



**Meagan Johnson  
presents**

# **Zap The Generational Gap**

**Creating Cohesive, Collaborative & Engaged Multi-  
Generational Connections**





# Characteristics of the Older Workforce

Photo courtesy of jscreationzs / FreeDigitalPhotos.net

**Wisdom**

**Experience**

**Knowledge**

**Mentor**

**Customers like & trust**

**Strong face-to-face communication**

**Always on time... if not early**

**Dependable**

**Likes to talk about THE GOOD OLD DAYS**





A man in a dark blue suit and red tie is sitting at a desk. He is looking down at a laptop screen. There are papers and a keyboard on the desk. The background is a light blue wall.

**Resist change**

**Stuck in their ways**

**Stereotype the younger generation**

**Skeptical**

**Slow**

**Don't embrace new technology**

**Likes to talk about THE GOOD OLD DAYS**

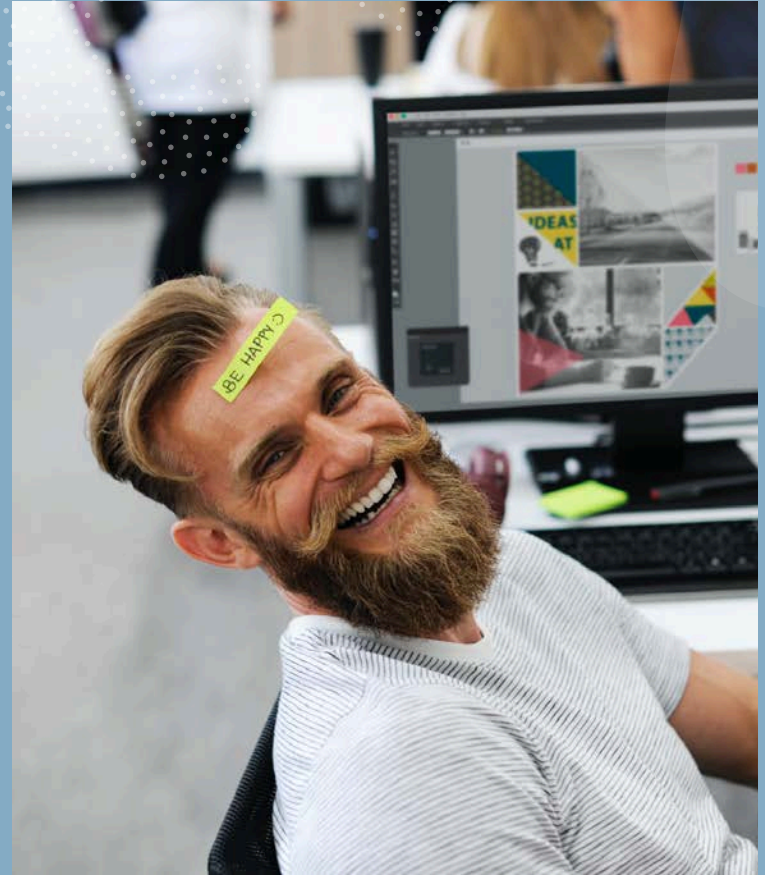


# Characteristics of the Younger Workforce



Photo courtesy of jscreationzs / FreeDigitalPhotos.net

Creative  
Tech Savvy  
Passionate  
Entrepreneurial  
Environmental  
Fun  
Energetic  
Challenge the Status Quo  
Excited  
Embrace Change



**Bad attitude**

**Entitled**

**Don't want to pay their dues**

**Continually complaining**

**Poor communication skills**

**Gossip, lazy, apathetic**

**Rude**

**Disloyal**

**Wants reward with no effort**

**Wants to have fun!!**









Work is not about paying the rent; it's about self-fulfillment. Listen to Richard Barton, the 30-year-old head of Microsoft's Expedia:

***“Work is not work. It's a hobby that you happen to get paid for.”***

By Nina Munk,  
Fortune Magazine  
3/16/98



“Its not that people born after 1980 are narcissists, it’s that young people are narcissists, and they get over themselves as they get older.”

**Elspeth Reeve**

**The Atlantic-2013**



# Generational Signposts



**Generational Signposts**  
**Stereotyping?**  
**Generalize?**  
**Boxes?**



# Generational Signposts

Explains how events, technologies & the economy shape various groups of people

Cluster of people born during a given timeframe have experienced similar situations and can be differentiated from other generations







**60% employers report tension**

**70% older employees are dismissive of younger employees talents**

**50% younger employees are dismissive of older employees talents**



**THIS IS A COMPUTER?**

**YOU BET YOUR SWEET TELEX OPERATOR IT IS!**

Beneath that Telex keyboard is a full-fledged 16-bit word-length digital computer with the most powerful I/O structure available today. It's the DATACOMP 404.

Hardware decimal arithmetic, including multiply and divide with automatic scaling, eliminates binary/decimal conversion. On I/O automatic formatting eliminates expensive editing software.

Word-length operating modes that are built into the 404's hardware can be programmed for 16, 32, 48, or 64 bits, doing away with multi-precision routines.

System addressing modes, including double index and relative, hardware streamlines the most complicated routines and permit you to relocate object programs.

The 404 executive hardware time shares its own terminals while acting as the INTELLIGENT TERMINAL in a time-shared network.

