Understanding Values in the Workplace

Please <u>circle any and all of the work values</u> that are most important to you from the list below.

Achievement/accomplishment	Excitement/Fun	Geographical location
Advancement	Financial security	Listening
Adventure/risk-taking	Flexible Schedule	Mastering a skill/technique
Authority	Friendships with colleagues	Office Environment
Autonomy	Getting recognition/appreciation	Personal wellbeing
Belonging to a team	Happiness	Professional development
Building something	Harmony	Public Contact
Challenge	Helping/serving others	Repairing or fixing something
Change and variety	Influencing people	Respect
Compassion	Improving or perfecting something	Safety
Competition	Integrity	Self-expression
Creating change	Intellectual Status	Spirituality
Creativity	Job security/stability	Supervisory relationships
Decision-making	Leadership	Work/life balance
Entrepreneurship	Learning and growing	Other: _____

Next, choose the five that are the most important to you and prioritize them.

1._____   2. _____   3. _____   4. _____   5. _____

Finally, consider where these values might fall into the two categories listed below:

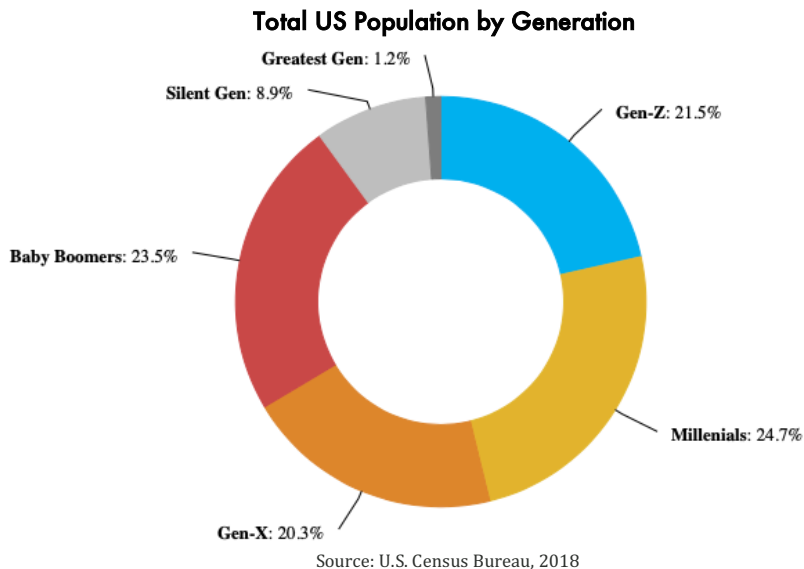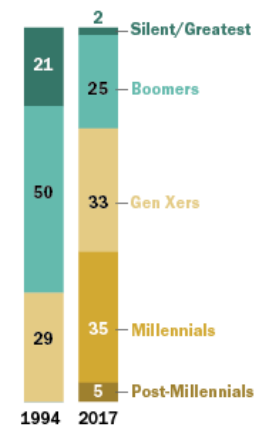| Intrinsic / Work Attitude	Extrinsic / Work Environment

Generational Definitions

Characteristics	Maturists / Silent (1928 – 1945)	Baby Boomers (1945 – 1960)	Generation X (1961 – 1980)	Gen Y / Millenials / GenMe (1981 – 1995)	Gen Z / Tech Gen / iGen (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Corbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" – entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile	Television	Personal Computer	Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	Formal letter	Telephone	E-mail and text message	Text or social media	Hand-held (or integrated into clothing) communication devices
Communication preference	Face-to-face	Face-to-face ideally, but telephone or e-mail if required	Text messaging or e-mail	Online and mobile (text messaging)	Facetime
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally, but increasingly will go online	Online — would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

Graph adapted from: Barclays. "Talking About My Generation: Exploring the Benefits Engagement Challenge." Sept. 2013. *Percentages are approximate at the time of publication.

Total US Population by Generation

Greatest Gen: 1.2%
Silent Gen: 8.9%
Gen-Z: 21.5%
Baby Boomers: 23.5%
Millenials: 24.7%
Gen-X: 20.3%

Source: U.S. Census Bureau, 2018

More than a third of the workforce are Millennials

% of the U.S. labor force

	1994	2017
Silent/Greatest	21	2
Boomers	50	25
Gen Xers		33
Millennials	29	35
Post-Millennials		5

Source: Pew Research Center, 2018

Relevant Research:

Campbell, Stacy M, et al. "Fuzzy But Useful Constructs: Making Sense of the Differences Between Generations" Work, Aging and Retirement, vol. 3, no. 2, 2017

Smith, Christopher, et al. "Generational Differences in the Importance, Availability, and Influence of Work Values: A Public Service Perspective." Canadian Journal of Administrative Sciences, 2018

Smola, Karen Wey, and Charlotte D. Sutton. "Generational Differences: Revisiting Generational Work Values for the New Millennium." Journal of Organizational Behavior, vol. 23, no. 4, 2002

Tolbize, A. (2008). Generational differences in the workplace. Minneapolis, MN: University of Minnesota Research and Training Center on Community Living

Twenge, Jean M., et al. "Generational Differences in Work Values: Leisure and Extrinsic Values Increasing, Social and Intrinsic Values Decreasing." Journal of Management, vol. 36, no. 5, 2010