it is likely Silents are looking for fresh challenges and skills to keep their work interesting. Ask them to mentor new hires, to share their experience and wisdom. Ask them to participate in advisory roles and contribute their expertise to strategic planning or business turn-arounds.
- 3** **Lack of appreciation, respect or recognition** "I walked out of the building, and no one said 'thank you.'" This quote from a retiring Silent delivers a message this generation wants organizations to hear: appreciate the person as well as value the work. Consider the accumulated wisdom of the Silents, and create opportunities for knowledge sharing.
- 4** **Inability to learn, grow and develop and Micromanagement** Not every member of the Silent generation is marking time until retirement - many are lifelong learners. Silents view technology as something that improved their lives. They have embraced technology and can learn new ways to do things; do not discount their abilities. Like other generations, Silents do not appreciate obsessive oversight. They do, however, appreciate a partnership approach.

Action Idea

**Activate Alumni**

Create an alumni association to continue the connection between your valued Silents and your organization. Offer opportunities to mentor, links to community service resources, up-to-date information about your benefits and healthcare plans and discounts.

Engaging a Changing Workforce™ Workshop

## Conclusion

---



From the casual self-confidence and high expectations of the **Millennials** to **Silents** still hungry for new challenges, each generation in today's workplace has its own deeply rooted values and perceptions that are powerful and defining. These differences hold the key to keeping each employee happily productive, engaged and committed. Managers genuinely willing to (1) *learn the generational nuances* and (2) *adapt their management styles*, can “crack the code” of the generations and apply techniques that motivate and increase productivity.

This report's key findings, definitions, motivators, demotivators and recommendations offer basic insights into generational differences – a starting point from which to build. Managers should use these recommendations and suggestions as initial guidelines for understanding employees and colleagues, but also understand this information does not recommend a cookie-cutter approach. Differences within any generation, and in every individual, will require unique approaches when it comes to motivation, engagement and retention.

---

### The Research

The data in this report was collected from over 2,000 workshop participants and conference attendees from 2006 through 2010. Individuals were given a survey (see sample on page 18) and asked to rank their top motivators and demotivators, selecting from a list of 26 choices created through the coding and categorization of freeform input gathered during previous surveys. Two percent (2%) of respondents are in the Silent Generation; 48% are Baby Boomers; 26% are Gen Xers; and 24% are Millennials. Sixty-one percent of the respondents indicated they are employed in the private sector; 36% work for the federal government.

---

For more information on generations in the workplace  
visit us on the web or on Facebook:

The  
Learning Café  
[www.thelearningcafe.net](http://www.thelearningcafe.net)



## The Learning Café Programs & Products

### Engaging a Changing Workforce™ Workshops

Engaging a Changing Workforce looks at today's workforce through a generational lens. This workshop focuses on the practical advice, skills and tools that managers and employees need to win in the new game.

### The Art & Science of Engagement: Winning the War for Talent

Employees don't disengage or leave because they are pulled away by better offers. Employees disengage because they are pushed out by factors under management's control – initial stimuli that open the door to the pull of outside opportunities. This session energizes and focuses managers on the realities of employee engagement.

### Building Your Brand

Personal branding is a leadership strategy for managing reputation within an organization and marketplace. A personal brand is how you define and differentiate yourself. The Building Your Brand experience includes Make It: Identify who you are and why you're unique; Market It: know your audiences, make connections and sell yourself; and Manage It: how to change, compensate and leverage your brand.

### Instant Expert Manager Series

Front line managers never know what new challenges each day will bring. Their days are busy and unpredictable. In their high-speed work environments, they only have time for training that is fast and targeted. The Instant Expert Manager Series includes six modules. Each 90-minute session delivers how to's, powerful actions, and a key skill to coach and engage employees from recruitment to retirement.

### Mentoring for Success

An easy-to-use program that ensures mentoring initiatives get quick, sustainable results. The user-friendly tool kit prepares participants for a comfortable, productive relationship. The tools supplement a Mentor and Mentee's natural abilities with guidelines, how-to's and structure for maximum effectiveness and joint satisfaction.

## Sample Survey Form

### ENGAGING A CHANGING WORKFORCE STUDY

GENDER  Male  Female

ROLE (PLEASE CHECK ONE):

- Manager  Individual Contributor  
 Intern  Other: \_\_\_\_\_

GENERATION – BIRTH YEAR RANGE (PLEASE CHECK ONE):

- Silent (1933 – 1945)  X-er (1965 – 1976)  
 Boomer (1946 – 1964)  Millennial (1977- 1998)

Also, please check if you ARE A “CUSPER”:

- Cusper (1960 –1968) Overlaps Boomer & X-er generations.*

What keeps you motivated, satisfied, or productive?

Please check a **MAXIMUM** of 4 responses.

- Appreciation / (non-monetary) recognition  
 Autonomy, ability to innovate / create  
 Benefits  
 Career growth, learning and development  
 Challenging, stimulating, varied work  
 Company / industry reputation  
 Enjoyable work environment  
 Good boss  
 Good communication  
 Healthy work-life balance / flexibility  
 Making a difference / contribution  
 Pay  
 Treated with dignity and respect  
 Other: \_\_\_\_\_

What causes you to disconnect, be unhappy or ineffective?

Please check a **MAXIMUM** of 4 responses.

- Bad boss  
 Boredom, no challenge  
 Bureaucracy  
 Downsizing / merger  
 Excessive stress / increased workload  
 Inability to learn, grow or develop  
 Lack of appreciation, respect, or recognition  
 Micromanagement  
 No work-life balance  
 Pay cut  
 Poor communication  
 Reduction in benefits  
 Unsatisfactory work environment  
 Other: \_\_\_\_\_

*“Time is made up of various ages; and each thinks its own a novelty.” - Herman Melville*

© 2008 The Learning Café