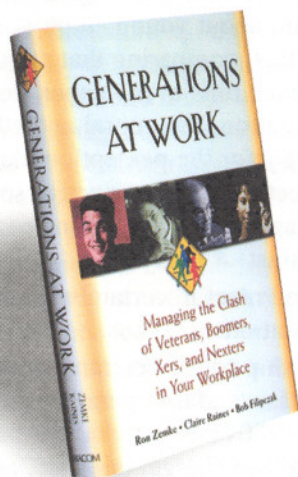


# SOUNDVIEW Executive Book Summaries®

FILE: PERSONNEL



By Ron Zemke, Claire Raines  
and Bob Filipczak

## Managing the Clash of Veterans, Boomers, Xers and Nexters in Your Workplace

# GENERATIONS AT WORK

### THE SUMMARY IN BRIEF

Today's American work force is in a unique state. Never before has there been a workplace so diverse in so many ways, particularly in the range of ages that coexist on the job. The result: a generational diversity that can frustrate and challenge the work force as much as it enriches it. A gulf of misunderstanding exists between older, not so old, and younger employees — a gulf that grows more problematic with the passing of time.

Managing this mélange of ages, faces, values, and views is an increasingly difficult duty. In *Generations at Work*, Ron Zemke, Claire Raines, and Bob Filipczak identify the players, problems, and potential solutions with which every manager of a cross-generational work force will need to be familiar as their employee pool matures and new faces join older ones.

In their exploration of this topic, the authors provide the following:

- ✓ **Specific, incisive profiles of four distinct generations.** We meet the Veterans, Boomers, Xers, and Nexters, and discover their motivations, desires, and life-shaping events in an attempt to find common ground between them.
- ✓ **Distinctions within the generations.** Why do “second-half” Boomers look at the workplace differently than “first half” Boomers? How are Nexters really a lot like Veterans? Why are such distinctions important?
- ✓ **Valuable tips for recruiting and retaining cross-generational employee pools.** Discover a host of insights into each group's work ethic and the forces that drive them to take positions and stay in them.
- ✓ **Successful strategies.** Discover what successful companies do to create and nurture work environments that are generationally comfortable and conducive to focusing their people's energies on the business of their businesses. Your guide to managing the clash of the generations is just a page away ...

### CONTENTS

#### Introducing the Players

Page 2

#### The Veterans

Page 2, 3

#### The Baby Boomers

Page 3, 4, 5

#### Generation Xers

Page 5

#### Managing and Motivating

#### Veterans and Xers:

#### Dorothy's Pep Talk

Page 6

#### Generation Next

Page 6, 7

#### The ACORN Principles

Page 7, 8

#### The Future

Page 8

