

Working as One: Bridging Generational Gaps

Iowa Ready Mixed Concrete Association

Presented By Amelie Karam



The Generations Defined

Generation Z

Born: 1997 and later
Age in 2023: up to 26

Millennial Generation

Born: 1981-1996
Age in 2023: 27-42

Generation X

Born: 1965-1980
Age in 2023: 43-58

Baby Boomers

Born: 1946-1964
Age in 2023: 59-77

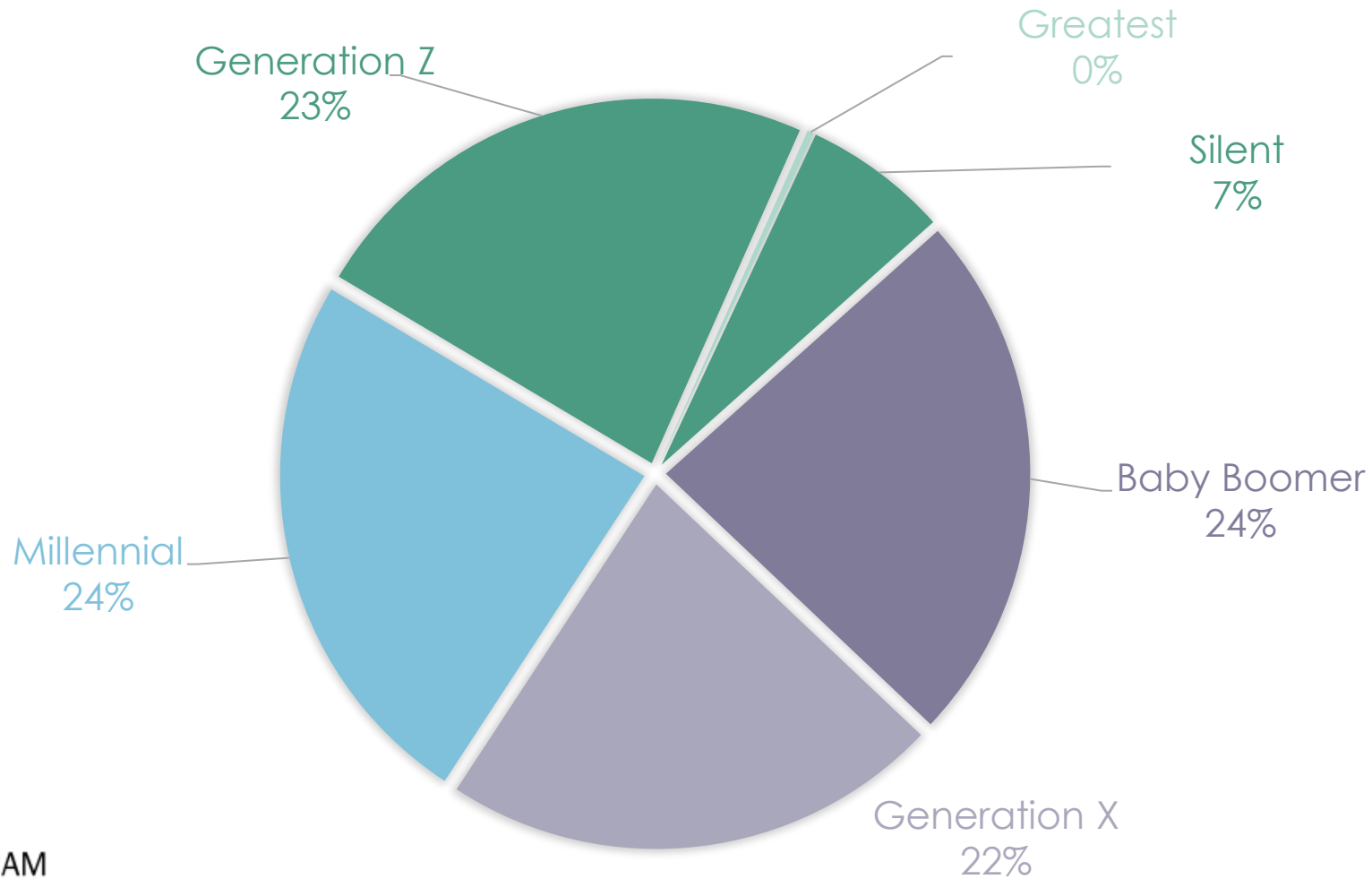
Silent Generation

Born: 1928-1945
Age in 2023: 78-95

Greatest Generation

Born before 1928
Age in 2023: 96+