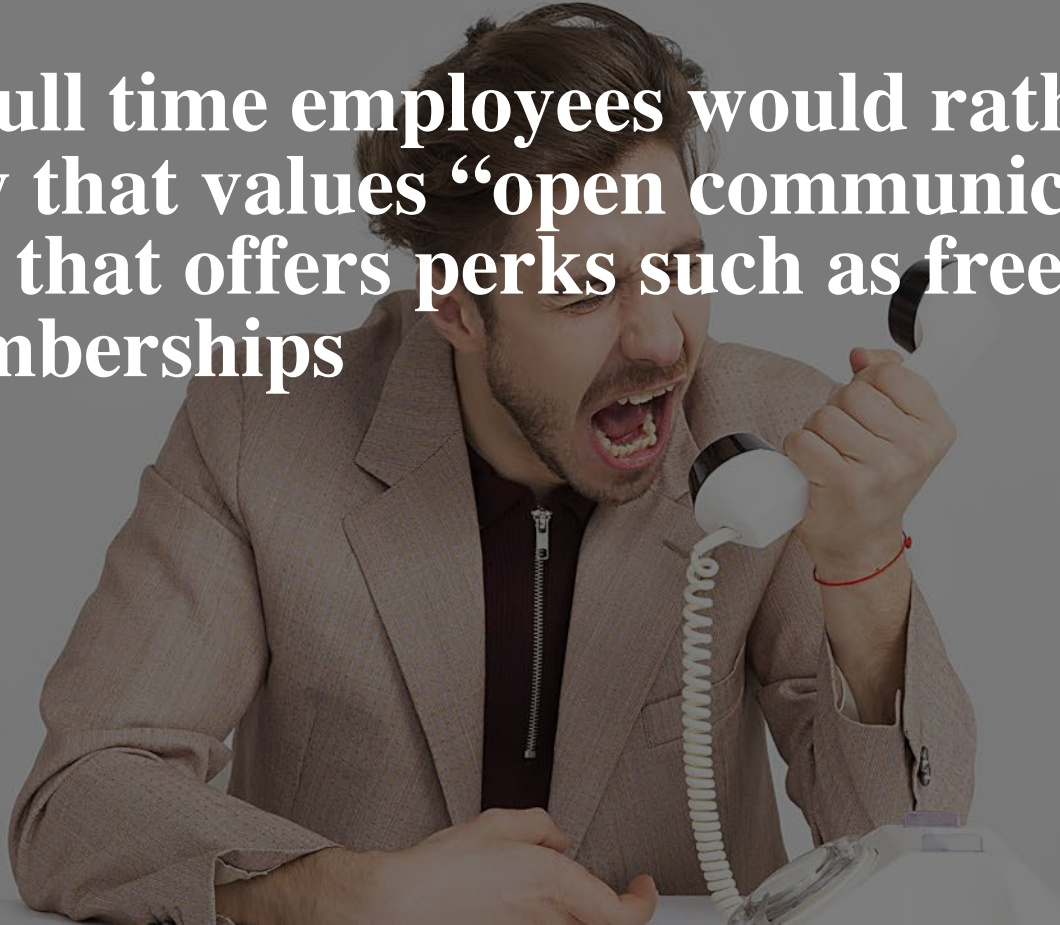
If you're an OEM and you're thinking of force-loading a binary bit-switcher to solve decimal problems, take us before you make a sad mistake. The 404 starts at \$6600.



404 Junipero Serra Drive, San Gabriel, California 91776  
Telephone: (213) 283-9485/Telex: 67-4804

Circle 118 On Reader Card

**81 % of full time employees would rather join a company that values “open communication” than one that offers perks such as free food and gym memberships**





“People call Millennials lazy. The same people will say the Great Recession was the hardest thing to happen to their business. I, along with many of my Millennial peers, entered the job market in 2009 in the midst of the Great Recession! We have had to work VERY hard from the beginning! The best thing people can do is learn from each other and understand every generation is different.”

**Jennifer Karpus-Romain**  
(Millennial)

Director of Marketing Services and  
Industry Outreach  
Faye Business Systems Group



Complimentary  
Generational  
DeCoder Card!  
Meagan@Meagan  
Johnson.com

# The Generational Decoder Card

**THE TRADITIONAL GENERATION**  
Born pre-1945

- 8% of the workforce
- Train them one on one
- Many are volunteers; give them a job title.

**#1 complaint?** No one asks their opinion!

**Remember:** Old dogs can still have treats to share.

**GENERATION X**  
Born 1965-1980

- 17% of the U.S. population
- Tell me what you want. Give me the tools. Leave me alone.
- There is an 'I' in **TEAMWORK**.

**#1 complaint?** Office politics

**Remember:** Micromanage them and you'll lose their loyalty.

**GENERATION Z**  
Born after 2002

- 18% of the world population
- Ask them to reverse mentor older team members.
- Give structure and opportunities to interact with full-time employees.

**#1 complaint?** Being grounded

**Remember:** Most are still in school, so work with their schedules, they are our future.

**BOOMERS**  
Born 1946-1964

- 30% of the workforce
- Over 70% will stay on past retirement age.
- Work well with others.

**Help them make a difference.**

**#1 complaint?** Age discrimination

**Remember:** They brought you into this world and they can take you out.

**MILLENNIAL GENERATION**  
Born 1981-2002

- 25% of U.S. population
- No news is bad news.
- Feedback is essential.
- Technology allows work and personal life to overlap.

