

From Geeks to Geezers

Managing Today's Generational Mix

National Travel Forum – Atlanta, GA

June 4, 2008

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Current Generations in today's Workplace

- ***Silent Generation*** or **The Veterans** – Born 1925–1945 – 40 million
- ***Baby Boomers*** – 1946–1964 – 76 million
- ***Generation X*** or **Thirteeners** – 1965-1977 – 52 million
- ***Generation Y*** or **Millenniums** – 1978-1985 - 29 million



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Characteristics of Silent Generation

- Made the world safe for democracy
- Adopted elder's values of loyalty, dedication
- Helped to rebuild the American economy in the 50s
- Had their own war – Korean
- Were the first for Students for a Democratic Society and Peace Corp Volunteers
- Silents still hold some of the most important positions in business and politics



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Characteristics of Boomers

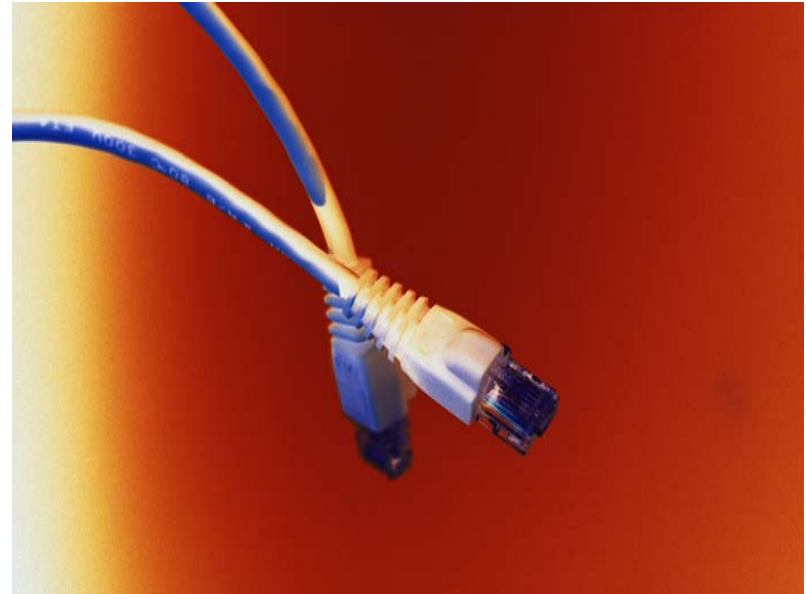
- **Me Generation” considered the most spoiled and self-indulgent in US history**
- **Witnessed 3 major assassinations,, Summer of Love, Kent State and Vietnam**
- **Cut their hair, put on a business suit and slipped into the “Establishment”**
- **Boomers focused their energies into work and a dual search for material goods and spirituality**



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Characteristics of Generation X

- **First generation of latchkey kids**
- **Many Xers never developed strong connections to traditional institutions, church, school, corporation, political parties**
- **World was a terrifying place, milk cartons became their MIAS, Aids epidemic, headlines such as Son of Sam, sexual abuse at home and in daycare centers, police brutality**
- **Most unsupervised –independent, goal-oriented, entrepreneurial, comfortable with information and technology**
- **In late 80's their degrees earned them McJobs – today the most sought-after workers**



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Characteristics of Generation Y

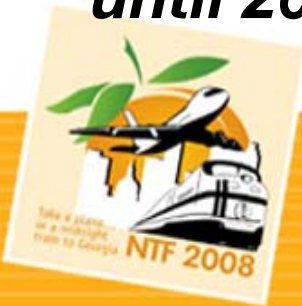
- **First cohort of “global Citizens”**
- **Grew up in a scary world terrorism, school shooters, designer drugs, violence-packed videos**
- **Technologically advanced – a generation on fast forward**
- **Instant access to people and information worldwide – sense of empowerment**
- **Lifelong learners and great team players**



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Collaboration of Generations – a Business Imperative

- ***By 2011 – Silent Generation will be retired***
- ***Baby Boomers retiring now; most will be retired by 2020***
- ***Estimates that by 2008 – US Economy will offer 161 million jobs to 155 million workers***
- ***Hudson Institute predicts supply of skilled labor in US will not catch up to demand until 2050***



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What Matters Most to Silents

- People they work with
- Work must be satisfying and make a contribution to the organization
- Utilize their skills and expertise
- Savvy managers encourage silent to teach best practices to new hires
- Keep in touch with the retirees, updating them on what is happening with colleagues and the organization – you may need them sooner than you think



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What Matters Most to Boomers

- **RESPECT**
- **Honor their job skills and knowledge**
- **Offer them flexibility and authority to try new ideas**
- **Listen to them and factor their ideas into decision making**
- **Be a coach who facilitates, not dictates**
- **Give them clear goals and guidelines aligned with freedom and flexibility**
- **Offer constructive feedback**