U.S. POPULATION DISTRIBUTION OF GENERATIONS



Generational understanding



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Generation Z



Generation Z

Parkland Shooting

Orlando Shooting

The Great Recession

Technology as a norm

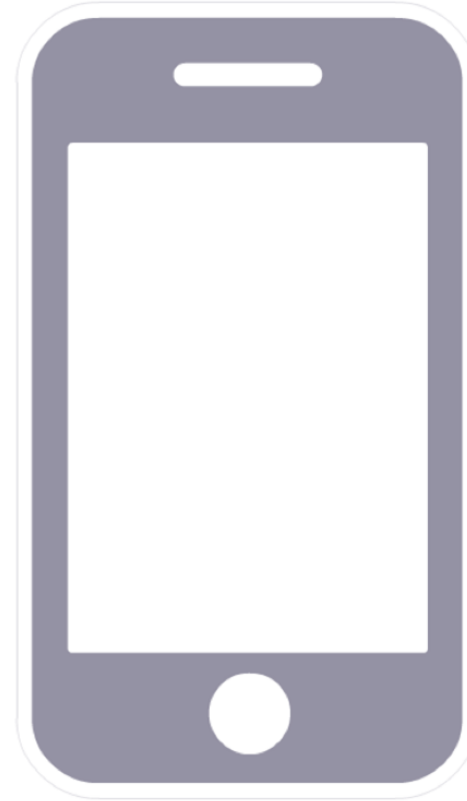
COVID-19



Billie Eilish

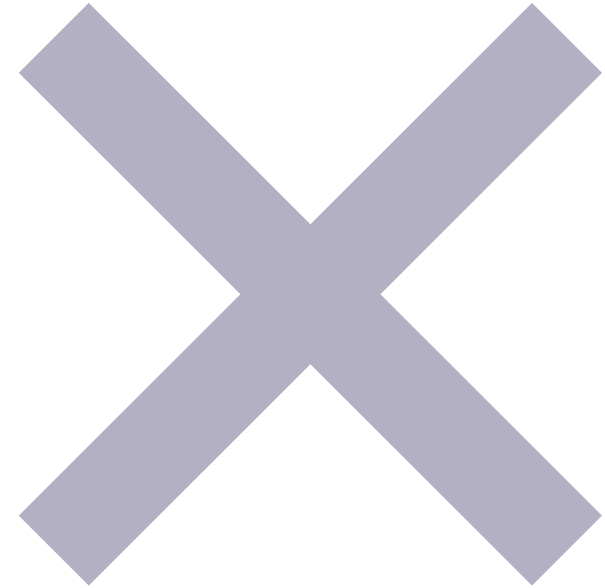
Generation Z's Strengths

- ▶ Tech savvy
- ▶ Connected
- ▶ Thrifty



Generation Z's Weaknesses

- ▶ Communicates almost entirely on screens
- ▶ Less idealistic
- ▶ Less guarded with privacy