**#1 complaint?** Hearing you say, "When I was your age..."

**Remember:** They can't imagine being as old as you are.

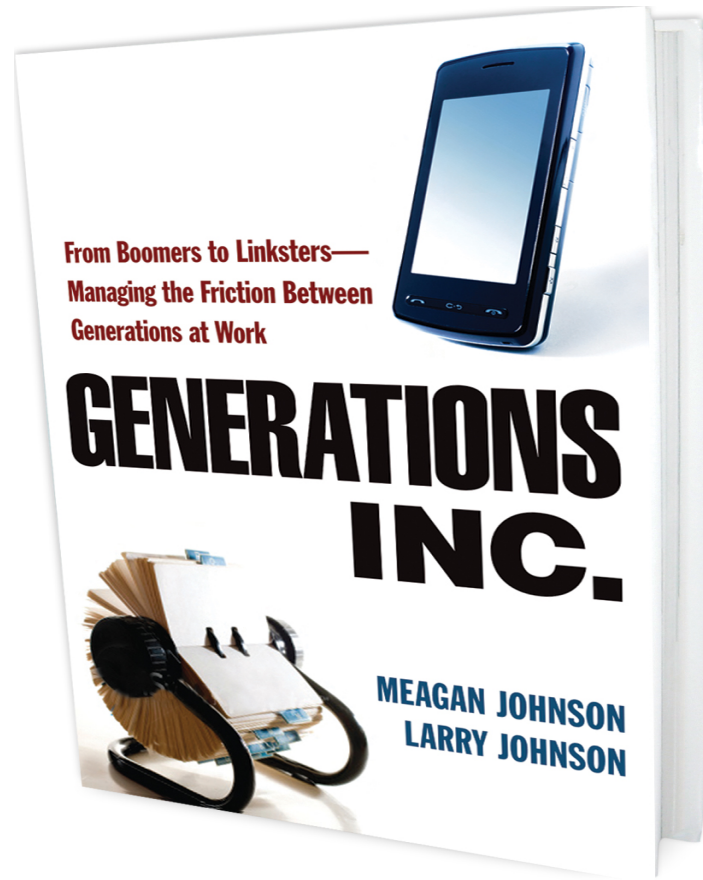
Baby Boomer Dad  
Larry Johnson

Gen Xpert Daughter  
Meagan Johnson

Win a Copy of  
*Generations*

*Inc.!*

Meagan@Meagan  
Johnson.com



Receive Meagan's  
monthly  
Generational Ezine  
& a complimentary  
download of  
Meagan's  
presentation.

TEXT the word  
*Generations*  
to number  
**44222**

**Who is old enough to  
remember when...**



**You needed two keys  
for one car?**





- The Traditional Generation
- The Silent Generation
- WW II Generation
- The Greatest Generation

# Report: Holland man, 101, competes in MI Senior Olympics

24 Hour News 8 web staff



Courtesy: WDIV-TV

At age 112,  
America's  
oldest  
veteran is  
still smoking  
cigars,  
drinking  
whiskey and  
loving life







now it's Pepsi-for those who think young  
You see it everywhere—people on the go are going for Pepsi. Light, bracing  
Pepsi-Cola matches your modern activities with a sparkling-clean taste  
that's never too sugary or sweet. And nothing drenches your throat  
better than a cold, inviting Pepsi. So think young—say "Pepsi, please!"



# Baby Boomers

## 1946-1964

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## 72 Million





# Teamwork

**MY GENERATION'S**



**FIRST EYE PHONE**



Unlimited55: 2 lines of T-Mobile ONE at \$70/mo. | T-M...



Watch later



Share

# T-MOBILE

# UNLIMITED55



## T-Mobile's CEO, John Legere





How will  
technology  
make my job  
or life easier?

A vintage mobile phone, likely a Motorola 180, is shown against a blue background. The phone is white with a large, black, cylindrical antenna extending from the top. It features a numeric keypad with numbers 1-9, \*, and #, along with function buttons like 'Rel', 'Clr', 'Red', 'Sto', 'Lock', 'End', 'Pwr', and 'Vol'. A small speaker grille is visible at the top of the front face.

PHOTO COURTESY [WWW.OAKTREEVINTAGE.COM](http://WWW.OAKTREEVINTAGE.COM)



1968



**12 Male Help—Sales**

**EARN Big Weekly Commissions** soliciting delinquent accounts. No collecting or investment required. Metropolitan, Box 5587, Kansas City 11, Missouri.

## SALESMAN WANTED

To represent established North Carolina Wholesale Distributor of rugs and carpets selling to retail dealers in South Carolina since 1921. Live in Columbia, Age 25-35, wholesale or retail experience in above or in Allied Lines necessary. Salary, car, expenses. Reply in own handwriting giving complete details, education, references, etc. to Geo. T. Wood & Sons, Inc. Box 1880, High Point, N. C.

**SALESMAN** for one of the largest used tool room and production machinery dealers in the country. Good commissions. State your background and experience. Box "B-241" c/o State-Record.

**WALK** into 20 small town business buildings a day. Pocket \$200.00 week. Write Dept. 38-C, P. O. Box 392, Dallas, Texas.

**Female Help—Sales 13****LADIES**

Beauty is our business, why not make it yours. Avon Cosmetics offers a good earning opportunity to women who cannot work full time. Call Mrs. Son-gee, AL 3-5373 for appointment. Territories available in Columbia, Alta Vista, Cayce.

