



# Generational Differences: Implications for Peers and Patients July 18, 2008

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# Challenging Interpersonal Differences

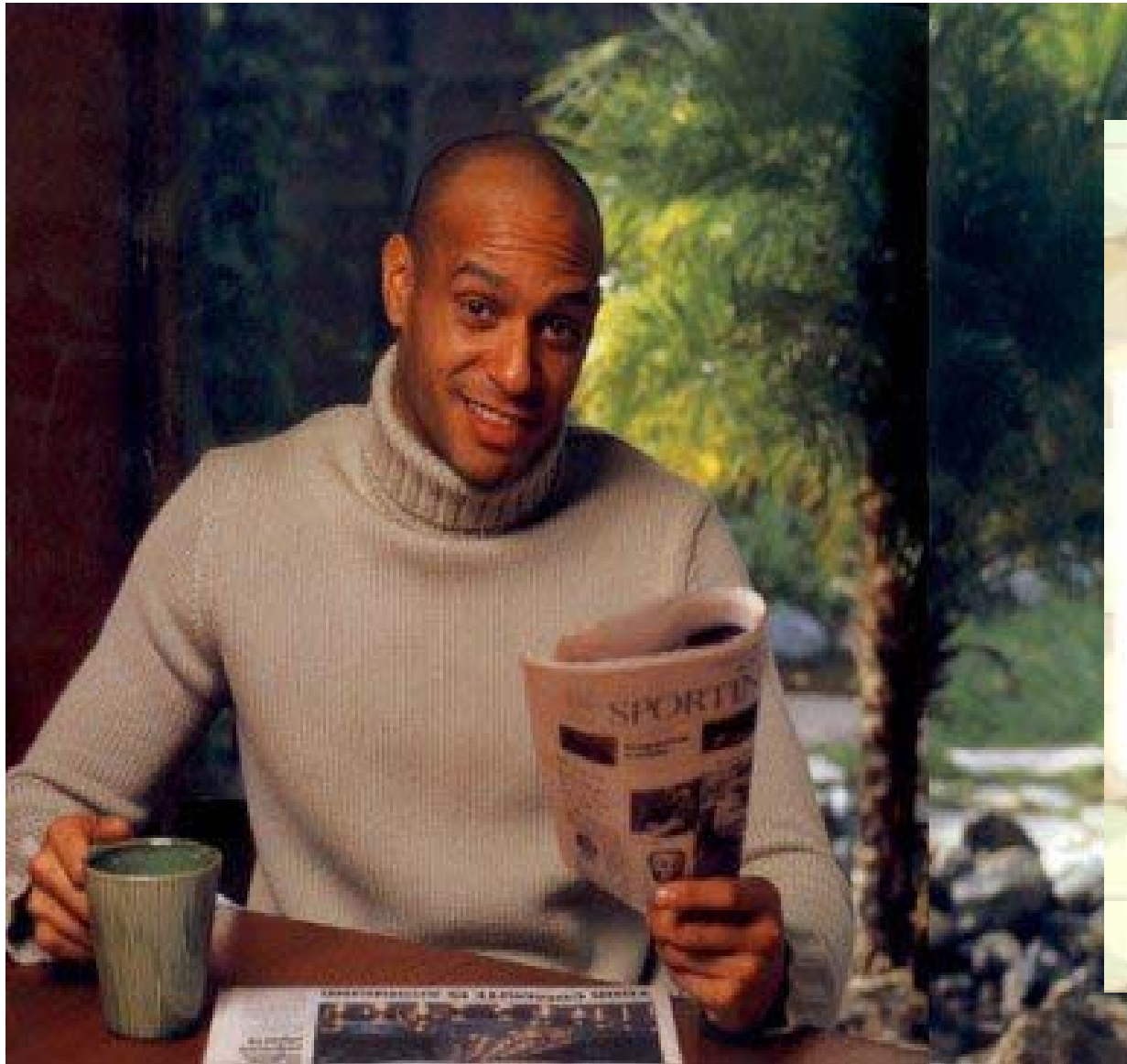
- Gender
- Personality Preferences
- Age
- Religion
- Ethnic / Cultural
- Educational Level
- Generational

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# Fantasy Husband



**Ooh, look,**  
the NFL playoffs are today.  
I bet we'll have *no* trouble  
parking at the crafts fair.



I've been thinking...