Millennials



Millennial Generation

September 11, 2001

War on Terrorism

Social Media

Cell Phones

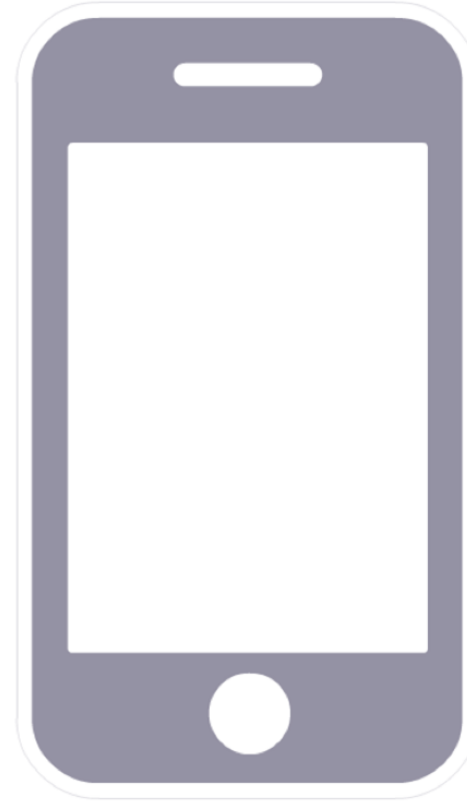
Columbine



Alicia Keys

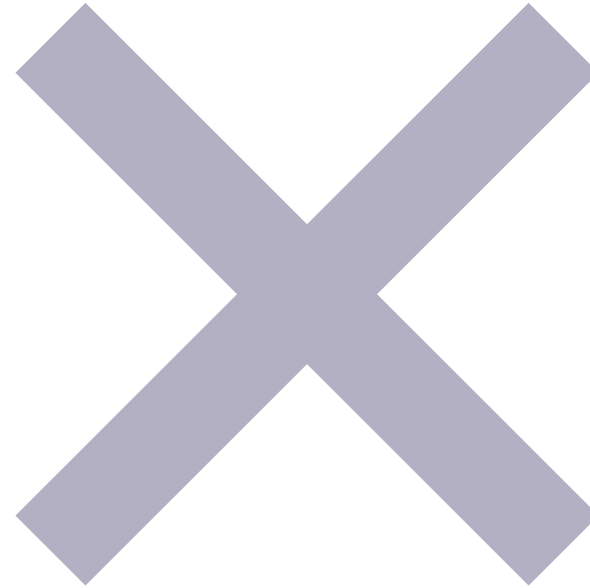
Millennials' Strengths

- ▶ Tech Dependent
- ▶ Social Media Machines
- ▶ Enthusiastic
- ▶ Inclusive
- ▶ Self-Sufficient



Millennials' Weaknesses

- ▶ Entitled
- ▶ No Sense of Commitment
- ▶ Not Hard Workers
- ▶ Know-It-All Attitude



