



Generational Diversity in the Tech World

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By the Numbers




- According to the Bureau of Labor Statistics, Computer and Information Technology occupations are projected to grow by 22% from 2010 to 2020.
- More than half the projected jobs in the STEM fields are related to IT.
- Exploring Computer Science reported that the percentage of US high school students taking STEM courses has increased, but that it has dropped from 25% to 19% for Computer Science
 - In short, there are more IT related jobs being created, but less children going into Computer Science Related majors.


By the Numbers




- Baby Boomers continue to leave the workplace
- Tighter immigration laws have impacted the available talent pool
- The US continues to slide in global rankings with regards to Math, Reading & Science
- So demand is increasing while supply is decreasing. At the same time we are falling behind in the key subject areas that directly correlate to Computer Science.




are the
people
you communicate with
different
than you?






Gender Differences




Women tend to...

- Use listening noises
- Seek rapport
- Get closer to listener or speaker
- Avoid interruptions



Men tend to...

- Interrupt
- Seek to report
- Use volume to dominate



Generational Differences

Traditionalist	Baby Boomers
Discrete	Diplomatic
Present your story in a formal, logical manner	In person
Show respect for their age/experience	Speak in an open and direct style
Use good grammar and manners	Use body language to communicate
Use formal language	Avoid manipulative /controlling language
Use inclusive language (we, us)	Establish friendly rapport
Focus on words not body language	Present options
Slow to warm up	OK to use first names
Like hand-written notes, less email & more personal interaction	

Generational Differences

Generation X	Millennials
Blunt / Direct	Polite
Immediate	Communicate in person if the message is very important
Straight talk, present facts	Don't talk down to them- they will resent it
Email as #1 tool	Use action verbs
Informal communication style	Be humorous- show you are human
Talk in short sound bites	Be careful about the words you use and the way you say it (they are not good at personal communication)
Share information immediately and often	Be positive
Use direct, straightforward approach	Use language to portray visual pictures
Lean their language & speak it	

Millennials

The Millennials are here!


- Millennials span 1982-2004 and have already surpassed Generation X to be the largest make up within the labor force.
- According to the Bureau of Labor Statistics 53% of all managers say it's difficult to find and retain Millennials.
- 58% of Millennials expect to stay in their jobs less than 3 years (Generation X has averaged 5 years and Baby Boomers average 7 years)
- 69% of Millennials stated they would choose to freelance if they knew that they could find enough work.

Millennials

What Motivates Millennials



- According to Deloitte's Millennial Survey, 78% of Millennials are strongly influenced by how innovated a company is.
- Flexibility in the workplace and non-traditional schedules
- Millennials like collaborative environments
- Motivated by career growth and development opportunities
- Look for organizations that give back to the community
- Money, surprisingly, isn't their biggest motivator.

Ask Yourself



- Do we have any current IT hiring needs?
- Are there any planned IT team loses or changes we anticipate over the next two years?
 - Jeopardy employees, retirement, job creation, succession planning, reduction in force?
- Do we invest enough in IT and technology (would it excite someone to work here)?
- Do we have a culture that people want to be a part of?
- What do we do for the community?
- Why do we have to ask these questions??????


Building Trust




Leaders can build trust through:

- Competence
- Benevolence
- Integrity

Challenges to Communicating Well



- Tone
- Humor
- Profanity or yelling
- Slang, acronyms, or buzzwords



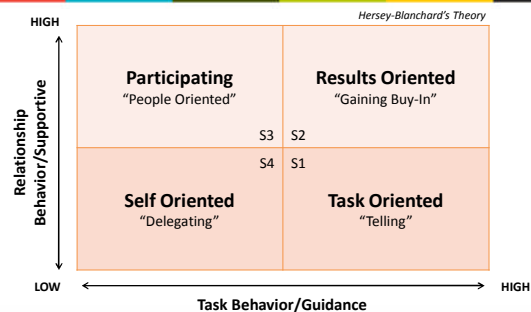
Challenges to Communicating Well



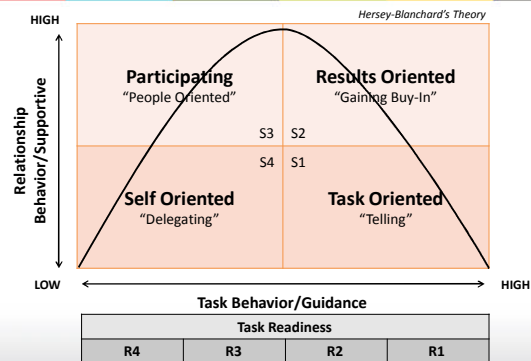
- Innuendo or hidden meanings
- Failing to ensure understanding
- Wrong method
- Personal space



Situational Leadership




Situational Leadership



Action Steps 

- Put more focus on communication- make it a higher priority
- Provide training at all levels on communication norms and styles
- Refocus on some of the softer skills- don't forget they matter
- Understand and acknowledge your own style and what are your own barriers to success



Thank you! 

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