OUR TIPPING POINT

MEALS ON WHEELS
ANNUAL CONFERENCE & EXPO
DENVER, CO | AUGUST 29-31, 2017
Crossing the Generational Divide

Beth Steinhorn
President
JFFixler Group
Email: beths@jffixler.com
Your presence has been requested
The New Generation Gap

Why would I do it that way? I’ve been doing it this way for years!

She doesn’t follow directions!

She is always on her phone during the meeting – I don’t think she’s paying attention.

I can’t believe the way he dresses!

What do you mean I can’t call in to this meeting from my car?!
Generations

Engagement Trends and Innovations

Managing Age Diversity
Four Generations in the Workplace
What are you seeing?
Volunteering in America

During 2015:

• 62.6 million Americans volunteered
• 24.9% of residents volunteer
• 7.8 billion volunteer hours
• $184 billion of service contributed

VolunteeringInAmerica.gov
Volunteering in America 2016
Corporation for National & Community Service
### Generational Patterns in Volunteering

<table>
<thead>
<tr>
<th>Generation</th>
<th>Time Period</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditionalists (Greatest &amp; Silent Generation)</td>
<td>1901 – 1945</td>
<td>75 Million</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>1946 – 1964</td>
<td>80 Million</td>
</tr>
<tr>
<td>Generation X</td>
<td>1965 – 1980</td>
<td>65 Million</td>
</tr>
<tr>
<td>Millennials (Generation Y)</td>
<td>1981 – 2000</td>
<td>83 Million</td>
</tr>
</tbody>
</table>
Generational Patterns in Volunteering

Age Group Rates

- 16-19 (26.2%)
- 20-24 (18.5%)
- 25-34 (22.0%)
- 35-44 (29.8%)
- 45-54 (28.3%)
- 55-64 (25.6%)
- 65-74 (26.5%)
- 75+ (20.0%)
### Generational Patterns in Volunteering

<table>
<thead>
<tr>
<th>Generation</th>
<th>Percentage that Volunteered</th>
<th>Hours of Volunteer Service</th>
<th>Value of Volunteer Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>21.9%</td>
<td>1.6 Billion</td>
<td>$38.5 Billion</td>
</tr>
<tr>
<td>Generation X</td>
<td>28.9%</td>
<td>2.3 Billion</td>
<td>$53.7 Billion</td>
</tr>
<tr>
<td>Boomers</td>
<td>25.7%</td>
<td>2.7 Billion</td>
<td>$63.7 Billion</td>
</tr>
<tr>
<td>Older Adults</td>
<td>23.5%</td>
<td>1.9 Billion</td>
<td>$45.4 Billion</td>
</tr>
</tbody>
</table>
Traditionalists

- Practical, patient, loyal, hardworking
- Respectful of authority
- Prefer structure
- Have strong work values and ethic
- Silent stoicism

Source: Managing Intergenerational Conflict in the Workplace, Susan Heywood
Baby Boomers

✓ The “Me” generation
✓ Teamwork and cooperation
✓ Career oriented
✓ More hours equals better performance
✓ “Love the good life”
✓ Seeking encore careers

Source: Managing Intergenerational Conflict in the Workplace, Susan Heywood
Generation X

- The most well educated generation at their time
- Confident/self-reliant
- Adaptable to change
- Skeptical
- Balance work and life
- Goal oriented
- Want to be challenged

Source: Managing Intergenerational Conflict in the Workplace, Susan Heywood
Value independence
Optimistic and hopeful
Reluctant to commit
Look for new challenges
Challenge the status quo
“We’re all in this together”
Want the opportunity to make an impact
Fear boredom
Meaningful work
Value diversity
Value change
Globally connected

Source: Managing Intergenerational Conflict in the Workplace, Susan Heywood
Baby Boomers
Characteristics of Boomers

- High functioning teams
- Collaborative
- Ambitious
- Goal oriented
- Workaholic
- Impact is important

Managing Intergenerational Conflict in the Workplace, Susan Heywood
Boomer Research Findings

Boomers’ 2005-07 expectations and hopes around retirement

• Optimistic about retirement
• Most planned to work in retirement (79%)
• Volunteering and service interwoven with retirement
• Knew what would make volunteering attractive

VolunteerMatch Great Expectations Research
What would make volunteering attractive to Boomers?

Skills!

• Boomer men valued using their skills
• Boomer women valued gaining new skills
• Boomers were twice as likely as younger volunteers to pass on an opportunity if not a good fit

VolunteerMatch Great Expectations Research
What Boomers wanted

What organizations offered
Encore Careers

• More than 25 million Americans age 50-70 seek encore careers

• Interest crosses educational and economic status

• Involve serious commitments

• Seek to pass knowledge on to future generations
Case Study: Creating Strategic Volunteer Roles

A Community Hospital

Identified the Need
Formed a Team
Provided Training
Charged the Team
Developing Roles

Demographics and Interests of Today’s Volunteers

Organizational Needs and Priorities

Strategic Engagement
Case Study: Creating Strategic Volunteer Roles

- Healthy Living Educators
- Patient Biographers
- Volunteer Interviewers
- Orientation Leaders
## Tips for Engaging Boomers

