



Generations in Scouting

Solving the Puzzle



Southern Region
Course Directors' Development Conference
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“If a fisherman baits his hook with the kind of food that he likes himself, he will not catch many, certainly not the shy, game kind of fish. He therefore uses as bait the kind of food that the fish like.”

—Lord Baden-Powell



Generation:
A group of people born in the same time frame with common cultures and attitudes

What Difference Does It Matter?


- Different generations have different values, experiences, learning methods, attitudes, behaviors and motivational buttons

Who Are They?

■ Greatest Generation	Born 1900-1945
Veterans/Traditionalists	
■ age: 64 & up	
■ Baby Boomers	Born 1945-1965
■ age: 44-64	
■ Generation X	Born 1965-1978
■ age: 31-44	
■ Millennials	Born 1978-2000
Generation Y/We	
■ age: 9-31	

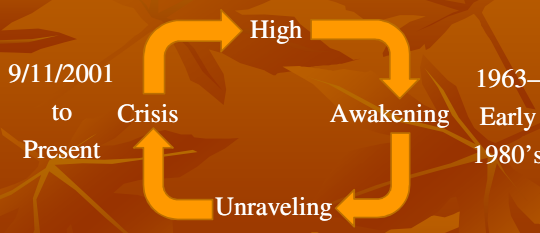
People develop values and outlook based on their world and experiences from birth to about age 10

Sociologist Morris Massey



Turnings

1945 – Early 1960's



9/11/2001 to Present

1963- Early 1980's

Early 1980's – 9/11/2001

Experiences/Events – Greatest Generation

- Great Depression
- World War II
- Korean War



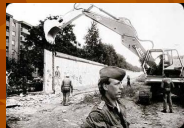
Experiences/Events – Baby Boomers

- Civil Rights
- Sexual Revolution
- Cold War
- Space Travel
- Vietnam War



Experiences/Events – Generation X

- Fall of Berlin Wall
- Watergate
- Desert Storm
- Energy Crisis
- Latchkey kids



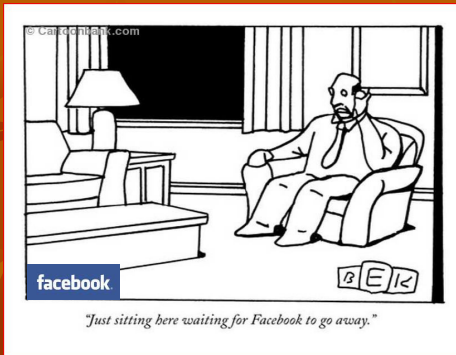
Experiences/Events – Millennials

- Columbine Shootings
- Oklahoma City Bombing
- Technology: Personal computers, DVRs, MTV
- Child Focused world
- Challenger Explosion
- Clinton/Lewinsky



facebook





"Just sitting here waiting for Facebook to go away."

**What Are Their Values?
What is Their Mindset?
What is Important to Them?
Why is this Important to Us?**



Greatest Generation – Values

- Hard working
- Dedication & sacrifice
- Honor & trust
- Duty before pleasure
- Respect for rules & authority
- Formal



Greatest Generation

- Leadership style
 - Directive - command and control
 - Tradition & seniority
- More willing to serve on committees
- More dependable and trustworthy
- Wealthy



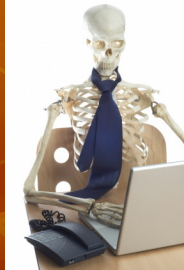
Baby Boomers – Values

- Optimistic
- Team players
- Personal fulfillment
- Involvement



Baby Boomers

- Workaholics
- Motivated mainly by success
- Question authority
- Not always comfortable with technology
- Leadership style
 - consensual, collegial



Baby Boomers

- Like coming together to solve problems
- Believe in value of meetings to support relationships
- Comfortable making commitments & assuming leadership roles
- Reluctant to implement change





Generation X – Values

- Diversity
- Technically literate
- Fun and informal
- Self-reliant
- Better educated than previous generations



Generation X

- Skeptical
- Want structure & direction
- More interested in personal return on their investment
- Leadership style
 - Everyone is the same; ask why
 - MERITocracy

Generation X

- Comfortable working alone
- Hate endless meetings - they are bottom line, to the point, result oriented
- Look for a personal connection - making a difference in life of one person



Generation X



- Motivated by enjoyable experiences
- Consider free time more important
- Want freedom to try new things in new ways
- Value access to information and love plenty of it

Millennials – Values

- Civic duty - loyal
- Confident
- Optimistic
- Goal oriented



Millennials



- Like to work with bright, creative people
- Like to achieve and effect change
- Look for challenges
- Like to work in groups - team players
- Leadership style - Get out of my way!