Generation X



Generation X

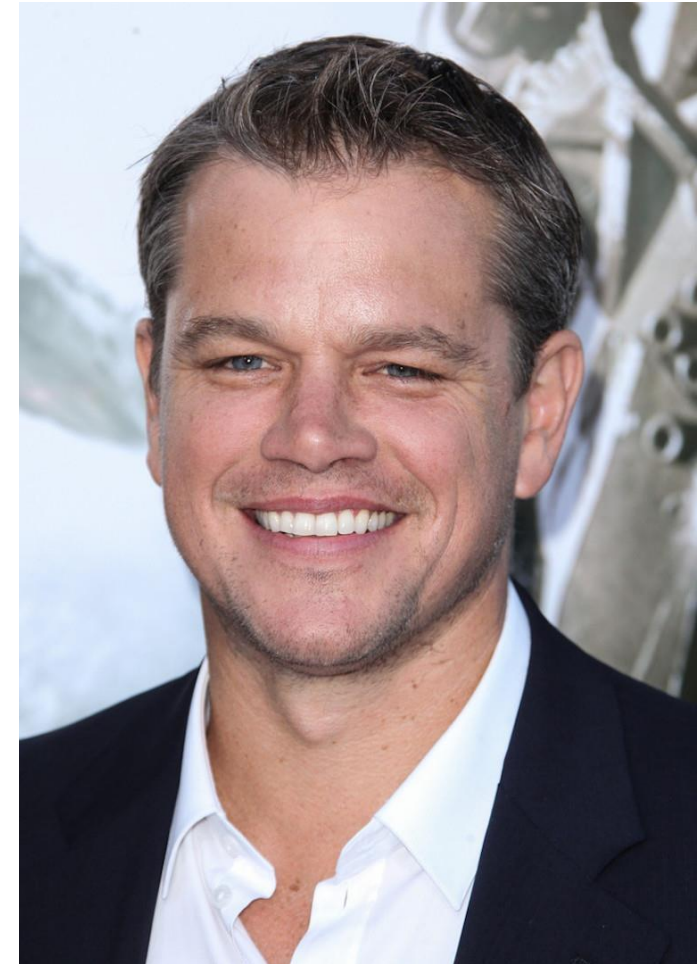
Berlin Wall

Watergate

High Divorce Rates

Iranian Hostage Crisis

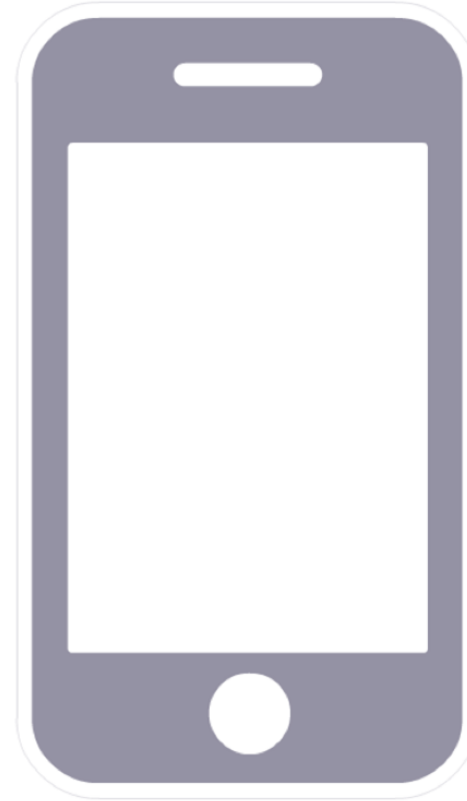
AIDS epidemic



Matt Damon

Generation X's Strengths

- ▶ Effective Managers
- ▶ High Revenue Generators
- ▶ Adaptable
- ▶ Problem Solvers
- ▶ Collaborators



Generation X's Weaknesses

- ▶ Lack Executive Presence
- ▶ Not Cost Effective
- ▶ Overlook Big-Picture
- ▶ Don't Always Speak Their Mind