<table>
<thead>
<tr>
<th>Recruiting</th>
<th>Recognition</th>
<th>Retention</th>
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</thead>
<tbody>
<tr>
<td>• Emphasize organization’s values, people focus, and impact on the community</td>
<td>• Status</td>
<td>• Show they are making significant contributions</td>
</tr>
<tr>
<td>• Communicate how their skills will be utilized</td>
<td>• Professional development</td>
<td>• Provide challenging work</td>
</tr>
<tr>
<td>• Provide positions with opportunities for impact and results</td>
<td>• Public</td>
<td>• Publicly recognize their accomplishments</td>
</tr>
<tr>
<td></td>
<td>• Personalized</td>
<td>• Invite them to do training and/or presentations to the board or community</td>
</tr>
<tr>
<td></td>
<td>• Increasing levels of responsibility</td>
<td>• Develop career ladders</td>
</tr>
<tr>
<td></td>
<td>• Participation in creating initiatives and program development</td>
<td></td>
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</table>
Characteristics of Gen X

- Provide career building opportunities
- Demonstrate impact
- Personalize opportunities and make them flexible
- Be open and transparent
- Use of technology is mandatory
- Like to work in groups

*When Generations Collide*, Lancaster & Stillman
The River Center

Challenge: one volunteer grant writer

Need: Additional grant writers

Solution: Think beyond their own organization
The River Center

Grant Writing Circles

- Organized 4 part class (offered 2x)
- “Fee” was researching and writing one grant
- Promoted skills-building, career opportunities, and impact
Tips for Engaging Gen X

**Recruiting**
- Talk about the creative environment
- Offer diverse work experiences
- Emphasize future plans and how they can contribute to them

**Recognition**
- Freedom is the ultimate reward

**Retention**
- Do not micromanage
- Give candid, timely feedback
- Encourage informal, open communication
- Use technology to communicate
- Provide learning opportunities

*When Generations Collide*, Lancaster & Stillman
Millenials
Characteristics of Millennials

- Hopeful
- Optimistic
- Unwillingness to commit
- Meaningful work
- Moral mindset
- Social activism
- Subjective view of reality
- Value diversity
- Globally connected
- Tech-savvy

When Generations Collide, Lancaster & Stillman
Key Insights for Millennials

Engage with causes to help people, not institutions.

Are influenced by the decisions and behaviors of their peers.

Treat their time, money, and assets as having equal value.

Need to experience the cause’s work without having to be on site.
CASA of the Pikes Peak Region

- Millennial “Free Agents”
- How can you harness the “Free Agent” spirit?
Tips for Engaging Millennials

Recruiting
- Provide opportunities to learn new things
- Provide diverse work experiences
- Mentor them – and/or provide networking opportunities

Recognition
- Provide work that has meaning for them
- Measure and share impact of their efforts

Retention
- Provide good support and structure
- Communicate clear objectives
- Emphasize their ability to make a difference
- Use technology to deliver information
- Provide interesting, meaningful work
- Have realistic retention goals

Adapted from When Generations Collide, Lancaster & Stillman
“Gen Mix Managers”

MY GOALS

- Artistic
- Attitude
- Career
- Education
- Family
- Public Service
- Pleasure
- Physical
- Financial
Career Goals

- **Traditionalists**
  - Build a legacy

- **Baby Boomers**
  - Build a stellar career

- **Gen Xers**
  - Build a portable career

- **Millennials**
  - Build parallel careers

Source: *When Generations Collide*, Lancaster & Stillman
### Rewards

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<th>Millennials</th>
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<tr>
<td>• The satisfaction of a job well done</td>
<td>• Money, title, recognition, the corner office</td>
<td>• Freedom is the ultimate reward</td>
<td>• Work that has meaning for me</td>
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Source: *When Generations Collide*, Lancaster & Stillman
Balance

Traditionalists
• Support me in shifting the balance

Baby Boomers
• Help me balance everyone else and find meaning myself

Gen Xers
• Give me balance now, not when I’m 65

Millennials
• Work isn’t everything, I need flexibility so I can balance all my activities

Source: When Generations Collide, Lancaster & Stillman
## Engagement by the Generations

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Recruiting

Traditionalists
- Talk about history and the future
- Tell them how they can help your clients

Baby Boomers
- Emphasize organization’s values and people focus
- Communicate how they can contribute to service
- Provide positions with status

Gen Xers
- Talk about creative environment
- Offer diverse work experiences
- Emphasize future plans and how they can contribute to them

Millennials
- Provide opportunities to learn new things
- Provide diverse work experiences
- Mentor them

Source: When Generations Collide, Lancaster & Stillman
## Retention

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<td>• Show they are making significant contributions</td>
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<td>• Provide interesting, meaningful work</td>
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*Source: When Generations Collide, Lancaster & Stillman*
Desire flexible schedules
Provide no long-term commitment
Expect their organizations to meet their needs
Value trust and want respect
The beauty of collaboration between older and younger generations is that we combine strength with wisdom – a surefire way to accomplish more…

- Brett Harris
Thank You!