Millennials

- Have lived highly structured lives
- Very adaptable - forward & progressive thinkers
- Highly tolerant of differences - expect the same open mindedness regarding them



Millennials

- Want a life filled with endless variety
- Impatient - become bored & restless easily - they are a generation on the go!
- Exhibit strong interest in volunteerism



Generational Learning



Younger Generations

- Don't view age, seniority or rank as measures of expertise
- Not inclined to seek leadership positions that require more time
- Comfortable with leadership that changes



**Boomer: "We need to get this report done."
Another Boomer interprets it as an order.
Generation X hears it as an observation**



The Great Depression taught a generation to make sacrifices and be patient. The Information Age has taught its generations they never have to wait. They believe the patient are more likely to be run over than rewarded.



Younger Volunteers

- Balance is a fundamental value
- Willing to work hard but value what they receive (recognition, knowledge), time & fun
- Quality is important



Younger Generations

- Loyal to career but not to organization
- If feel respected & valued, will be loyal to cause
- Value diversity & assume equal opportunity
- High tech oriented



Younger Generations

- Look to leaders as intimate allies
- Want colleagues who show trust and respect for them, their abilities and their ideas



How To Engage Younger Volunteers

- Engage them quickly & make them feel like insiders
- Give them meaningful assignments
- Listen to their preferences & concerns - ask their opinions
- Be organized, prepared



What To Do

- Be sure it's what they consider fun
- Recognize their contributions
- Embrace diversity
- Use electronic communication
- Balance work and family time



What Not To Do

- Don't patronize or condescend
- Don't rely on history or experience to give you credibility
- Don't waste their time



How to Convince Them – Greatest Generation

- “You may improve your skills”
- “Your experience is respected”



Convincing Baby Boomers

- Want title recognition
- Sell each one individually
- “You are needed”




Convincing Generation X

- What’s in it for them personally - how will it help their child?
- Talk about results - the difference they can make
- Encourage flexibility and creativity
- Emphasize what they will learn and gain from volunteering



Convincing Millennials



- Want work to be meaningful
- Promote the cause
- Focus on issues that represent community
- Promote collaboration, team spirit, diversity
- Talk about multiple options

WORKING WITH THE GENERATIONS				
	Greatest Generation Before 1945	Boomers 1945-1964	Gen X 1965-1979	Millenials 1980-2000
Job Strengths	Stable, by-the-book	Team player, competitive	Adaptable, techno-literate	Multi-tasker, techno-savvy
Attitude & Outlook	Practical, cooperative	Positive, competitive	Skeptical, pessimistic	Optimistic, hopeful
View of Authority	Respectful	Love/Hate	Unimpressed, not intimidated	Accepting, deferential
Leadership Style	By hierarchy, seniority	Participative, consensus	By competence, straightforward	Inclusive, averse to conflict
Turnoffs	Off-color comments and vulgarity	Political incorrectness	Hype and cliché	Waiting and delays
Diversity Experiences	Ethnic segregation	Beginnings of ethnic integration	Integrated society as norm	Realignment of racial majorities
Performance Feedback Preference	No news is good news	Annually with documentation	Interrupts and asks "How am I doing?"	Wants instant and constant feedback
Career Goals	One employer for a lifetime, build a legacy, job security	Visibility, recognition, maximize income	Career portability, add to skills repertoire	Parallel careers, opportunities to multi-task

Value Each Other




- It's not us against them
- Communicate!!
- Generations are willing to learn from and work with each other
- Find a shared vision and work to make it happen



The ALL-NIGHTER
TWO GENERATIONAL DEFINITIONS

UP ALL NIGHT WITHOUT SLEEP

AWESOME!

SLEPT ALL NIGHT WITHOUT GETTING UP

Zas Comic Strip

Communication!



Value Each Other

Understand the differences
Recognize the strengths each generation brings

BSA Online Learning Center
www.olc.scouting.org
Generational Diversity

SR CDDC Site:
<http://www.file-cabinet.us/cddc.htm>

Permission received from Randy Glasbergen to use his comics
