VIRTUAL WORKSHOP
Effective & Engaging Virtual Meetings:
Maximizing Your Time with Your Client
Generations & Implicit Bias
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Generations and Implicit Bias

Bridging Generations in the Workplace
Generations is the most important topic no one knows about
Which characteristics are important in defining who I am and how I see the world?

- My generation: 53%
- My income/social class: 45%
- My race/ethnicity: 43%
- My gender/sexual orientation: 43%
- My religion: 42%
- My political view/party: 38%
- My taste in music/fashion: 37%

Source: Congressional Institute-LifeCourse Survey (2014)
Understand Ourselves

Understanding Others
## The Generations

<table>
<thead>
<tr>
<th>Generation</th>
<th>Strauss &amp; Howe</th>
<th>Popular Media</th>
</tr>
</thead>
</table>
What generation do you identify with?
Describe Boomers in one word
Boomers

close-minded bureaucratic bossy reliable
enthusiastic knowledgeable
open-minded disciplined seasoned
powerful dedicated
traditional stubborn slow
rich dedicated
wise working
conservative
diligent
hardworking committed
rigid loyal
experienced
selfish
inflexible
powerful
triggers
guts
boring
strict
educators
pioneers
power
conservatives
hardheaded hungry
hierarchical
stable

honest

arrogant

know

full

resilient

static

limit

work

detail

rich

strong

dull

boring

nonsensical

old

bored

ignorant
Describe “Gen X” in one word
Gen X

hardworking
responsible
adaptable
reliable
calm
workaholic
rule

honest
diligent
focused
open
deadline

lazy
taker
confused

smart
creative

fun
mix

hard
ambitious

flexible
independent

money
mature

family

sexy

practical

educated
Describe “Millennials” in one word
Millennials
Describe “Gen Z” in one word
What Boomers & Xers Think of Millennials

“I view them favorably”

68%

32%
Through the Generations

- Existing generations view the incoming generation negatively.
- They never live up to their expectations.
How do you see the world?
Reflect for a minute and enter response in chat (5-min.):

- What is your generation?
- What have you personally experienced or seen regarding generational bias in the workplace or in your life?
We don't see the world as it is, we see it as we are

-- Anais Nin
Components of Implicit Bias

- Perceptions we have about other people
- Based on influences of past experiences
- Conclusions reached about groups or ethnicities
- Unconscious
Implicit Bias

- Triggered automatically through rapid association of people and our attitudes and stereotypes about them.
- It may run contrary to our stated beliefs and attitudes. We can say we believe in equity (and truly believe it). But then we behave in ways that are biased and discriminatory.
Implicit Bias

When people act based on prejudice and stereotypes without intending to do so.

Note - *People can act based on the biases adopted by their culture.*
Bias v. Stereotype

Bias is a personal preference, like or dislike that interferes with the ability to be impartial, unprejudiced, or objective.

Stereotype is a preconceived idea that attributes certain characteristics (in general) to all the members of class or set.

If you think that all Asians are smart, or White men can't dance, that is a stereotype.

But if you hire an Asian for a job that also has an equally qualified Black applicant because you think Blacks are not as smart as Asians, you are biased.
Bias may be subtle, but it has impact

- Implicit bias impacts how we view the world and those around us
- Everything we do impacts others
- How much impact our bias has depends on how much power we have on decisions that affect others
Origins of Implicit Bias

- Tribes became cultures. Cultures also need to survive. Over time, they create their own biases around their:
  - Fears
  - Needs
  - Interests

We are now civilized,
but biases are embedded in our brain
Discuss your personal experience with bias.

Reflect for a minute and enter your response in the chat (5-min.):

- Have you experienced bias in your life?
- Has that bias affected you in any way?
The Cultural Iceberg

Visible:
- Age
- Clothes
- Gender
- Language
- Behaviours
- Physical Characteristics

Less Visible:
- Patterns of Speech
- Body Language
- Favourite Foods
- Festivals
- Musical Preferences
- Talents
- Family Traditions
- Social Skills
- Religious Practices
- Nationality
- Wealth
- Social Status
- Knowledge
- Skills
- Role in Family
- Life Experiences
- Attitudes

Not Visible:
- Political Views
- Personal Values
- Personal Beliefs
- World View
- Assumptions
- Family Attitudes and Values
- Thought Patterns

Generations

AKGTC 2018
Values

- Individual
- Company
- Generational

Personal

Shared Values = Culture
Workplace Values

Work-Centric

Work-Life Balance

Hands Off

Hands On

Work-Life Integration

Skill Building
Millennials became the largest generation in the labor force in 2016

Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.
What Employee Value in The Future of Work

The Past

My Paycheck
My Satisfaction
My Boss
My Annual Review
My Job

The Future

My Purpose
My Development
My Coach
My Ongoing Conversation
My Life
“Generations are shaped by history, and then history is shaped by generations.”

