

Clash Points Around Feedback

Traditionalists	"No news is good news."
Baby Boomers	"Feedback once a year, with lots of documentation."
Generation Xers	"Sorry to interrupt, but how am I doing?"
Millennials	"Feedback whenever I want it at the push of a button."

Clash Points Around Training

Traditionalists	"I learned it the hard way; you can too!"
Baby Boomers	"Train them too much and they will leave."
Generation Xers	"The more I learn, the more likely I'll stay."
Millennials	"Continuous learning is a way of life."

Clash Points Around "Balance"

Traditionalists	"Support me in shifting the balance."
Baby Boomers	"Help me balance everyone else and find meaning myself."
Generation Xers	"Give me balance now, not when I'm 65!"
Millennials	"Work isn't everything, I need flexibility so I can balance all of my activities."

Clash points Around Career Goals

Traditionalists	“Build a legacy.”
Baby Boomers	“Build a stellar career.”
Generation Xers	“Build a portable career.”
Millennials	“Build parallel careers.”

Clash Points Around Rewards

Traditionalists	“The satisfaction of a job well done.”
Baby Boomers	“Money, title, recognition, the corner office.”
Generation Xers	“Freedom is the ultimate reward.”
Millennials	“Work that has meaning for me.”

Clash Points Around Retirement

Traditionalists	Reward
Baby Boomers	Retool
Generation Xers	Renew
Millennials	Recycle

Clash Points Around Job Changing

Traditionalists	“Job changing carries a stigma.”
Baby Boomers	“Job changing puts you behind.”
Generation Xers	“Job changing is necessary.”
Millennials	“Job changing is part of my daily routine.”

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Questions for your group:

1. Do you agree with the characterizations about each of the groups and their attitudes toward career goals?

If so, which ones do you agree with; which ones do you disagree with - why?

2. Given the priorities of each of the groups as outlined, please list some ideas for each group that you all think would assist in retaining them with Winn & Co.

Suggested Retention Strategies

Traditionalists

Baby Boomers

Generation Xers

Millennials