

The Generational Strategies For Higher Education

The Goal:

**A comprehensive, permanent,
and nimble culture**

of

Generational

Knowledge, Diversity, and Strategies

How Generations Are Created

3 Truths

- 1. Formative years mold Core Values.**
- 2. Generational Core Values are burned into us by the times and teachings.**
- 3. Core Values guide decision-making.**

America's Living Generations

G. I.	1901 - 1926	91+
Silent	1927 - 1945	72 to 90
Boomer	1946 - 1964	53 to 71
Gen X	1965 - 1981	36 to 52

“The Changing Face Of America”

Immigrants: how many formative years did you spend in the U.S.?

Two Major Applications:

Generational Marketplace Strategies

and

Generational Workplace Strategies

Generational Marketplace Strategies

- **Student and Market Research**
- **Curricula, Services, Facilities**
- **Brand**
- **Marketing, Advertising, Promotion**

Generational Marketplace Strategies

- **Student and Parent Recruitment**
- **Legislative Relations**
- **Alumni Relations**
- **Fundraising, Development**

Your Students In The Classroom

- **Unique generational biases**
- **Unique generational strengths**
- **Unique generational weaknesses**
- **Unique generational preferences**
- **Unique generational needs**

Generational Strategies

**Leaders Must Develop
A Generational Gearbox**

Generational Workplace Strategies

- ❖ **Employee Recruitment**
- ❖ **Onboarding**
- ❖ **Generation-Specific Training**

Generational Workplace Strategies

- ❖ **Management, Communications**
- ❖ **Engagement, Fulfillment**
- ❖ **Productivity, Harmony, Teamwork**
- ❖ **Retention**
- ❖ **Board Trustees: Training**

Higher-Ed Training In Generational Strategies

- ✓ Leadership and Governance**
- ✓ Legislative Relations**
- ✓ Marketplace, Workplace,
Classroom**
- ✓ Fundraising, Alumni Relations**

Everyone is an individual.

Don't unfairly stereotype.

A lighthouse to guide us.

Boomers

**Never
give up.**

**Never
too old.**

Dream.

Boomers

WE WIN !

Boomers

79,907,844 Mouseketeers

Boomers

America is getting so much right !

Boomers

“College”: affordable and magical

Boomers

The Wonder Years

"A Golden Age For Kids"

Woodstock

Optimism.

Idealism.

Empowerment.

Engagement

Right-and-Wrong.

Patriotism.

Make America PERFECT.

The power to do it

Boomers

A strong Core Value of "forever young"

Boomers

- ✓ Exuberant
- ✓ Outgoing
- ✓ Assertive
- ✓ Aggressive
- ✓ Comfy in spotlight
- ✓ Forever Young !

Boomers

Walt Disney World

Boomers

The Career Generation

High divorce rate, Permissive parenting

Brilliant in workplace continue the quest

Boomers

Retire? WHY?!

NEW WORKPLACE REALITY

Boomers

- Work past normal retirement age
- Stay put or launch Career Next
- Full-time, part-time, project
- Remain engaged, supplement income

Boomers

Opportunities For CCs

Employees: high-level talent is available

Donors: disproportionate wealth

Legislators: they dominate legislatures

Opportunities For CCs: Boomers As Your Students

Tech Training:	Boomer-specific!
Leadership Training:	Boomer-specific!
“Career Next”:	Boomer-specific!
Hobbies, Leisure:	Boomer-specific!
Volunteer, Consulting:	Prepare them!

Boomers

"Growing numbers of Boomers want to return to school after making their mark in their chosen profession"

GenX: 58,541,842 Armies Of One

Birth Years: 1965 – 1981

Current Age: 36 to 52

How Many Born: 58,541,842

Formative Years: '70s - early 2000s

The GenX Formative Years...

“A New Breed of Whiz Kids”

Women, minorities advance. Household incomes increase.

All About Survival

- **Divorced parents**
- **Time-poor parents**
- **Permissiveness**
- **Mobile Society**

The U.S. Family: “HELP!”

“Children Of Crisis”

**A 1973 Pulitzer-Prize winning series authored
by psychiatrist Robert Coles**

**Guilt-ridden and permissive
parenting**

**Our more mobile society and the uprooting of
many X'er children**

Leaders, Heroes Fall In Disgrace

America begins to unravel

CORE VALUES

- ✓ **Independent, self-reliant**
- ✓ **Cynical and distrustful**
- ✓ **Self-focused: survival of the fittest**
- ✓ *I take care of me, you take care of you*

1970's video arcade

Females: surging.

Males: searching.