I'm the **MAN** of this house, so starting tomorrow I want you to have a hot, delicious meal ready for me the second I walk thru that door...

Afterwards, while watching ESPN and relaxing in my chair, you'll bring me my slippers and then run my bath... And when I'm done with my bath, guess who's going to dress me and comb my hair?

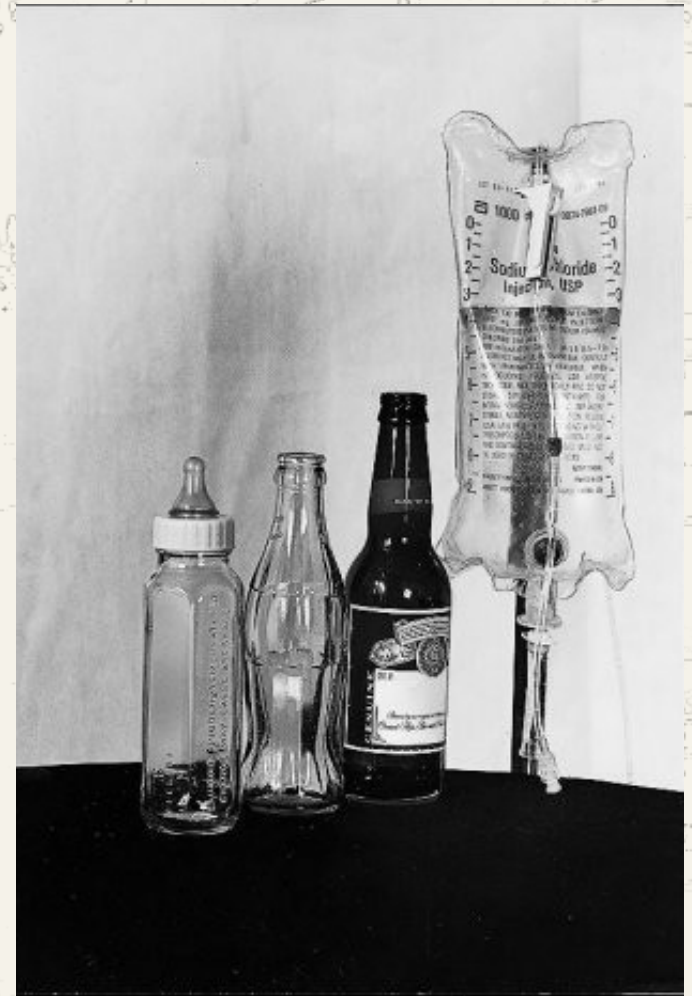
The funeral director.

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**Multiple Generations are ...  
all around us with families,  
clients and employees.  
And they don't become  
more alike with age.**



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# Generation

A generation can be defined as a group of People born within a particular timeframe who share *a common context of experiences* that shape their beliefs, values and preferences  
*Each generation experiences history from the perspective of the same phase of life; clearly, the era into which we are born shapes us.*



# Our Personal Values

- What we believe in
- What guides our lives
- What gives us direction
- The basis for the choices we make

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# *What Shapes Personal Values?*

- Families
- Friends
- Religion
- Geographic Region
- The Media
- Significant Personal Events
- *Major Events in our Society*

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# Massey's Stages of Value Development

- **Imprinting** (birth to age 7)
- **Modeling** (ages 7 - 13)\*
- **Socialization** (ages 14 - 20)

What someone experiences around age 10 will determine who they are and the choices they will make for life!



# Generations in America Today

**Traditionalists**

**1900 - 1945\***

**Baby Boomers**

**1946 - 1964**

**Generations X**

**1965 - 1980**

**Generation Y / Millennials**

**1981 - 2001**

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# The Traditionalists

- 1900 -1945: 75 Million



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# Events

- Roaring Twenties
  - World War I
  - World War II
- Great Depression
  - New Deal