**12 Teachers**

**EXPERIENCED** and certified teacher or wants to coach Elementary or Jr. High School pupils. Room air conditioned. Call AL 4-5671, 2825 Bureau Dr.

**WANTED,** High School English, Home Economics, and several Elementary Teachers to teach in white school. Salary \$3,500-up. Apply R. E. Epling, Principal, Hilliard, Florida.

**TEACHERS** (White) All grades, subjects. Enroll free. Southern Teachers Agency, Columbia 1, S.C.

**Domestic Help Wtd. 15**

**MAIDS NEEDED TO WORK IN** N. Y. FARE ADVANCED. KEY EMPLOYMENT, 1329% MAIN ST.

**WANTED** Dependable, sober, experienced cook to go to Beach the month of June, Leaving Monday, June 2nd. AL 3-1443.

**SETTLED** colored woman to live in country and help care for two small children. Call AL 4-8028 over week end, call AL 4-6170 during week days.

**COOK TO LIVE** on premises. \$20 a week. Must have references. Write Box B-727, care State-Record.

**GOOD** jobs for sleep-in maids in New York. Fare advanced. \$125 to \$200 monthly. Mrs. Stewart, 303 Dingle St., Sumter, S. C.

**Employment Wanted 16**

**HIGH SCHOOL** Student. Desires job baby sitting by hour or day during summer. References. AL 4-4439.

**YOUNG LADY,** 2 years high school typing instructions desires work through summer. Typing speed about 60 wpm. AL 3-0251.

**14 Instruction****VETERANS**

Don't lose your G. I. Education! Earn while you learn business skills that prepare for top office positions. Full or parttime training by day night school. Business Administration, Accounting, Secretarial, etc.

**Palmer College**

O'Doughan's Division  
1218 Sumter Street ALpine

## Television Communication Automation Electronics

We want to interview men who would like unusual opportunities to train for good jobs in electronics including TV, radar, radio, missile control and automation electronics. No need to give up present work. Full or part time work by DeVry Tech. Earn while learning. Valuable job help when needed. Prompt action advised. Write phone M. A. Stepp, P. O. 3117, Colo., AL 4-1918.

**NEW CLASSES**

now forming for June 6th Day and Evening.  
GI approved. Easy payment  
**DONSON'S BEAUTY COLLEGE**  
Evelyn Waldrip, Director  
1246 Main St. Ph. AL-2-5538, AL

