

CPE Check-in

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IN THE EVENT APP:*

BRIDGE1



“We don't see things as **they are,
we see things as **we are**.”**

Anais Nin

Millennials are Killing the Napkin Industry

Business Insider Retail

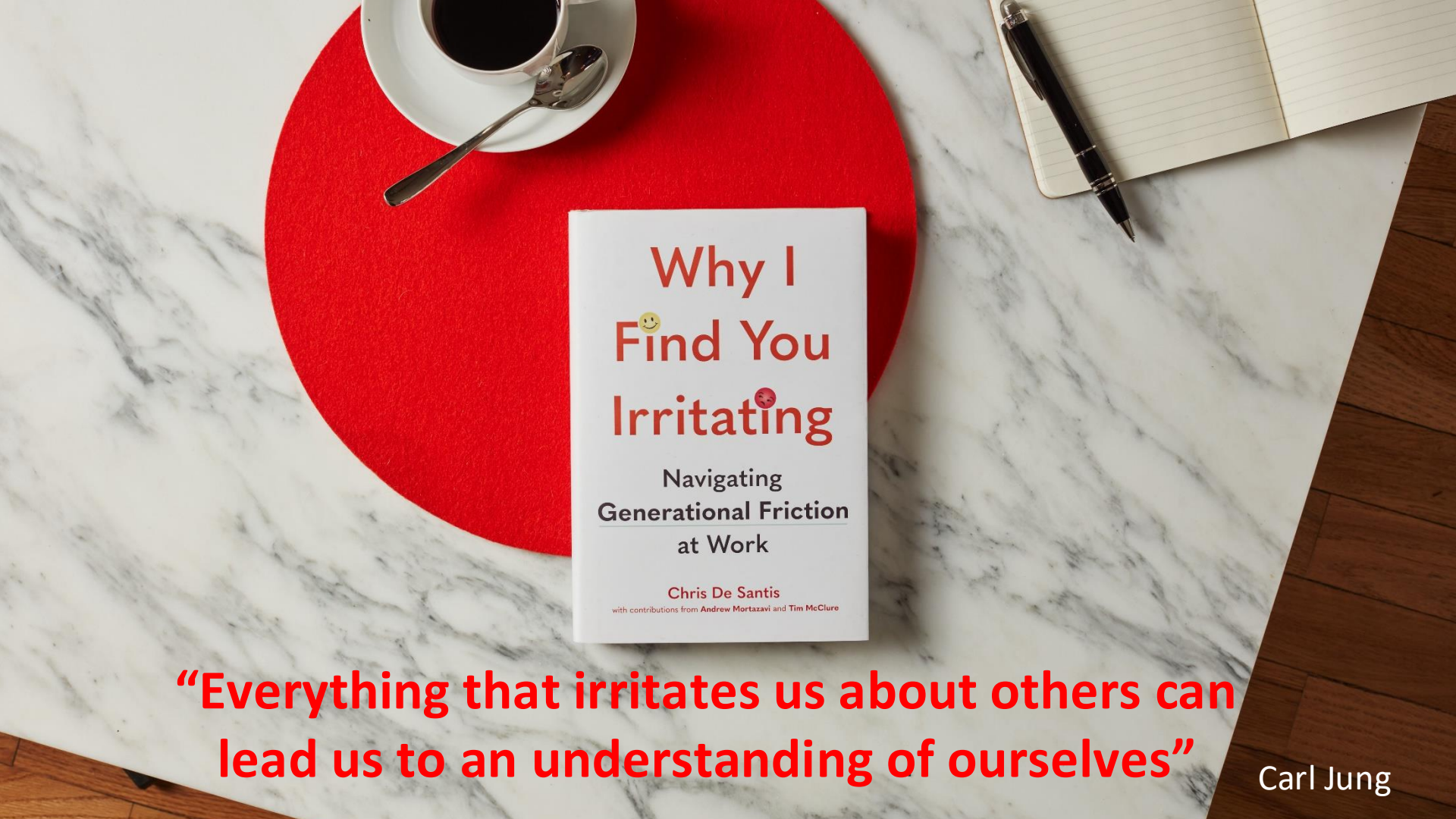
Why is Gen Z so Self Absorbed

Quora 2023

Gen X: The Ignored Generation?

Time Magazine 2008

Florida man trapped in unlocked closet for two days



Why I Find You Irritating

Navigating
Generational Friction
at Work

Chris De Santis

with contributions from Andrew Mortazavi and Tim McClure

**“Everything that irritates us about others can
lead us to an understanding of ourselves”**

Carl Jung

Perceptions, Biases and **Generalizations**

- The **Dunbar Number**: We are tribal and designed to detect threats
- Representativeness Heuristics, **Confirmation Bias**, and the Salience effect
- The Process: Deletions, Distortions, and Generalizations
- Conversational Coordination and **Illusory Correlations**

Additional Generational **Caveats**

- **Chronological birth not as important as our narrative and the perception of where we belong**
- **Generational distinctiveness is unique to a culture and derived from and appropriate to non-traditional societies**
- **Generational differences not the same as stages of life**

The New Stages of the Life Cycle

1. Child
2. Young Adult
- 3. Emerging Adult**
4. Adult
5. Elder
6. Bonus Elderhood

Life's Hurdles and the **Emerging Adult**

- Completing school
- Becoming financially independent
- Leaving home
- Marrying

1960	2010
77% of women	13% of women
- Having a child

65% of men	10% of men
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Scott Hess

Tru insights consulting

Contributing Factors Influencing Your Generational Lens

- Life Cycle Effects: **Where you are**
- Period Effects: **What happened**
- Cohort Effects: **What's important**

Generational Waves and **Cusp Babies**

Traditionalists	Boomers	Gen X	Millennials	Gen Z	Gen Alpha
1923-1943	1944 - 1964	1965 - 1981	1982 - 1996	1997 - 2012	2012-?

