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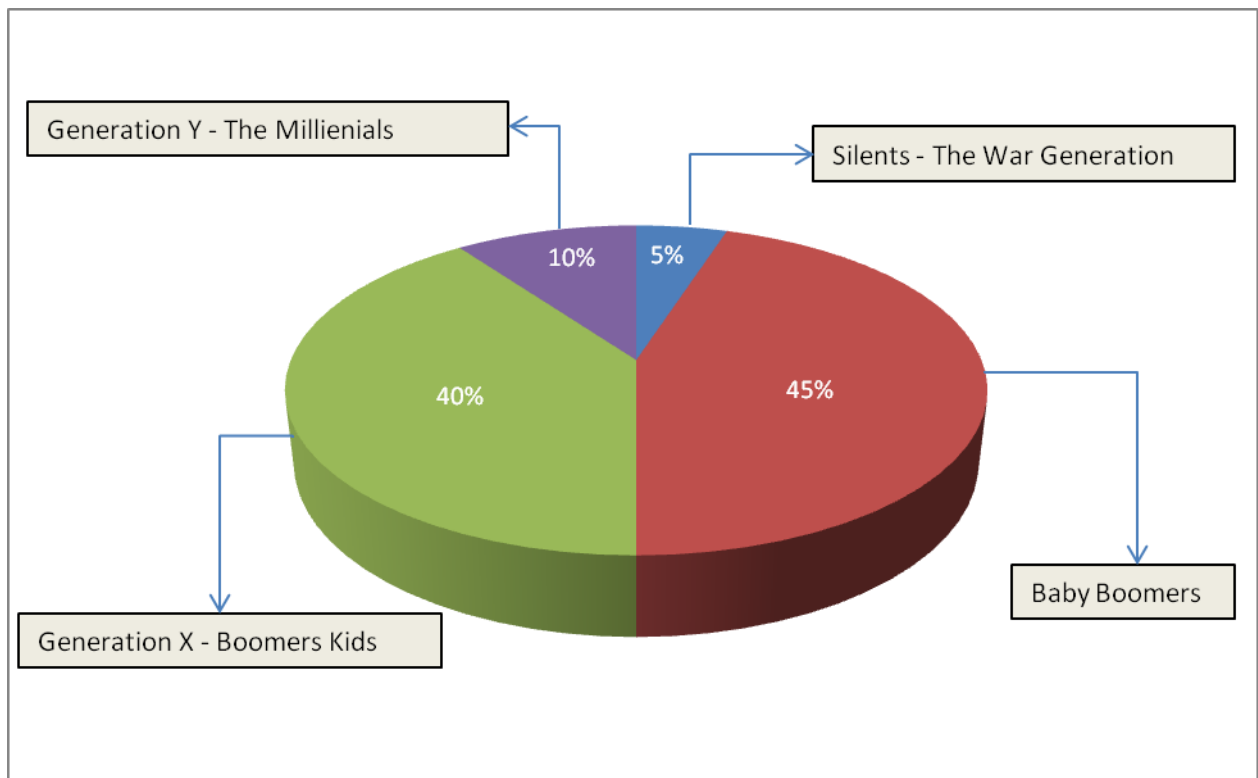
In My Experience

*Insights on Business by J. Dwayne Samples
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Who Is Working for You?

If your business is like most in America today, you have four different generations employed at your organization. Never before in the workplace of the United States has this dynamic existed.

Based on recent studies, the typical business has the following generational breakdown in their organization:





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Each of these groups has distinct and different values, expectations and views of authority:

Traits	Silents – 5%	Baby Boomers – 45%	Gen X – 40%	Gen Y – 10%
Years Born	1923-1941	1942-1962	1962-1976	1976-1995
Leadership By	Hierarchy	Consensus	Competence	Achievement
Perspective	Civic Minded	Team Oriented	Self-Reliant	Civic Minded
Respect For Authority	Respectful	Love\Hate	Unimpressed	Relaxed\Polite

The management skills required to insure that all of these generations work together toward common corporate objectives are more important than ever.

Here is an interesting thought to ponder:

As Generation X and Generation Y individuals become more and more a part of the workforce, organizations need to look at training in a new way. Instead of spending all of the training resources in educating these new employees on the organization, what if time was spent training the Silent and Baby Boomer generations to understand that differences exist between them and the later generations? Why are there differences? How can I better manage and communicate across generational lines? What will motivate them? What are they looking for in life?

In the title of his book, John Gray observes “*Men of From Mars and Women are From Venus*”. If this is true, we better figure out what planet the Gen X’ers and Gen Y’ers are from. As Boomers, being able to communicate with and motivating them will be critical to the future of our organizations!

If we ignore the differences, frustration will be the common denominator in our organizations!

In My Experience is a publication of Amplify Advisors.

For questions relating to this information, please e-mail dsamples@amplifyadvisors.com