**SUMMER TERM**



# GENERATIONAL TIMELINE

Traditional  
1909-1945

Baby Boomers  
1946-1964

Gen X  
1965-1980

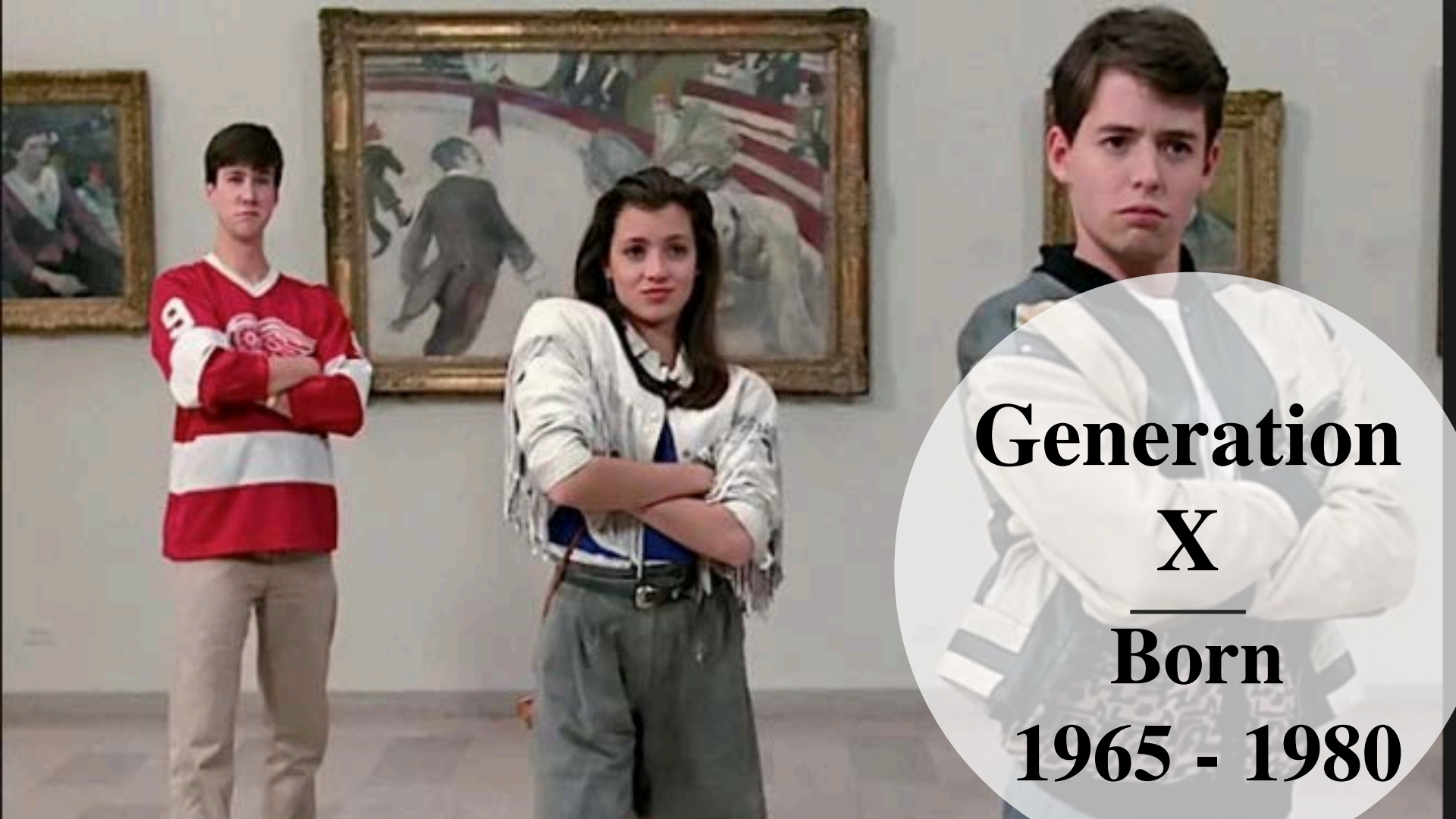
Millennial  
1981-2002

1900

2005



meaganjohnson.com



**Generation  
X  
—  
Born  
1965 - 1980**





Generation X  
Smallest 13%  
1 in 6



Gen Xers are in their working prime Survey by Korn Ferry's Futurestep division – Greater than  $\frac{1}{2}$  of the executives believe that Gen X is the most engaged generation



# LatchKey Kids



Independent

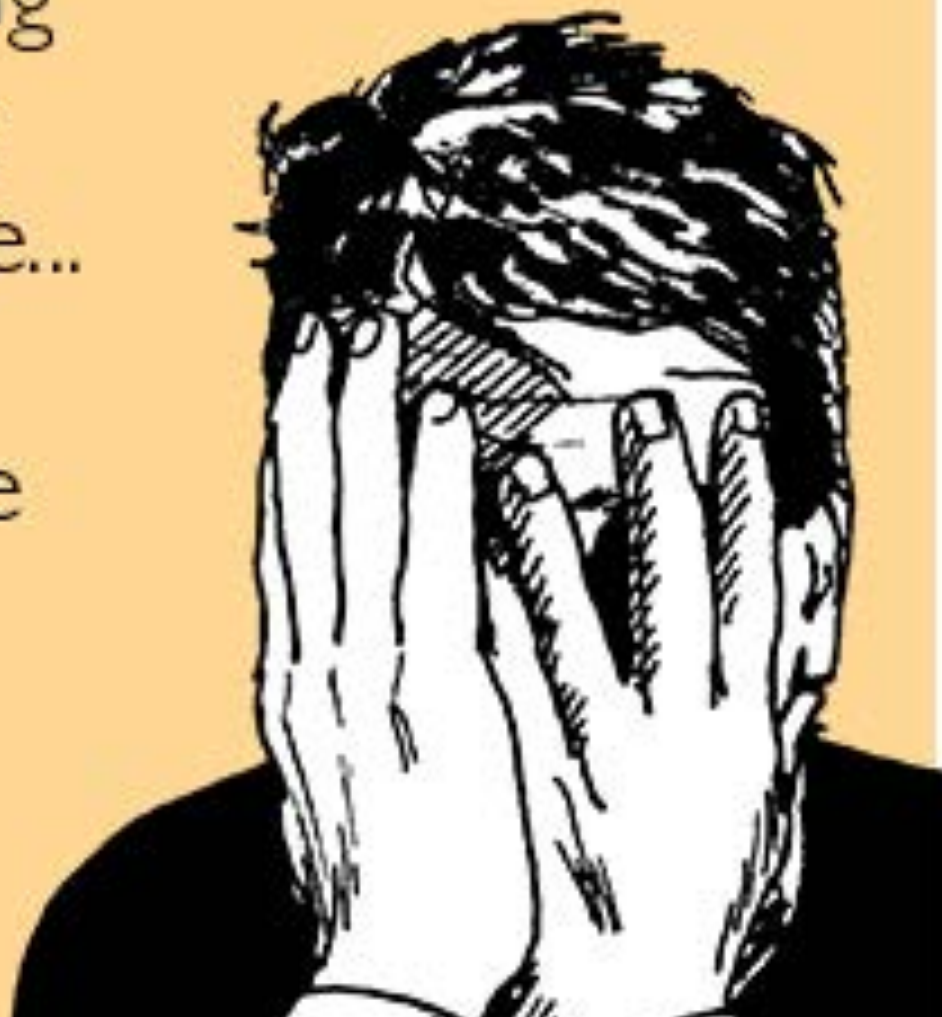




Let's have a meeting  
about that meeting  
we're going to have...