*What do all of these have in common?*

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USIA-  
UNGARY

TRANSYLVANIA  
RUMANIA  
UKRAINE

BULGARIA  
SOFIARIA  
ADRIANOPLE  
CONSTANTINOPLE

SEA OF MARMORA  
SMYRNA  
ANATOLIA  
MEDITERRANEAN SEA  
BEIRUT

EGYPT  
CAIRO  
SUEZ  
GIZEH  
MINIEN

RUSSIA

CASPIAN SEA  
ASTRAKHAN  
DERBENT  
FLIS  
BAKU  
SALYANY  
TABRIZ  
RESHT  
TEHERAN

ISPAHAN  
YEDZIKH



# Characteristics

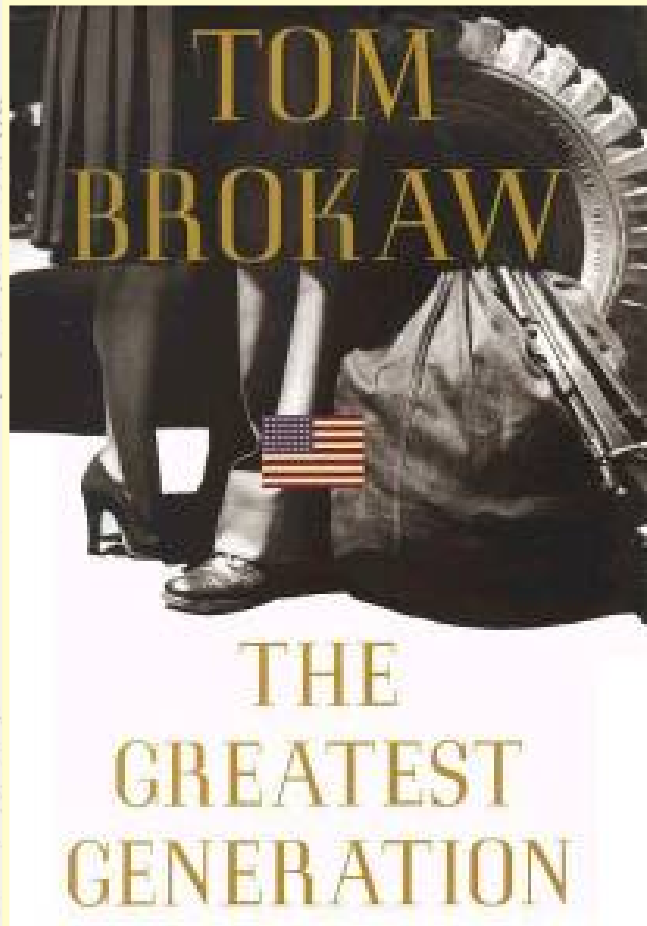
- Loyalty - Country and Company
- Patriotic - Lines of Authority
- Delayed Gratification
- Save For a Rainy Day - No social Safety nets
- Personal Self Sacrifice
- Duty
- The "silent generation"

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## *What Makes them Tick?*



This generation was united not only by a common purpose, but also by common values--duty, honor, economy, courage, service, love of family and country, and, above all, responsibility for oneself.

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# The Traditionalist Physician

- Worked an 11 - hour day
- Six days a week
- 50 weeks a year
- Made \$20,800 per year


According to repeated nationwide surveys,

## More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reason as every doctor who smokes. Camels have real good tobacco, pack after pack, and a flavor unmatched by any other cigarette. Make this sensible one. Smoke only Camels for 30 days and we know we'll Camels please your taste. How well they will just think as your steady smoke. You'll see how enjoyable a cigarette can be!

**THE DOCTORS' CHOICE IS AMERICA'S CHOICE!**



*For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste)*  
[www.StrangeCosmos.com](http://www.StrangeCosmos.com)

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# The Baby Boomers

- 1946 - 1964: 80 Million



**ROCK 'N ROLL WITH THE  
BABY BOOMERS!!**

You're Invited To The  
**2<sup>ND</sup> BABY BOOMERS  
CLASS REUNION**

Chi-Hi & McDonell  
Graduates of the '50s, '60s, & '70s

(Pure Water Days)  
**AUGUST 14, 2004  
6:00pm - 1:00am**

@ Northern Wisconsin State Fairgrounds,  
Chippewa Falls  
**OPEN TO THE PUBLIC**

\$5 cover charge at the door  
Proceeds go toward scholarships  
for graduating high school students.

