



Traditionalists vs. Millennials:

Building a Healthy Organizational Culture in a Multi-Generational Environment

March 21, 2019

Speaker

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Mailing Association*

Location

The Timbers, Mt. Gretna

Social Hour

6:00 pm

Dinner

6:30 pm

Cost

\$25 - members

\$35 - guests

\$15 - students

RSVP

March 19 at

slc.org/reservations

One common challenge many organizations currently face is the issue surrounding Generational Differences – particularly in terms of the role of technology in the workplace. For the first time in history, we are dealing with four unique generations in the workplace at the same time—Traditionalists (born before 1945, nearly all retired), Baby Boomers (born between 1945 and 1962, retired or approaching retirement), Generation X (born between 1962 and 1982), and Generation Y/Millennials (born between 1982 and the mid-1990s). What is unique in today's business culture is the disparity in each generation's outlook and values. Each has experienced a dramatically different world that has influenced their hopes, ambitions, and expectations in life.

These generations all show distinct preferences in what they want and need in terms of technology on the job. To attract and retain younger employees, companies need to understand those preferences, so they can engage employees in their companies. This may require them to adjust their approach to doing business—which can be positive in many ways.

This session will present valuable insights such as:

- Identifying/defining four distinct generations functioning in today's workplace
- Discussing the unique values, beliefs, gifts and challenges each generation brings to the workplace
- Discussing the importance of effective communication/interaction between the generations
- Discussing strategies for effective cross generational relationships



Currently serving as president of the In-plant Printing and Mailing Association, Dwayne Magee, CGCM is in his 14th year as director of College Press and Postal Services at Messiah College in Mechanicsburg. His department was recipient of the 2018 IPMA Organizational Impact Award, 2015 IPMA Innovation Award, the 2017 ACUP Green Service Award, and the 2015 ACUP Collaborative Service Award. He is currently in his senior year as an English major with a concentration in writing at the college where he works. Outside of work, Dwayne enjoys exploring spiritual, environmental, and social concerns through creative writing and the arts. He writes for In-plant Graphics Magazine and is an award winning travel writer and children's book author.