...said no productive  
person ever.

someecards









**Joan Ganz Cooney**



# Millennials 1981-1996







# QUALITY TIME!

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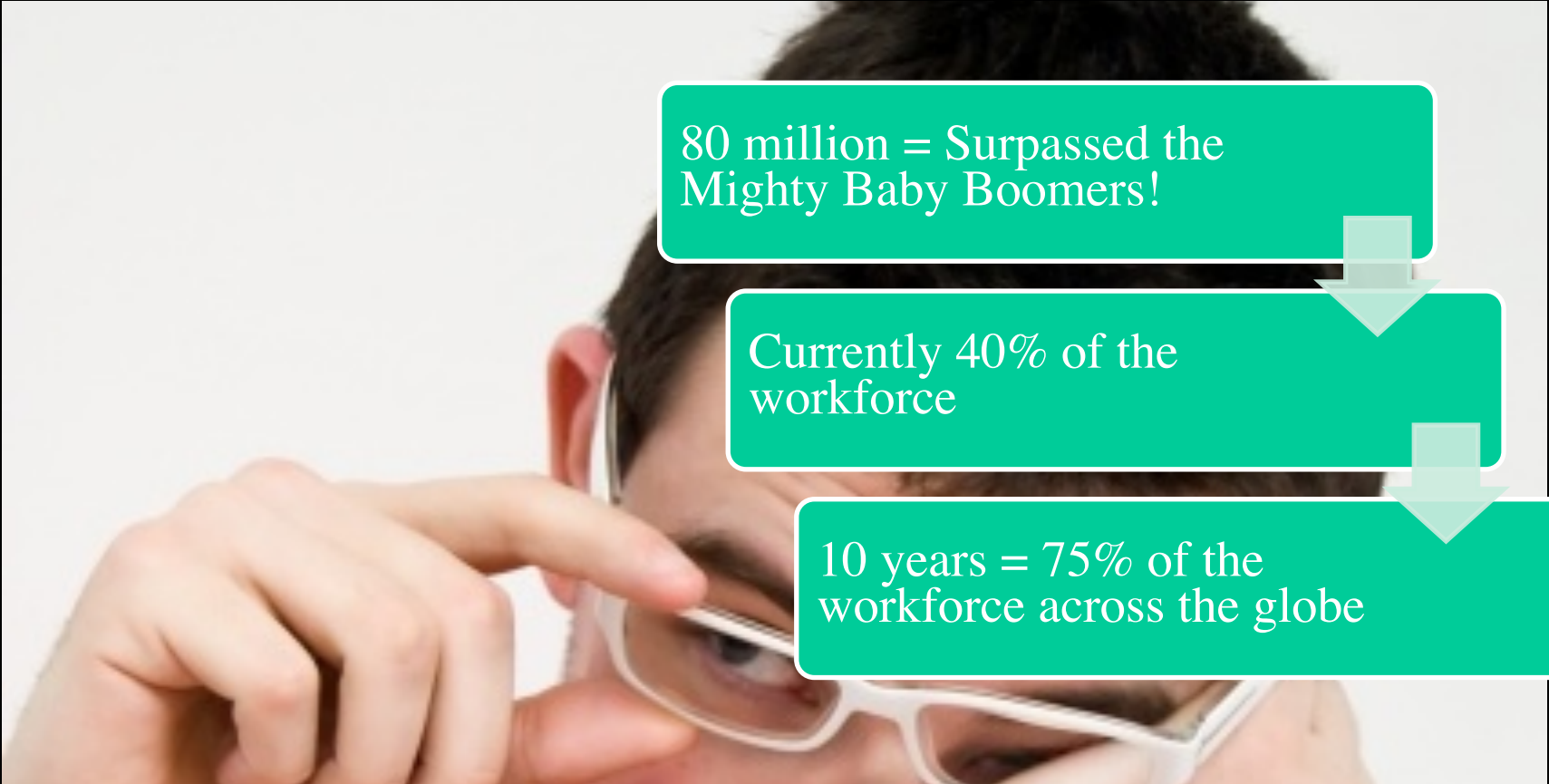


90% of  
Millennial  
report being  
very close to  
their parents



**90% of Millennial**  
report being very  
close to their parents

**1974:** 40% BB felt  
they would be better  
off without their  
parents



80 million = Surpassed the  
Mighty Baby Boomers!

Currently 40% of the  
workforce

10 years = 75% of the  
workforce across the globe



**59% of  
Millennials  
Have Never  
Been Married**

**36% of  
Millennials  
Live in Multi-  
Adult  
Households**



A photograph of a person's hands holding a small, light brown cardboard box. The hands are positioned in the lower half of the frame, with the left hand supporting the box from underneath and the right hand resting on top. The person is wearing a grey long-sleeved shirt. The background is a close-up of a tree trunk with rough, textured bark in shades of brown and orange. The entire image has a dark, semi-transparent overlay, and the text is centered in the upper half.

Nearly 80% Want to Work for A company  
that Cares About Their Environmental Impact

# REI

- Sustainability & the Environment

## Top 100 Millennial Brands



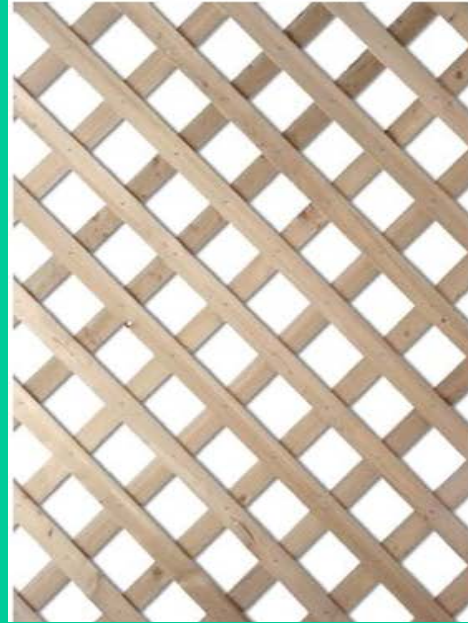


# Wegman's

- Known for treating their employees well
- Do Good Social agenda
- APP based service to assist blind shoppers

## Top 100 Millennial Brands





“I love the relationships you can establish in this industry with your customers. You really get an opportunity to know your clients. It is a humbling feeling to have such trust bestowed upon yourself and your abilities. The relationships you develop become rewarding both ways.”

