Talking ‘bout my GENERATION
Recognizing the Commonalities & Embracing the Challenges of a Multigenerational Workforce

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OUR JOURNEY TODAY...

Disclosure:
We have nothing to disclose

Identify strategies for overcoming challenges related to a multi-generational workforce
MARCH OF DIMES LEADS THE FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES.

Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.

George Orwell
"The most aggravating thing about the younger generation is ________." 

Albert Einstein

"The most aggravating thing about the younger generation is that I no longer belong to it."

Albert Einstein
Older generations are living proof that younger generations can survive their lunacy.

Cullen Hightower

THERE ARE FIVE GENERATIONS IN THE WORKFORCE

Zone 1: Baby Boomers (ages 54-72)
Zone 2: Generation X (ages 39-53)
Zone 3: Millennials (Gen Y) (ages 23-38)

ASSIGNMENT #1:
Give your generation a new label and identify the youngest and oldest in your group.
Higher Education to:

**TRADITIONALISTS**
was a dream.

**BABY BOOMERS**
was a birth right.

**GENERATION X**
was a means to an end.

**MILLENNIALS (Y)**
is an incredible expense.

How does the cost of higher education impact the leadership path of your staff?

How does privilege, affluence or wealth determine your leadership ladder?

Mentorship

One way of ensuring harmony and understanding among the different generations of nurses is through intergenerational mentorship.

A mentor:

- Shares
- Educates
- Inspires
- Learns from the relationship formed with the mentee.

Pairing mentors to mentees of different generations encourages cross-learning and enhances an understanding of similarities and differences across generations, beginning with learning styles and preferences, to communication and feedback. Mentoring opportunities enhance the work environment and job satisfaction, leading to improved health outcomes and nurse retention.
Assignment #2

Baby Boomers
- Preferred method of communication in the workplace? Home?
- Is your voice valued by all of your colleagues?
- Motivated at work by ___________
- What would you like the other generations to know about you?

Generation X
- Preferred method of communication in the workplace? Home?
- Is your voice valued by all of your colleagues?
- Motivated at work by ___________
- What would you like the other generations to know about you?

Millennials (Y)
- Preferred method of communication in the workplace? Home?
- Is your voice valued by all of your colleagues?
- Motivated at work by ___________
- What would you like the other generations to know about you?

What Do We Want?

Boomers – Prefer direct contact
- Titles and hierarchy matter
- Motivated by raises, promotions, benefits, continuing education
- Value teamwork, staff meeting, structured committees
- Many Boomer nurses are in leadership positions

Xers – Prefer email
- Looking for career advancement
- Impatient with micromanagers and their emphasis on meetings
- Xers in management delegate, share power and expect others to work independently, as well
- Value work/life balance idea

Millennials (Y) – Prefer instant messaging
- Natural networkers, socially conscious, looking for meaningful work
- Stimulation, involvement, engagement, multi-tasking
- Need more coaching & mentoring than past generations
- Impatient for promotion

Finding Similarities

Looking across generations at average scores, the five highest rated priorities are:
- Having a boss you respect and trust
- Interesting work
- Fair treatment and respect
- Achievement and accomplishment
- Learning and growth

Workplace Priorities and Beliefs Across the Generational Divide, 2016
Strategies to Manage

**Strategies for Boomers**
- Give them public recognition
- Identify “nurse champions” for their areas of expertise, i.e. education or skin-to-skin; encourage preceptor/mentoring
- Promote gradual retirement

**Strategies for Xers**
- Provide opportunities for skill development and leadership
- Involve them in decision making
- Avoid micromanaging

**Strategies for Millennials (Y)**
- Encourage teamwork
- Offer a supportive work environment
- Encourage leadership development early and offer feedback often
- Provide access to social networks
- Allow opportunities to build on their strengths of technology and social media

How to Boost Nurse Retention

- Improve the perception of respect, especially between nurse leaders and their employees.
- Recognize generational diversity within the organization.

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**SIGNS OF AGEISM**

**BABY BOOMERS**
- Poor tech skills
- Slow to respond
- Set in their ways
- Asked about their retirement plans
- Overlooked for promotion

**MILLENNIALS**
- Entitled
- Always on their phone
- Inappropriate social media habits
- Not asked for their input
- Overlooked for promotion

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Is There Ageism in Nursing? [Emerging RN Leader] Sherman; October 2013
Assignment #2... should you choose to accept it:

MISSION: IMPOSSIBLE

Your mission is to create a blueprint for the perfect employee. What knowledge, skills, attitudes and experiences would he or she possess?

SOCIAL MEDIA, TECHNOLOGY and the MULTI-GEN WORKFORCE
"Our unit has an employee-only, private Facebook page, but I'm not very tech savvy. I just feel out of step with the group. It's painful to see all of the others included and participating, and know that I'm being left out of the conversation."

Nurse quote (Alaska)

How Do You Utilize Social Media?

STAFF PURPOSES
Internal Facebook page (private)
- Staff Announcements: years of service, birthdays, celebrations
- Work-related: staff newsletter, upload documents, files, announcements, staff or unit photographs etc.
- Social-related: events, parties, volunteer or group service opportunities
Monitor the potential silo or clique mentality

FAMILY PURPOSES
Hospital/NICU Facebook page (public)
- NICU Announcements: reunion, holiday parties, volunteer information, resource requests
- Hospital-related events
- Key messages for families: safety videos, vaccination information, emotional wellbeing & mental health, etc
Monitor potential red flag comments
Infant/family photos should not be posted to this page by the NICU staff
Utilizing Technology to Connect from a Distance


What is Your Social Media Policy

- Regarding friending families or patients?
- Regarding logging on during work?
- What are the consequences?

Follow hospital policy regarding social media

Online contact with patients or former patients blurs the distinction between a professional and personal relationship

The fact that a patient may initiate contact with the nurse does not permit the nurse to engage in a personal relationship with the patient

National Council of State Boards of Nursing White Paper
https://www.ncsbn.org/Social_Media.pdf
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Everyone Needs...

- Communication
  - Do you believe that there is frequent, consistent two-way communication?
- Growth and Development
  - Do you believe that you are learning new things and advancing in your career?
- Recognition and Appreciation
  - Do you feel appreciated?
- Trust and Confidence
  - Do you trust the leadership and have confidence in your company's future?

“We are more alike my friends, than we are unalike”
Maya Angelou
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Talking bout my generation @SynovaAssociate @MarchOfDimes What is your best tip for engaging your multigen staff? https://goo.gl/uWRbD

Resources

Employee Engagement for Everyone, Kevin Kruse, Kruse Publications, 2013


Maximizing Differences in the Workplace, Jessica Brack, UNC Business School, 2012


Employees are Responsible for their Engagement, Dan (2015)—www.gallup.com/businessjournal/183614/employees-responsible-engagement.aspx?g_source=EMPLOYEE_ENGAGEMENT&g_medium=topic&g_campaign=tiles