

# **GENERATIONS: Veterans, Boomers, Xers & Millenials Working Together to Create Service Culture Excellence**

Millennials Rising  
The Next Great Generation  
Neil Howe and William Strauss  
Authors of *Generations* and *16th*

GENERATION

Inspire  
Vision  
Engage  
Purpose  
Ignite  
Passion

Inspire... Engage... Ignite

christhrash  
AND ASSOCIATES  
Creating Service Culture Excellence

**GENERATIONS**

For the first time in history, there are four generations in the workplace:

- Veterans (1920-1940) “Been there, done that”
- Baby Boomers (1940-1960) “We’re the stars”
- Generation X (1960-1980) “We’ve survived”
- Generation Y- Millenials (1980-2000) “Cheer up”

Each generation brings its own set of experiences, values, beliefs and desires. Understanding the experiences shared by each generation and having an awareness of how these experiences have shaped the values and behaviors of the generation can contribute to a greater understanding of service delivery across the Generations and gain acceptance of differences in patients and co-workers.

This exciting, high energy presentation by Chris Thrash will provide the audience with a better understanding of how to provide excellent service to patients and team members based on their shared experiences, values and desires of each generation. Participants will learn how communication techniques vary when dealing with members of each generation.



## Veterans, Boomers, Xers & Millenials Working Together To Create Service Culture Excellence

“Generations” is a dynamic presentation that incorporates music, graphics and visual imagery from all generations. Chris Thrash captivates the audience with dynamic content presented in an artistic format that challenges the minds, touches the souls and inspires creativity in audiences of hospital staff members.

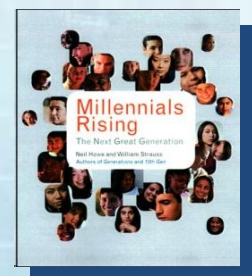
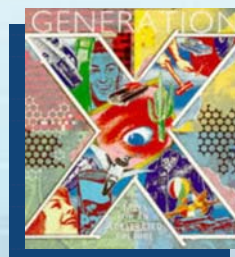
Chris helps healthcare staff understand their dynamic role in sustaining high patient and employee satisfaction in meeting the unique needs of each generation.

### Taking Care of Patients From Each Generation:

- Veterans – since they respect authority, they will listen to a respected doctor more readily than a nurse
- Baby Boomers – like consensus and socialization; they will be more compliant when these two values are encouraged
- Generation X – due to their autonomous nature, they need to be included in any decisions/choices
- Millennials – they don’t want to be coddled; do include family in conversations/decisions (as appropriate)

### Working with Staff Members from Each Generation:

- Veterans – treat them with respect; acknowledge their experience; accept their directives
- Baby Boomers – like consensus; work with them towards mutually agreeable outcomes
- Generation X – give them space; include in decisions; give choices and autonomy
- Generation Y Millennials – be supportive and patient; treat them as professionals; lead by example





## Veterans (1920-1940) “Been there, done that”

Veterans have seen it all.

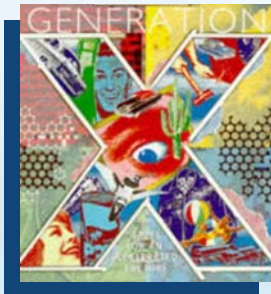
They were raised during the Great Depression and won World War II. They are comfortable with a “we’re all in this together” mindset and believe that everyone should work together for the common good. They prefer consistency and uniformity.

They prefer leaders who provide clear direction and have strong leadership styles.



## Baby Boomers (1940-1960) “We’re the stars”

Baby Boomers were wanted children. Their parents wanted to bring children into the new world they had created. More babies were born than ever before and thanks to advances in modern medicine, more of them were also surviving. These babies were doted on and coddled. They have been the “stars of the show” and they know it.



## Generation X (1960-1980) “We’ve survived”

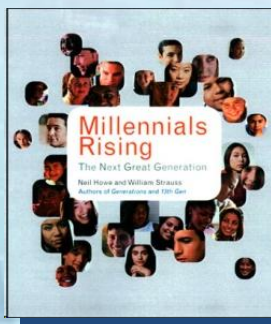
Generation X is the Survivor generation.

They were the first generation after the advent of birth control, no-fault divorce, and legalized abortion.

Whereas the Boomers were coddled and fussed over, the X-ers were left pretty much to their own devices.

They’re the first generation where both parents worked.

X-ers basically raised themselves.



## Generation Y- Millenials (1980-2000) “Cheer up”

The Millennials were raised by parents who went back to the values of raising children.

Parents changed their schedules so that one parent would always be home.

The parents of this generation never missed a soccer game and made sure that there children never missed anything either.