**ENTERTAINMENT! FOOD! BEVERAGES!**

For More Information Contact:  
John Anderson (715) 723-4794  
Tom Joas (715) 723-8173  
or visit our website!  
[www.chippewafallsbabyboomers.org](http://www.chippewafallsbabyboomers.org)




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# Events

- End of World War II
- Vietnam war begins
- First Dr. Spock Babies go to College
  - First human in space by USSR
- Assassination of President John F. Kennedy
  - Women's Rights Movement
  - Television

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# Characteristics

- Optimism
- Idealism pervaded society and culture.
- Devotion to work and organization
- Competitive
- Me Generation
- Traditionalist parents provided them the opportunity to live the “American Dream”
- Want to leave their stamp on things

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# Generation X

- 1965 - 1981: 46 Million



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# Defining Events

- Every Major American Institution called into Question: Presidency, Military, Corporate, Religion
- End of Vietnam War
- AIDS
- Latchkey Programs
- Technology Explosion: Cable TV, Satellite TV, Fax, pagers, Cell phones, PCs



# Characteristics

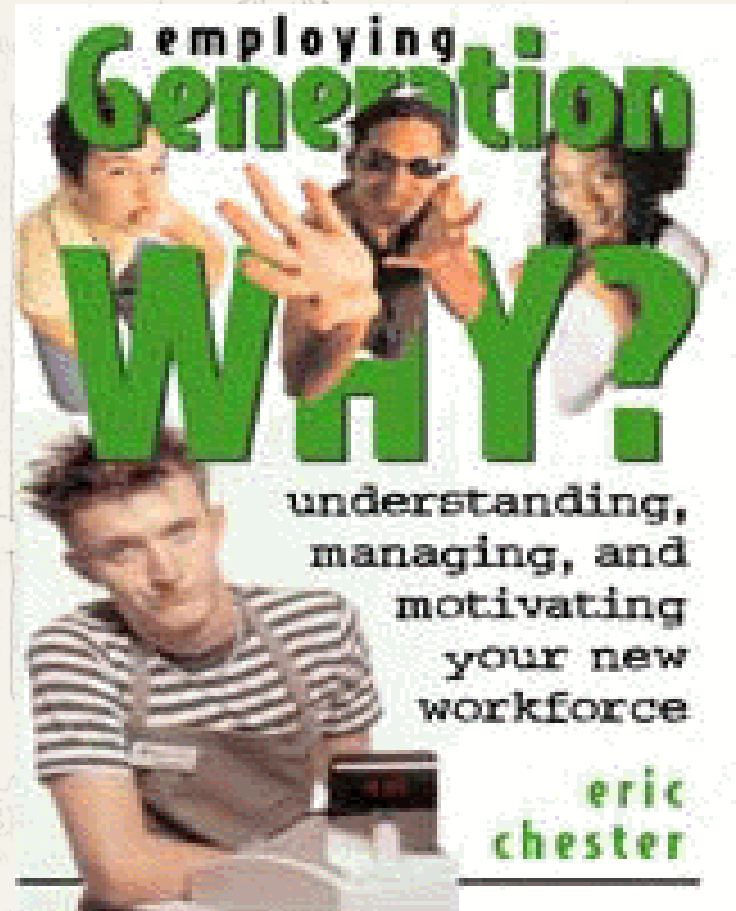
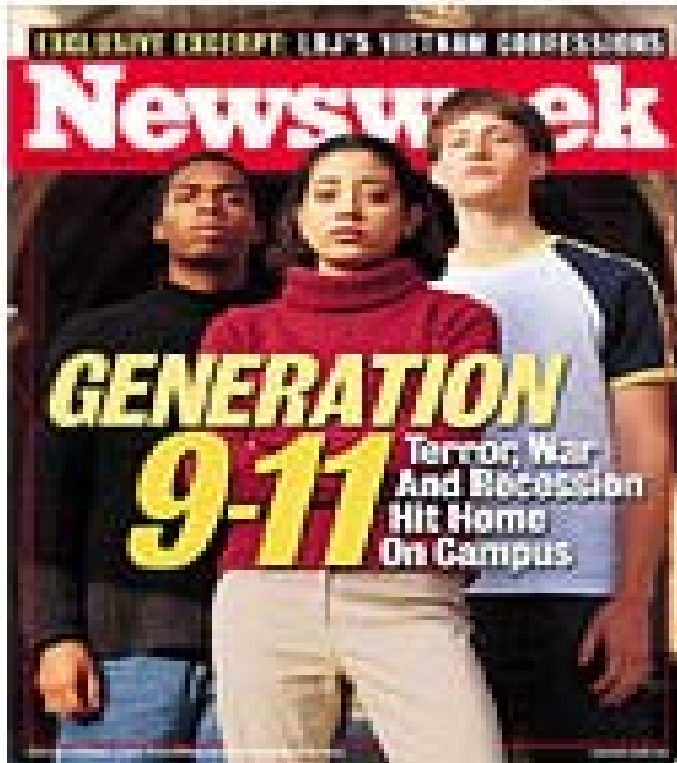
- **Skepticism**
- **Disillusioned - War in Vietnam, War on drugs, War on poverty—We “lost” them all**
- **Generation Gap - Rebellious toward the idealism that Baby Boomers advocated.**
- **Self Reliant, Resourceful, Independent**
- **Demand Balance**
- **Have very sensitive BS meters**



