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Generations at Work: Managing the Clash of Veterans, Boomers, Xers, and Nexters in Your Workplace

Ron Zemke, Claire Raines, Bob Filipczak

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Veterans...Baby Boomers...GenXers ...Nexters. Mix them all together, and what do you get? Sometimes disaster! Here are fresh insights and practical solutions for easing the inevitable conflicts of today's age - and values-diverse workplace, where people just don't see work (or life) the same way. "They have no work ethic". "So I told my boss, 'If you're looking for loyalty, get a dog". "I will not attend meetings that start after 5". There's a serious new problem in the workplace, and it has nothing to do with downsizing, change, foreign competition, pointy-haired bosses, cubicle envy, or greed. Instead, it's the problem of distinct generations - the Veterans, the Baby Boomers, the GenXers, and (coming soon) the Nexters - crossing paths and sometimes colliding. So how can you manage this motley group with their conflicting work ethics, dissimilar values, and idiosyncratic styles? How do you get them to stop snarling at each other? How do you motivate them to work together? "Generations at Work" is the first book to clearly outline each group's primary characteristics, and to explain the seminal events and cultural icons that shaped their attitudes and values. But it doesn't just provide an astute sociological portrait. The book also offers practical, sound solutions for avoiding (or remedying) the most common mistakes of managing in today's cross-generational workplace. Readers will find profiles of companies with effective strategies for smoothing generational conflict ...a true-to-life case study of a manager caught in the crossfire ...and 21 key questions and answers for solving cross-gen problems. For anyone struggling to manage a workforce with different ways of working, talking, and thinking, "Generations at Work" both explains the gulf that separates the generations and offers insightful solutions for creating workplace harmony.

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