**Lindsay Blum**

Account Manager  
Allstates WorldCargo







74% of Millennials ranked a collaborative work environment as the first or second most important characteristic they look for in the workplace

Zappos.com







“We have replaced  
Annual Reviews  
with the STAY  
interview.”

**Adam Broers**

**Bethany Retirement Living**





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1<sup>st</sup> STAY interview occurs within the first 60 days of employment

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# STAY Interview Questions

- Tell me what you like most about working here?
- When was the last time you thought about leaving your job and what was the cause of you thinking about leaving?
- What talents, interests or skills do you have that we haven't made the most of?
- What have you felt good about accomplishing in your job and in your time here?
- What do you think of when you think about your job?
- What kind of feedback or recognition would you like about your performance that you aren't currently receiving?
- What opportunities for self-improvement would you like to have that go beyond your current role?





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Just because it  
worked before  
doesn't mean  
it will work  
this time!

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*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 reasons  
so many doctors enjoy them. Camels have  
cool, cool *mildness*, pack after pack, and  
a *flavor* unmatched by any other cigarette.  
Make this sensible test: Smoke only  
Camels for 30 days and see how well Camels  
please your taste, how well they suit  
your throat as your steady smoke. You'll  
see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



**MAUREEN O'HARA** says: "I pick Camels. They agree with my throat and taste wonderful!"



**DICK HAYMES** states: "I get more pleasure from Camels than from any other brand!"



**RALPH BELLAMY** reports: "Camels suit my taste and throat. I've smoked 'em for years!"



B. J. Harwood, Kenner Co.  
Winchester, N. H.



For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).



- COST?
- QUALITY?
- SAFETY?
- SERVICE?

