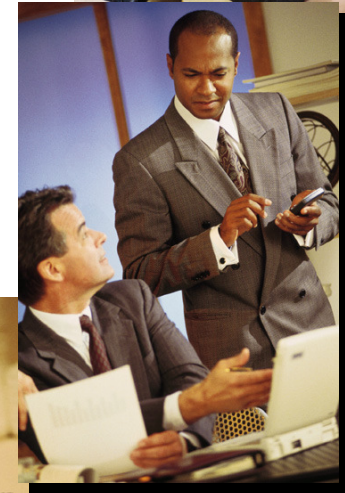


# Rock the Ages: Generational Differences and ERGs

*Raytheon Company*

Blake Gaither  
Chase Hawkins  
Frankie O'Connor  
Kristy Thomsen



# Agenda

- ✓ Experiencing Generational Differences
- ✓ Impact on Diversity and Inclusion
- ✓ Generations Overview
- ✓ Personal Perspectives
- ✓ 2008 Raytheon GLBTA Leaders' Lunch: Generations Impact on ERGs



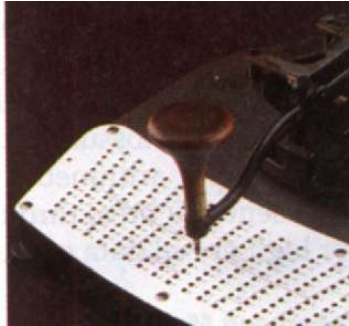
Rock... al Differences a

# **Exercise to Illustrate Generational Differences**

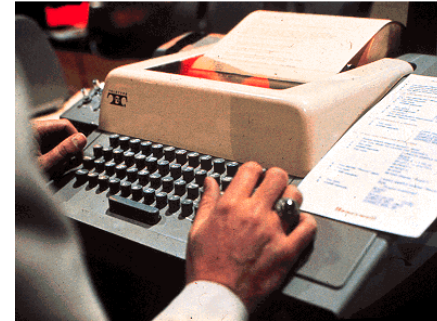
*Frankie O'Connor*

# Generational Quiz

Name this tool:



Name this tool:



Name this tool:



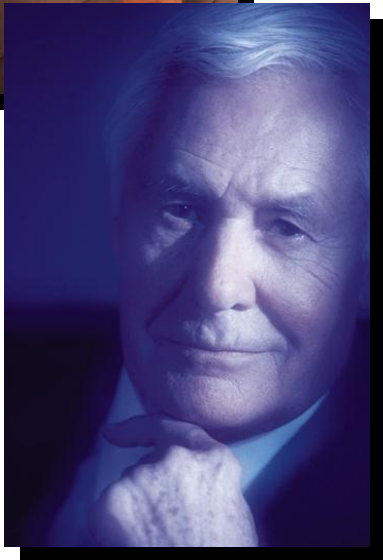
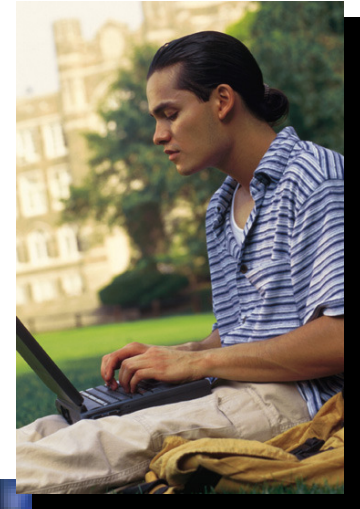
Name this tool:



Decipher this conversation: “WUP” “NMU” “SSDD” “YIU”

# Generational Differences: Effects on Diversity and Inclusion

*F. Chase Hawkins*



# Generational Differences: Effects on Diversity and Inclusion

- **Generational differences play out in the workplace in two distinct buckets**
  - Lifecycle timing
  - Cultural differences
- **Lifecycle timing/position translates to different personal priorities; can be based on:**
  - New workforce entrant vs. nearing retirement
  - Family status that may influence risk-taking
- **Cultural differences that highlight different preferences in:**
  - Communication (e.g., in-person vs. electronic)
  - Data intake processing (e.g., multi-tasking vs. sequential task processing)
  - Social component to work environment (strong vs. "not a priority")

# Generational Differences: Effects on Diversity and Inclusion, cont.

- **GLBT generational impact, especially with respect to coming out, based on:**
  - Tremendous availability of information for youngest generations via Internet
    - Reduces feeling of isolation (i.e., "I'm the only one that feels this way")
    - Creates sense of support community through organizations and resources
  - Older GLBT generations may have struggled more and longer
    - Feelings of isolation very common
    - Often had to work hard to seek out/create support infrastructures