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What Matters Most to Generation X

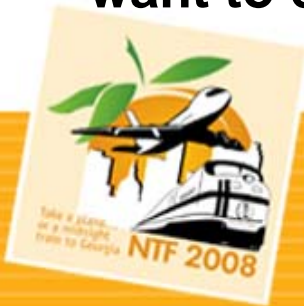
- Define success not by where they stand on a corporate ladder but by their ability to create the life they want
- Want instant access to people making decisions – hierarchies and chains of command make no sense
- Want challenging work with increasing spheres of responsibility. Responsibility is the proving ground that you trust them.
- Feel blocked by the limited supply of boxes in today's' organizational chart



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What Matters Most to Generation Y

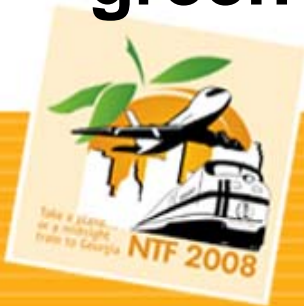
- **Challenging, meaningful work that impacts their world**
- **Want to work side by side with committed coworkers**
- **Want to reach their personal and financial goals early. 70% of teens expect to earn very high salaries by the time they are 30**
- **Relationship with their immediate boss is critical factor in whether they stay or leave a job**
- **Expect the boss to recognize they are the future and to "make them want to come to work"**



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What Does This Mean For the Travel Industry- Travel Trends

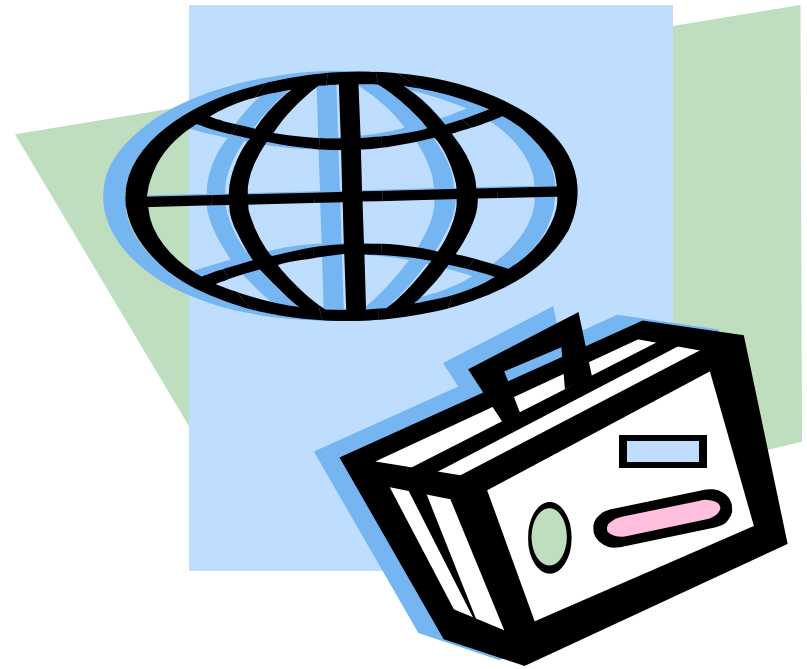
- **Biggest Travel Trend is eco-awareness – results of Generation X and Y**
- **Car rentals – adding fuel-efficient cars**
- **Limo companies using hybrid vehicles**
- **Hotel chains with green programs**



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Travel Trends Among Baby Boomers

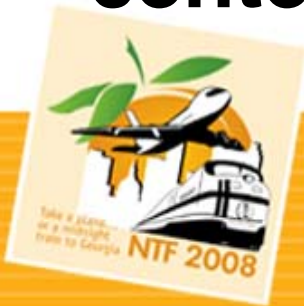
- Most lucrative segment of boomers are boomers with children under 18
- 72% like to return to familiar places
- 1/3 look to leisure travel as a time to eat, drink and relax
- 50% like road trips rather than long distance
- Most like to steer clear of organized trips



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Trends Among Generation X

- Like adventure and outdoor activities
- Want to bring Fido in larger numbers than other groups
- Take more offbeat trips away from city centers



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Travel Trends – Generation Y

- Love of risk taking – extreme sports such as artificial wall climbing, wakeboarding, snowboarding
- Want to be connected – the text message generation
- May be more focused on ecofriendly providers



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Travel Trends Con't

- **African-American travel volume up 4% from 2000 – 2002 higher then the 2% for traveler overall**
- **Asian-American travel volume up 10% from 2000 – 2002**
- **Hispanic travel volume up 20% from 2000-2002**



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Bottom-line - Get Abreast of the Trends

- **Read American Demographics, journals to keep up with changing demographic trends**
- **Put women at the top of your list – women make over 80% of the decisions relating to family travel and have had a major influence in business travel**
- **Multi-generations travel know as “togetherring” expected to increase**



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