Give a behind the  
scene look

Introduce the Team  
Office Parties  
Company outings

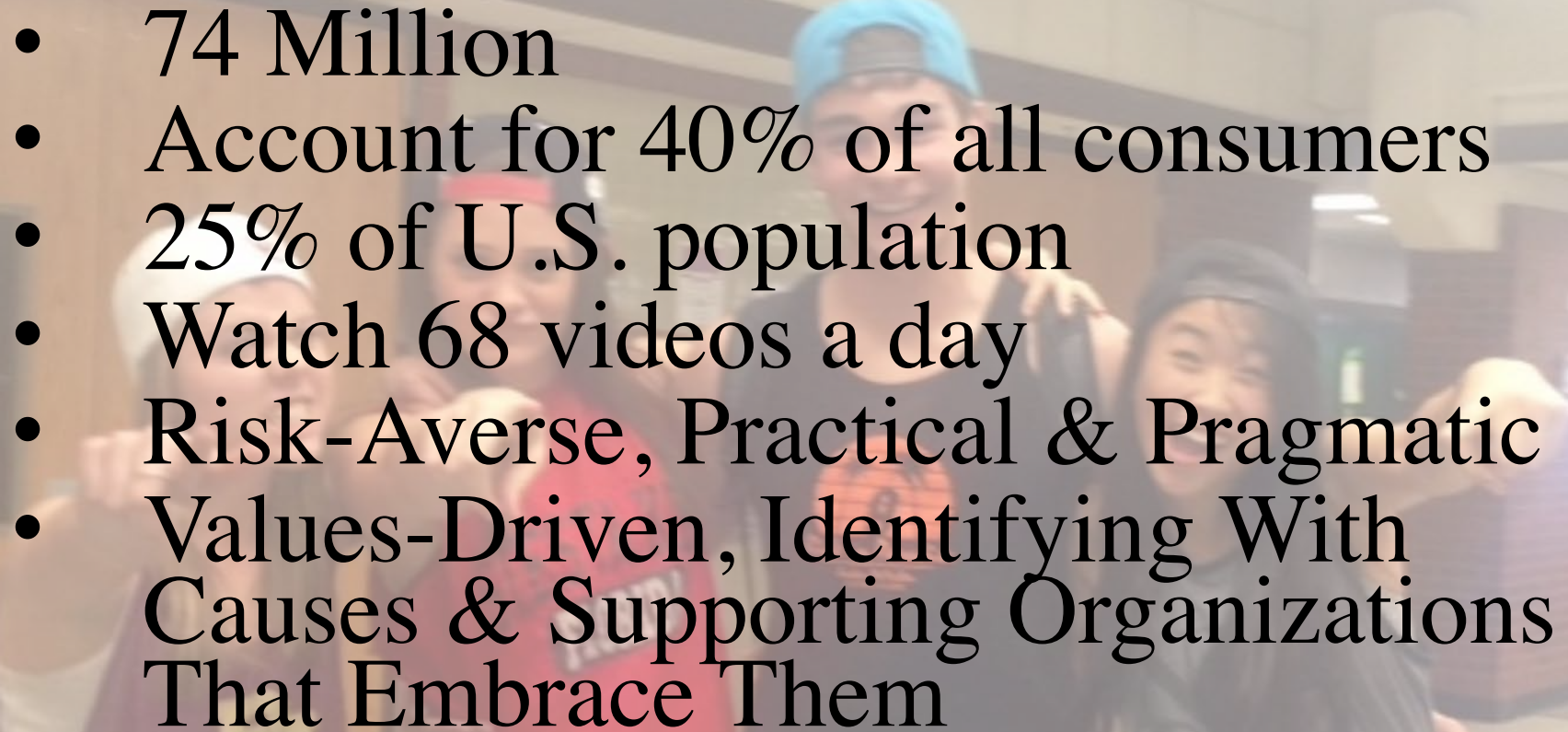


***Show Me What It Is Really Like To Work There!***





Generation Z  
1997 - 2012

- 
- A group of young people, likely students, are standing in a modern indoor setting, possibly a school or office. They are wearing casual clothing, including a blue cap and a red shirt. The background shows a well-lit interior with large windows and modern architecture. The text is overlaid on the left side of the image.
- 74 Million
  - Account for 40% of all consumers
  - 25% of U.S. population
  - Watch 68 videos a day
  - Risk-Averse, Practical & Pragmatic
  - Values-Driven, Identifying With Causes & Supporting Organizations That Embrace Them

#Coronavirus  
#BlackLivesMatter







1<sup>st</sup> Digital Generation



Internet is the Expert



Stability



Diversity Reflected in Leadership



40% Re Evaluating Going to College to  
Avoid Debt





Patrick McFarland wi ITS Logistics



Gen Z wants the application process to mimic their consumer experiences...

- *Easy*
- *Mobile*
- *Save it & finish later*
- *Contact if left unfinished*





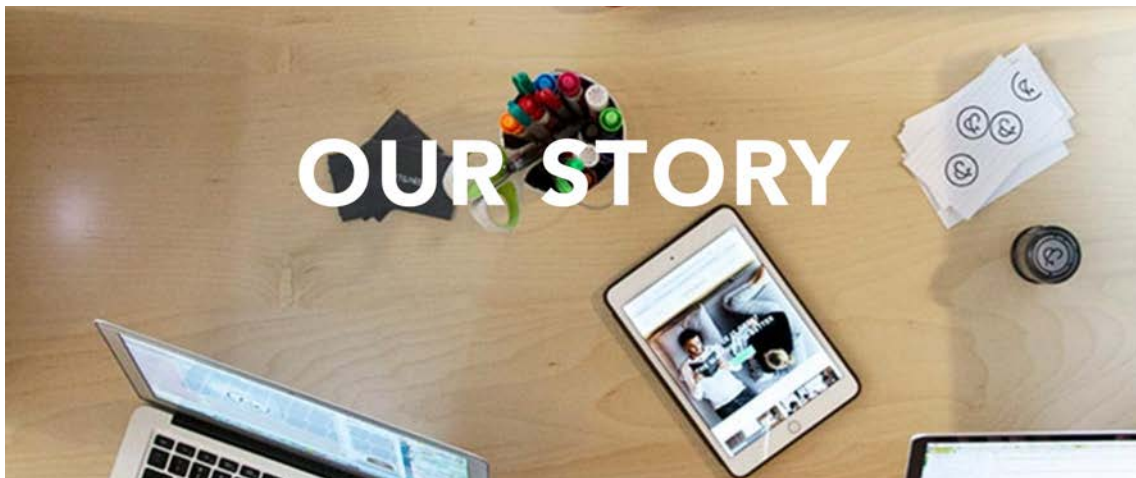
Daehee  
Park  
**CO-FOUNDER**

Daehee's background is in ecommerce and marketing. Prior to Tuft & Needle, he served as a consultant at Axiom Corporation. Daehee received his bachelor's degree in Security & Risk Analysis at Penn State University.



JT Marino  
**CO-FOUNDER**

John-Thomas ("JT") Marino leads product and software development. With a passion for thoughtfully designed customer experiences, JT started his career at Hashrocket helping startups build just that. With roots in Northeastern Pennsylvania, JT studied Computer Science at Penn State University.



# OUR STORY



# Tuft & Needle

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# Don't just work here, grow here.

## ● Who we are

Tuft & Needle is not your traditional mattress company. We are a team of creative minds disrupting the industry through purposeful design, continued learning, and meaningful connections with our colleagues, customers, and communities.



### □ Collaboration

Work together to find solutions for everyday problems.

### □ Work-Life Balance

Pursue what matters most to you, in and out of the office.

### □ Learning

Embrace the student state of mind through continued learning.

## Apply to Job

First name Required

Last name Required

Email Required

Phone number

Website

Resume Required



Cover letter



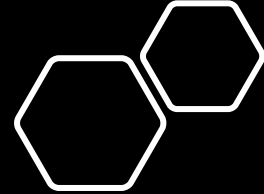
Why do you want to work for Tuft & Needle? Required

Name two retail companies that you think lead the way in exceptional customer experiences and tell us why. Required

Are you at least 18 years of age? Required

How did you hear about this opportunity? Required

SUBMIT





 ATTACH

Why do you want to work for Tuft & Needle? Required

Name two retail companies that you think lead the way in exceptional customer experiences and tell us why. Required

Are you at least 18 years of age? Required

“Trucking & Transportation is one of the economy’s most necessary businesses. People can’t do their jobs, complete their projects or conduct their businesses if they do not have the necessary materials. Trucking get people the goods they need to do their jobs and live their lives.”

Patrick O'Neil  
Minnesota Trucking  
Association





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***meaganjohnsonspeaker***