# Generations Overview

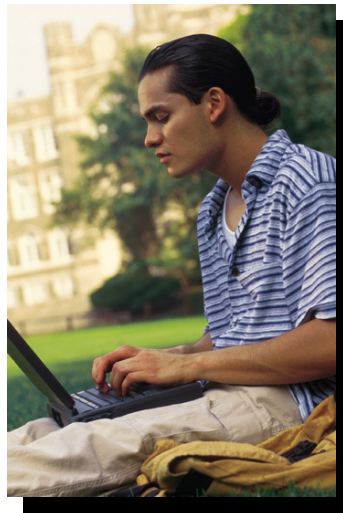


# Generations Overview

<b><i>Generation</i></b>	<b><i>Birth Years</i></b>	<b><i>Current Ages</i></b>	<b><i>Population</i></b>
<b>Traditionalists / Silent Generation</b>	1900-1945	65-111	75 Million
<b>Baby Boomers</b>	1946-1964	46-64	80 Million
<b>Gen Xers</b>	1965-1980	30-45	46 Million
<b>Gen Y/Millennials</b>	1981-1999	11-29	76 Million
<b>Gen Z / Gen I (Internet)</b>	2000 - 2010	<1 - 10	21 Million

# Gen Y and Gen Z: A Personal Perspective

*Blake Gaither*



# Gen X: A Personal Perspective

*Kristy Thomsen*

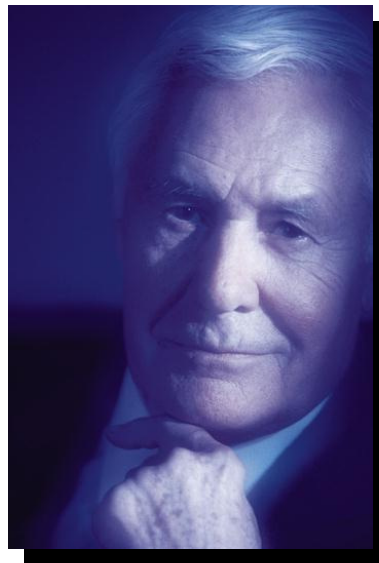


# **Baby Boomers: A Personal Perspective**

***F. Chase Hawkins***



# The Silent Generation: A Personal Perspective



***2008 Raytheon GLBTA Leaders' Lunch:  
Discussion on the effects of  
generations on ERGs  
Frankie O'Connor***



# The Setting: Raytheon GLBTA Leaders' Lunch 2008

- Side luncheon during O&E Summit
- 2008 was 6th consecutive year
- Two leaders from each chapter participate
- Minutes and PowerPoint briefing distributed



# Connecting with Generation Y: Raytheon GLBTA Chapter Examples

- **San Diego** - Partner with YESNet on social and networking events (e.g., wine tasting trip)
- **El Segundo** - Membership drive poster campaign featuring pictures of actual local GLBTA chapter members
- **Aurora** - Use Ambassador program with ERG members meeting with new employees of same affinity group
- **Tucson** - ERGs are present at new hire orientations to talk about their ERGs
- **Northeast** - ERGs have booths at new hire receptions
- **Largo** - HR gives a list of new hires to ERG leadership

# Takeaways on Gen Y

- **Sophisticated communication** based on the latest mechanism, the social network (e.g., Facebook). This is more useful than e-mail
- Based on their excessive exposure to multimedia, expect **advertisements** of both the company and of the ERG and its activities that are **short and fun**
- Tend to be “**professional nomads**” jumping from job to job and company to company every few years to stay challenged
- Want companies to reach out and provide **genuine personal relationships** especially with members of their affinity group, both in terms of people in the same age group and with similar years of service with the company
- Busier than ever, so **ERG events should be effective**--based on thoughtful understanding of who the GenYers are and what they need; not last too long; be held nearby; provide much value; and always have free food