Baby Boomers



Baby Boomers

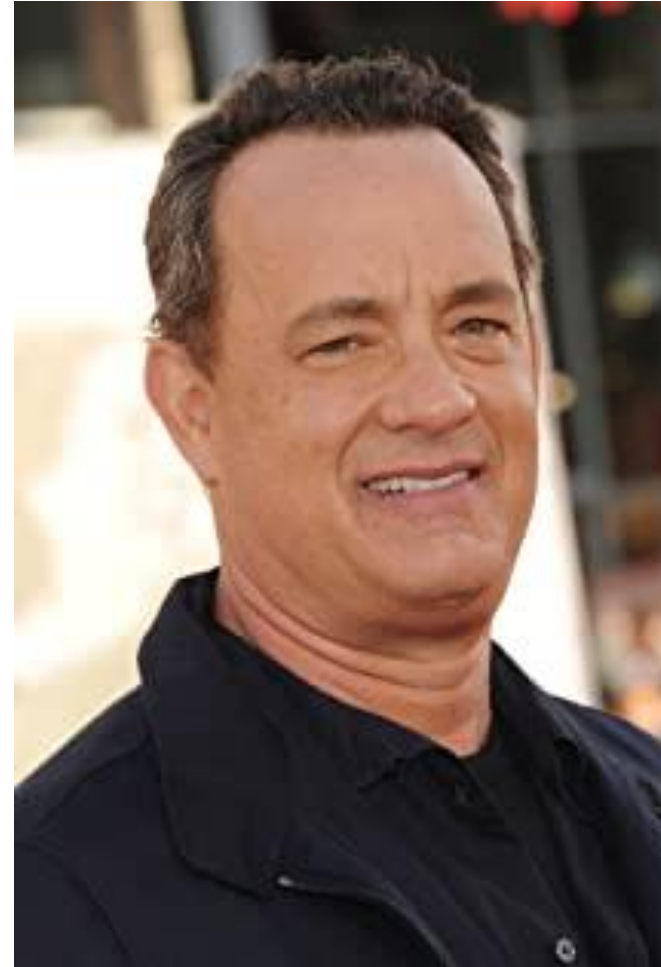
JFK assassination

Martin Luther King assassination

Vietnam War

Man on the Moon

Woodstock

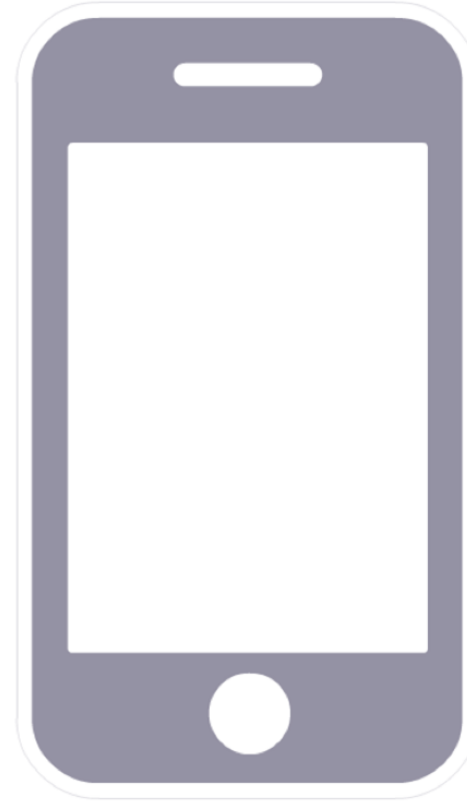


Tom Hanks



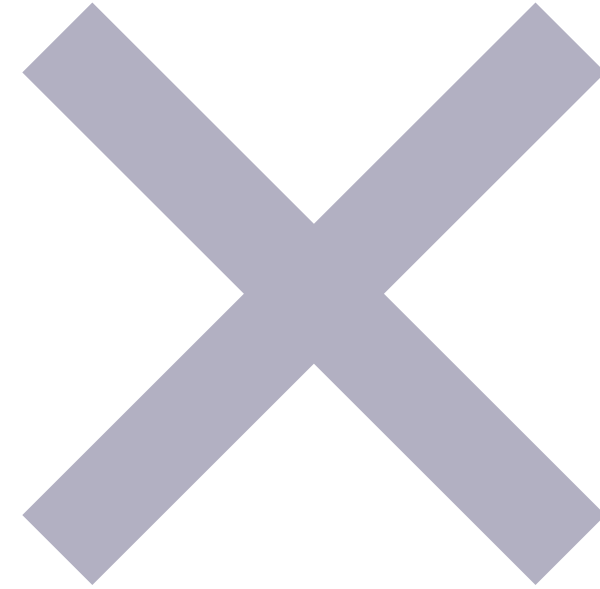
Baby Boomers' Strengths

- ▶ Productive
- ▶ Hardworking
- ▶ Team Players
- ▶ Mentors



Baby Boomers' Weaknesses

- ▶ Not Open to Collaboration
- ▶ Less Inclined to Accept Change
- ▶ Not Tech Savvy



National Ready Mixed Concrete Association

47 years old is the median age of drivers.

Sixty percent of Ready Mixed companies are hiring drives ages 18-21 years old.

Fifty percent of new drivers leave within the first three months.



COMMUNICATION



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Ways to communicate to all generations when...

Discussing personal or sensitive information



Face-to-Face
Video Chat

Addressing a large group with sensitive general information



Video Chat
Face-to-Face

Providing detailed information



Email

Giving a summarized overview



Email
Newsletter

A quick response is desired



Text Message
Phone Call



“

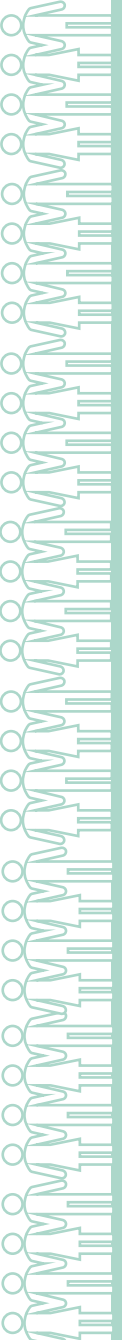
There should be no cell phones in conference rooms. None, zero. When sitting and waiting for a meeting to start, instead of using your phone with your head down, everyone should be focused on building relationships.

”



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*Simon Sinek 2016



Experiences are influential.



These events have impacted all generation's desire for a strong work-life balance.