# Millennials / Generation Y

- 1981 - 2001: 76 Million

## Cover Story



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# Defining Events

- Space Shuttle Challenger accident
- End of Cold War
- The term "*surfing the Internet*" is coined
- 1996: Clone of Dolly
- Y2K bug
- Columbine
- Oklahoma City Bombing
- 9 - 11







# Characteristics

- Demand Diversity
- Collaborators
- Tolerance
- The Generation Lap: Have benefitted from each generation before them.
- Highly developed ability to sort through data
- Respectful of, but not awed by authority
- May become the next "Great Generation"

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# Employee Comparisons

- Work
- Careers
- Rewards
- Balance
- Flexibility
- Diversity
- Feedback
- Training
- Retirement

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# Career

- **Traditionals:** Build a Legacy
- **Boomers:** Build a Stellar Career
- **Gen Xers:** Build a Portable Career
- **Millennials:** Build Multiple Careers

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# Work

- **Traditionals:** Duty
- **Boomers:** Self - Fulfillment
- **Gen Xers:** A way to make money
- **Millennials:** One of many life activities

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## Rewards

- **Traditionals:** Satisfaction of a job well done
- **Boomers:** Money, title, recognition
- **Gen Xers:** Freedom, Balance, Flexibility
- **Millennials:** Work that has meaning

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## The Balancing Act

- **Workaholic Boomers:** When competing with 80 million people for the same jobs, balance is not an option.
- **X-ers:** Refuse to give up a balanced life for a job. Spending time with family and is more important than challenging work or higher pay.
- **Millennials:** Work is one of many important activities, they want flexibility.



# Value of Flexible Scheduling

- **Traditionals:** Transition to Retirement
- **Boomers:** Relies pressure from overbooked life
- **Gen-Xers:** “Killer Benefit”
- **Millennials:** Part of their mindset . Includes communications and geographic location as well



# Diversity Rocks

- **Boomers Accept It, Millennials Expect IT**
- **Beyond Race, Sex and Ethnicity**
- **Includes Thinking Style, Avocation, Lifestyle, and Sexual Orientation**
- **Diversity has become a Competitive Advantage**
- **General Mills: "The differences among us - our different views, backgrounds and experiences - are what makes us strong"**

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# Feedback

- **Traditionals:** “No news is good news”
- **Boomers:** Feedback once a year.  
Lots of documentation
- **Gen Xers:** “Sorry to interrupt, but how am I doing?”
- **Millennials:** Feedback constantly



# Training

- **Traditionals:** I learned the hard way and so can you
- **Boomers:** Train too much and they will leave
- **Gen Xers:** The more they learn, the more they stay
- **Millennials:** Continuous training is a way of life

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# Retirement

- **Traditionals:** Reward
- **Boomers:** Retool
- **Gen Xers:** Renew
- **Millennials:** May retire the word “retirement” from the English language since reward, retool and renew are things you do every day.

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# Recruiting Across The Generations

## Value Propositions:

- “Uncle Sam Wants You”
- “Join the People Who’ve Joined the Army”
- “Be All that You Can Be”
- “The Power of One”

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# Generation Y Patients

- Will use internet to: shop, compare, discuss, purchase and report on health care issues
- Knowledgeable, intelligent, prepared, service oriented
- Active collaborators in decisions
- Point of service for everything
- Demand Transparency

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# Winning the Generations War

- Be flexible.
- Think outside our generational context  
*“When in Rome...”*
- Look for shared values.
- Examine what we think and why we think it.
- Create a culture of mutual respect.

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## References

- *“When Generations Collide”*  
by Lynne Lancaster and David Stillman
- *“Boomers, X-ers and Other Strangers”*  
by Drs. Rick and Kathy Hicks
- *“Educating the Net Generation”*  
by James and Dianna Oblinger



# Questions?



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