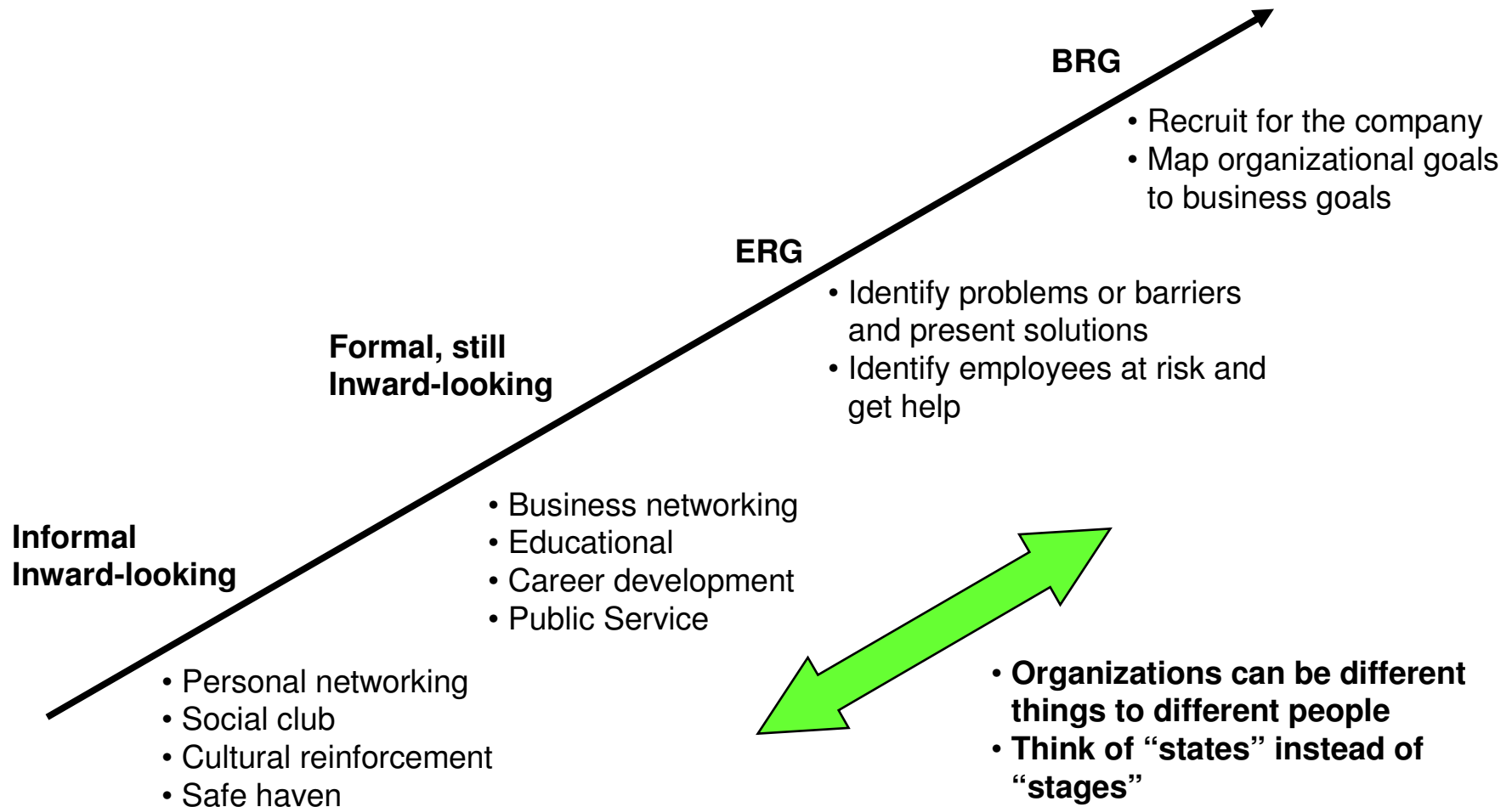
# Takeaways on Gen Y

- GenYers' visible **role models** should **both** be **peers** age-wise and people who are managers and others in **higher management** positions to show GenYers that they have a chance at advancement
- **Mentorship is important**, but GenYers don't necessarily "need" to be around members of the ERG
- GenYers **don't like labels** (e.g., a "GLBT" ERG) which causes many of them to gravitate to generic terms such as "Queer" (here meaning anything outside of the norm). It may be beneficial to add this term or other generic terminology to the ERG's name

## Important:

Baby Boomers will be mostly retired from the work force in the next 10 to 15 years, therefore, ***ERGs need to start evolving now*** to meet the needs of the changing demographics of both GenXers and GenYers

# Organizational Frame of Reference for Employee Groups



# Workshop Takeaways

- **Discussion of how to pitch a business case to Gen X and Gen Y on what they can gain from participating in ERGs**
- **An awareness of the need to potentially adjust expectations of ERGs, given the characteristics of the younger generations in the workplace**

# Q&A and Exchange of Ideas