#PrayforParkland

#NeverForget911

#PrayForElPaso

#PrayForBuffalo

#WhereIWas

#PrayForLasVegas

#PrayForSandyHook

#PrayForMichiganState

#COVID19

#PrayForOrlando



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Everyone has a story.



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Create an environment that celebrates the story.



Benefits of strengthening relationships within a team:

- ▶ More effective training
- ▶ Increased communication
- ▶ Helps direct leaders on who has the right skills for the job
- ▶ Creates employee loyalty
- ▶ Gives employees a sense of belonging



CULTURE



“

Happiness led to a 12% spike in productivity, while unhappy workers proved 10% less productive.

”



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*University of Warwick 2015



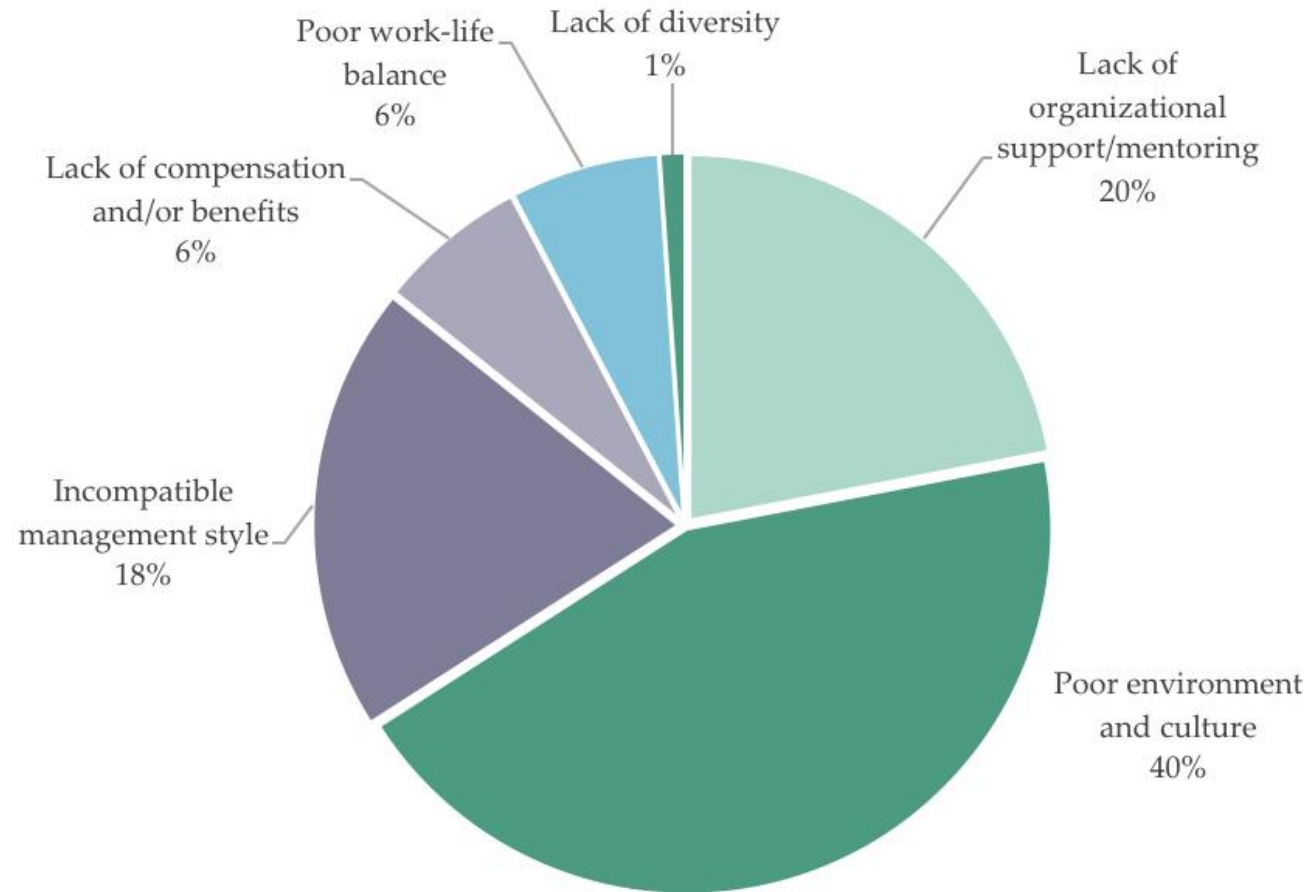
The more satisfied your employees are in their work, the more satisfied your clients will be.