“Each generation foretells the downfall of civilization as seen in the rise of the next generation. They are a constant source of disappointment, until they are not.”

Anonymous

The Cycle of Defiance

Boomers

1944-1964

Hippies

Gen X

1965-1981

Slackers

Millennials

1982-1996

Entitled

Gen Z

1997- 2012

(?)

The Cycle of Defiance

Boomers

1944-1964

Hippies

Gen X

1965-1981

Slackers

Millennials

1982-1996

Entitled

Gen Z

1997- 2012

(Fragile)

On Becoming Catalysts

Boomers

1944-1964

Gen X

1965-1981

Millennials

1982-1996

Gen Z

1997- 2012

On Becoming Catalysts

Boomers

1944-1964

Civil Rights,
Gender Equality,
and the Sexual
Revolution.

Gen X

1965-1981

Millennials

1982-1996

Gen Z

1997- 2012

On Becoming Catalysts

Boomers

1944-1964

Civil Rights,
Gender Equality,
and the Sexual
Revolution.

Gen X

1965-1981

Work/Life balance,
the entrepreneurial
mind set, and the
“middle child”
technological
bridge

Millennials

1982-1996

Gen Z

1997- 2012

On Becoming Catalysts

Boomers

1944-1964

Civil Rights,
Gender Equality,
and the Sexual
Revolution.

Gen X

1965-1981

Work/Life balance,
the entrepreneurial
mind set, and the
“middle child”
technological
bridge

Millennials

1982-1996

Demanding more
acceptance and
inclusivity. The gig
economy, the
internet, and
flexibility.

Gen Z

1997- 2012

On Becoming Catalysts

Boomers

1944-1964

Civil Rights,
Gender Equality,
and the Sexual
Revolution.

Gen X

1965-1981

Work/Life balance,
the entrepreneurial
mind set, and the
“middle child”
technological
bridge

Millennials

1982-1996

Shifting social norms
to be more accepting
and inclusive. The gig
economy, the
internet, and
flexibility.

Gen Z

1997- 2012

Mental health advocacy:
aging, anxiety,
menopause, equality,
and identity. Career
options for all.

Parenting Models at Work

Boomers

1944-1964

**Permissive
Authoritarianism**

Gen X

1965-1981

Millennials

1982-1996

Gen Z

1997- 2012

Parenting Models at Work

Boomers

1944-1964

Permissive

Authoritarianism

Gen X

1965-1981

Natural
Growth

Millennials

1982-1996

Gen Z

1997- 2012

Parenting Models at Work

Boomers

1944-1964

Permissive

Authoritarianism

Gen X

1965-1981

Natural

Growth

Millennials

1982-1996

Concerted
Cultivation

Gen Z

1997- 2012

Parenting Models at Work

Boomers 1944-1964 Permissive Authoritarianism	Gen X 1965-1981 Natural Growth	Millennials 1982-1996 Concerted Cultivation	Gen Z 1997- 2012 Autonomy- Supportive
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Boomers: 1944 - 1964

Events

- Post war boom
- GI Bill
- **Wealth Effect**
- Relatively Permissive Parenting
- The Cold War
- Women's Rights
- Civil Rights
- Crowded Classrooms
- Camelot
- Disco

What's Important

- **Joining**
- Optimism
- Competition
- Loyalty: sacrifice and deference
- The long good day work ethic
- Being present
- **Climbing the ladder**
- Faith in the covenant
- The mythic hero
- A "Gut" feeling

Generation X: 1965 - 1981

Events

- Stagflation
- Downsizing
- Working parents
- Latch key kids
- Natural growth parenting
- Vietnam
- Nixon
- Milk cartons
- The first technologists
- The computer in isolation
- The erosion of trust

What's Important

- Free ranging
- Self reliance
- The habit of privacy
- The unvarnished truth
- Personal security
- Independence
- Work/Life accommodation
- The really long, busy, and private work day
- Transactional relationships and schmooze free
- Realist: inspiration-free zone (at work)

Millennials: 1982 - 1996

Events

- The Berlin Wall
The Dot Com
- Globalization
- The Internet: the connected computer
- Digital diffusion
- Tethering
- **Trophies**
- The culture of immediacy
- The family vacation
- Homework: an act of love
- Play dates and vetting
- Concerted Cultivation Parenting
- 9/11

What's Important

- The bubble of love
- Dialog
- The habit of engagement/distraction
- Optimism
- Diversity and social responsibility
- Collaboration and competition
- Constant contact and sharing
- Interdependent
- Being scheduled
- The Discerning Consumer
- Time and place agnostic
- **Poise and the dinner table**

Gen Z: 1997-2012

Events

- iPhone
- Facebook
- Twitter
- Instagram
- Snapchat
- Climate Change
- School shootings and code red drills
- The Great Recession 2008
- Reality TV
- Play dates

What's Important

- The Outboard brain
- FOMO
- Security/Safety
- A Livelihood
- Time to work alone
- Constant availability
- Face to Face
- The Rules
- **The Side Hustle**
- Flexibility and Customization
- Health
- Fairness and equity
- Diversity and Inclusion
- The Curated self
- Being “straight up” with the truth

**Before I wrap up,
Is there anything I can clarify?**

The **Path** Forward

- The **only absolute truth** is what is true for you personally, anything else is fodder for conversation.
- **Start a dialogue** recognizing you are speaking to a person, not a tribe or a category, there may be different perspectives in terms of priorities and interpretations of values.
- Ultimately, know we have **more in common** than we have differences between us.

Thanks for Listening

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