

Contents

Acknowledgements

Introduction	i
Chapter 1	
Talent through a Generational Lens	1
Chapter 2	
Four Generations in the Workplace	11
Chapter 3	
Traditionalists: We did it the right way	17
Chapter 4	
Baby Boomers: I did it my way	29
Chapter 5	
Gen X: You're in my way	35
Chapter 6	
Gen Y: Get out of my way	43
Chapter 7	
Acknowledge Conflict	51
Chapter 8	
Build on Common Ground	63
Chapter 9	
Recruit Great Talent of Every Age	93

Chapter 10	
Retain High Performers	107
Chapter 11	
Work with Me: Real life answers	123
Chapter 12	
Face the Future with 2020 Vision	143
Appendix	
Generational Issues: Global Impact	147
Workforce 2020 Exercise	151
Notes	159
Index	171
About PDI and the Authors	179