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Why organizations cause Millennials to job search



Create a culture that is:

- ▶ Well-defined
 - ▶ What words will employees use to describe your organization?
- ▶ Properly executed
 - ▶ Are employees successfully living out culture at work?
- ▶ Makes an impact
 - ▶ How is the culture helping the community?
- ▶ Gives work meaning and purpose
 - ▶ Do employees know their role in making the culture thrive?



TURNOVER



National Ready Mixed Concrete Association

Voluntary Turnover for 2022- **27.8%**

New Hire Voluntary Turnover for 2022- **39.6%**

Percent of New Hire Turnover to Total Turnover for 2022- **54.7%**



Tips to Decrease Turnover

- ▶ Better pay
- ▶ Promote work-life balance
- ▶ Offer perks to all groups
- ▶ Incentivize managers to help reduce turnover
- ▶ Employee engagement surveys
- ▶ Exit interviews
- ▶ Stay interviews



Employee loyalty



Employee referrals are the number one choice for recruitment.



Affirmation is important



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“

99% of Millennials surveyed said affirmation was important.

”

Millennials like to receive
affirmation from their **direct boss**.



How do Millennials like to receive affirmation?

- ▶ A. Verbally in private
- ▶ B. Verbally in public
- ▶ C. Sent in an email
- ▶ D. Handwritten in a note



Collaborating with Multi-Generations



Ways to involve every generation:

- ▶ Collaborate when decision making
- ▶ Offer a Mentoring / Reverse-Mentoring program
- ▶ Have a representative from every generation on the Board
- ▶ Construct a multi-generational strategic planning committee



Burnout



Common Signs of Burnout:

1. Physical and Emotional exhaustion
2. Cynical and negative
3. Lack of empathy
4. Loss of motivation
5. Decreased satisfaction
6. Increased irritability
7. Difficulty sleeping
8. Isolation
9. Constantly wanting to quit/change career



Easing Bureaucratic Burnout

▶ Tight-Loose-Tight Management Style

- ▶ TIGHT- Set a goal
- ▶ LOOSE- Let them get there how they want to get there
- ▶ TIGHT- Hold them accountable for goal

▶ Ease off where possible

- ▶ If you are doing well right now take it easy on them. Don't throw more restrictions and requirements.







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*McKinley Health Center Wellness





Takeaways



Takeaway #1

To recruit and retain top talent survey your employees to make sure you're meeting their needs to retain them.



Takeaway #2

Build a community within the workplace that is supported by individual relationships and remember everybody has a story and the story shapes who they are.



Takeaway #3

Be aware and address the generational needs in the workplace to help employees feel satisfied with their job.



Takeaway #4

Monitor employee burnout and wellbeing to help to reduce turnover. Recognize when you and your employees' "dashboard" indicates a problem.



Takeaway #5

All generations in the workplace have more similarities than they do differences. This should be the bond that holds your organization together.



It's nine o'clock on a Monday
The regular crowd shuffles in.
There's a Boomer sitting next to me
Writing notes with his paper and pen



He says, “Amelie, this place is killing me.
I’ll tell you how this job goes:
I worked hard, I worked nights, I worked holidays,
When I wore a younger man’s clothes.”



Sing us a song Gen Specialist
Sing us a song today
We all have to work together
But have yet to find a good way



Now Zach at the front's a Millennial
He thinks our lunch should be free.
A vegan, his food must be locally-sourced
And there's someplace that he'd rather be.



Larry, the Boomer manager
The flip-phone carrying type
He's talking with Jamie, the MTV baby
Who sighs when Millennials gripe.



And the breakroom it sounds like a funeral home
And the microwave reeks *Lean Cuisine*
And they sit at the table and ask if I'm able
Cause "this ain't the job of our dreams."



Sing us a song Gen Specialist
Sing us a song today
We all have to work together
And we hope you will show us a way.



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