“I am woman, hear me roar”

Helen Reddy song, 1971; oldest X’ers are 6

**The guys try
to figure it out**

TV spot – Secret Deodorant

TV spot – Hummer

The Family-First Generation

The Family-First Generation

The CC Opportunities With X'er Students

- Enhance their skill-set**
- Prepare them for leadership**
- Help women to ascend**
- Help men to find their focus**

The CC Opportunities With X'er Employees

- Creative, entrepreneurial**
- Give them a chance to contribute**
- Self-reliant, individualistic**
- Prefer independence on the job**

The CC Opportunities With X'er Employees

- Job security is important**
- So is their kids' educations**
- The “Family-First Generation”**
- Seek a work-leisure balance**
- So, accommodate these priorities**

Mils

The New World

Birth Years:	1982 - 1999	so far
Current Age:	18 to 35	so far
How Many Born:	70,127,000	so far
Formative Years:	1980's to now	

**“Overparenting got way out of control
in the past generation.”**

- ✓ **Optimistic and enthusiastic**
- ✓ **Less certain about their nation**
- ✓ **Respectful of elders' wisdom**
- ✓ **Focused on their education**
- ✓ **Close relationship with parents**

Mils

TV spot – Coca Cola

Mils

Team players

Community-active

Declining teen social pathologies

Mils

**59 of the 60
made it up the hill**

**Dr. Todd Marrah – Superintendent
Tree Of Life Christian Schools - Ohio**

Mils

The first constantly-connected kids

Mils

9/11: Mils are age 2 to 19

Mils

Katrina: Mils are age 6 to 23

Mils

**“33 killed, 15 wounded;
Killer walked into
classrooms, opened fire”**

Mils

Mils & X'ers: our front-line troops

CORE VALUES

Mils

- ✓ **Patriotism, sense of nation**
- ✓ **Activism, volunteerism, idealism**
- ✓ **Compassion for less fortunate**
- ✓ ***We. Us. Team. Group.***
- ✓ **Empowerment and engagement**

Over-parenting: good and bad

**“At every level of education,
they’re falling behind.”**

- ❖ **Job sampling**
- ❖ **Have fun, maybe travel**
- ❖ **Delay marriage, parenting**
- ❖ **Live with parents**

- 1. College debt**
- 2. Credit card debt**
- 3. Job insecurity**
- 4. Will work 80+ years**

What's the rush?!

The CC Opportunities

- ✓ **Employers cry, “HELP!”**
- ✓ **Reverse tech’s damage**
- ✓ **Get their feet on the ground**
- ✓ **Eliminate flawed entitlement**
- ✓ **Eliminate unrealistic expectations**
- ✓ **Teach accountability, soft skills**

TECH'S DAMAGE: Soft Skills

Communication
Critical Thinking
Empathy
Organization
Silent fluency

The

Mils

Punctuality
Social Savvy
Creativity
Adaptability
Phone skills

TECH'S DAMAGE: The Soft Skills

- ✓ **Sense of immediacy = impatience**
- ✓ **Short attention spans**
- ✓ **Crave variety and change**
- ✓ **Knowledge is superficial**
- ✓ **Tech addiction**

Tech addiction:

“as destructive as alcohol or drugs.”

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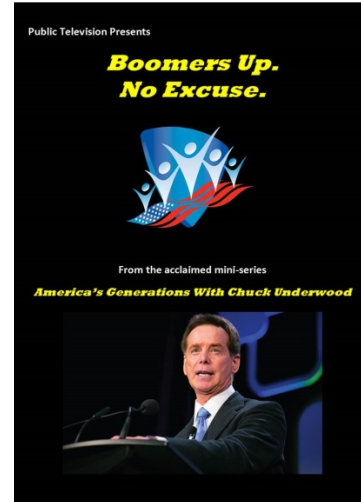
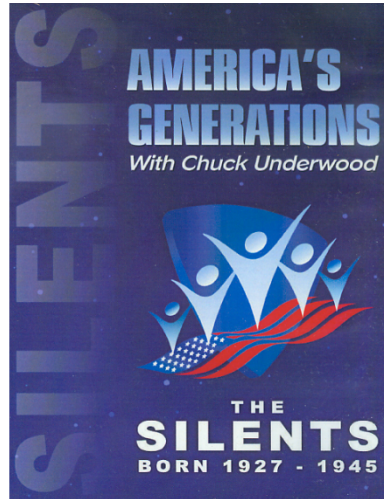
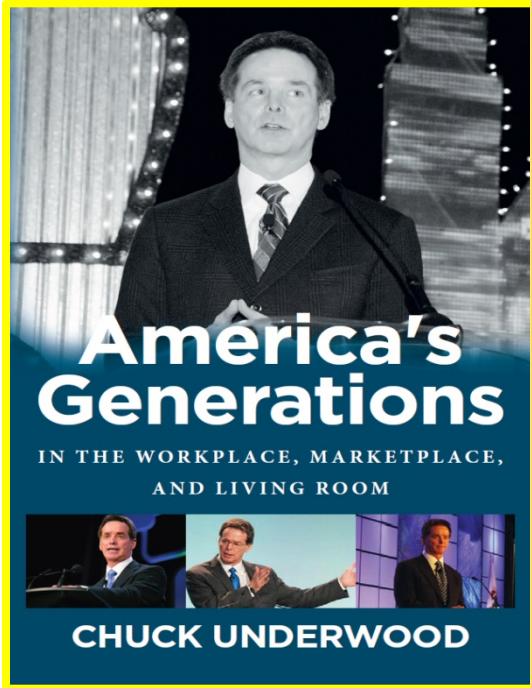
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Additional Content



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www.genimperative.com

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