Aristotle
Story of 4 Generations

How Generations Are Formed
HIGH SCHOOL SWEETHEARTS in "THE BIG STEP"

1. LET'S GET MARRIED FIRST
2. LET'S GET STONED FIRST
3. LET'S GET TESTED FIRST
4. LET'S DO NATIONAL SERVICE FIRST

1950  1970  1990  2010
Boomers
1943 – 1960
59 – 76
Years Old

Historical Events/Raised
Sputnik
Woodstock
Women’s Lib
Adored Child
Free-time

Values
Idealism
Individualism
Work-Centric

Slogan
MY WAY
THE HIGHWAY

Boomer Coming of Age
Dave

Easy Rider
Slogan
HERSHEY'S
Hershey's Chocolate

Dave

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HERSHEY'S
Hershey's Chocolate

Dave
Boomers Coming-of-Age Priorities

Idealism

Individualism
The Boomer Brand

Dave

Being the Boss

If it ain’t broke, don’t fix it

Historical Events/Raised
- Sputnik
- Woodstock
- Women’s Lib

Adored Child
Free-time

Values
- Idealism
- Individualism
- Work-Centric

Slogan

MY WAY

THE HIGHWAY
Attitude Toward Work

Dave

Work-Centric

(Dave will never leave his desk)
Boomer Slogan

MY WAY

THE HIGHWAY
Alternative Boomer Slogan

As long as everything is exactly the way I want it, I am flexible.
Collaborating with the Baby Boomers

- Be patient with techno-literacy
- Offer “reverse mentoring”
- Be mindful of hierarchy, authority
- Respect their expertise
- Use old school communication- phone and email

Work Attitude: Work-Centric
Generation X

1961 – 1981

38 – 58
Years Old

Historical Events/Raised
- Watergate
- Reagan
- AIDS Crisis

Ignored Child
Latch-Key Kid

Values
- Pragmatism
- Self-Reliance
- Results-driven

Slogan
JUST DO IT.

GenX Coming of Age

Jennifer

LIFE

HOW NO ONE IS SAFE FROM AIDS
Gen X Coming-of-Age Priorities

Survival

Competition
Brief Chronology of the ‘Evil Child’ Movie Era

1968 - Rosemary’s Baby
1973 - The Exorcist
1974 - It’s Alive!
1976 - The Omen
1976 - Carrie
1977 - Exorcist II: The Heretic
1978 - It Lives Again
1978 - Damien: Omen II
1978 - It Lives Again
1980 - The Children
1981 - The Final Conflict
1981 - Halloween II
1984 - Firestarter
1984 - Children of the Corn
1988 - Chucky
Generation X

1961 – 1981

38 – 58
Years Old

Historical Events/Raised

- Watergate
- Reagan
- AIDS Crisis

Ignored Child
Latch-Key Kid

Values

- Pragmatism
- Self-Reliance
- Results-driven

Slogan

JUST DO IT.

The Generation X Brand

Jennifer

DIY

- Pragmatism
- Do What’s Necessary
Generation X

1961 – 1981

38 – 58
Years Old

Historical Events/Raised

Watergate
Reagan/Thatcher
AIDS Crisis

Ignored Child
Latch-Key Kid

Values

Pragmatism
Self-Reliance
Results-driven

Jennifer

Attitude Toward Work

Work-Life Balance

Jennifer

Work-Life Balance
Gen X Slogan

JUST DO IT.
Collaborating with Generation X

- Get to the point
- Focus on results, not process
- Don’t underestimate their digital skills
- Keep meetings focused and purposeful
- Family-friendly work policy

Work Attitude: Work-Life Balance

74% comfortable with Zoom
Boomers and Generation X
Millennials
1982 – 1995
25 – 38 Years Old

Historical Events/Raised
9/11
Great Recession
Columbine
Hands-on Parents
Barney Dinosaur

Values
Digital Native
Risk-Averse
Purposeful

Slogan
Friend Me

Millennial Coming of Age

Josh

CRASH!

BABY ON BOARD
Millennial Coming-of-Age Priorities

Purpose

Community
Millennials

1982 – 1995
25 – 38
Years Old

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Great Recession
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The Millennial Brand

Josh

Community

Work together to solve problems
## College Senior List of Ideal Employers

<table>
<thead>
<tr>
<th>Year</th>
<th>1.</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
<th>5.</th>
<th>6.</th>
<th>7.</th>
<th>8.</th>
<th>9.</th>
<th>10.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>3M</td>
<td>Amazon</td>
<td>Accenture</td>
<td>IBM</td>
<td>Walt Disney</td>
<td>Microsoft</td>
<td>Cisco Systems</td>
<td>BMW</td>
<td>Abbot Labs</td>
<td>Dreamworks</td>
</tr>
<tr>
<td>2009</td>
<td>Google</td>
<td>Walt Disney</td>
<td>Apple</td>
<td><em>U.S. Dept. of State</em></td>
<td>FBI</td>
<td>Ernst &amp; Young</td>
<td>Peace Corps</td>
<td>NASA</td>
<td>PWC</td>
<td><em>Teach for America</em></td>
</tr>
<tr>
<td>2015</td>
<td>Walt Disney</td>
<td>United Nations</td>
<td>National Geographic</td>
<td>Google</td>
<td>FBI</td>
<td>Peace Corps</td>
<td><em>U.S. Dept. of State</em></td>
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Values
Digital Native
Risk-Averse
Purposeful

Slogan
Friend Me

Attitude Toward Work

Josh

Work-Life Integration
Millennial Slogan

Friend Me
Gen Z
1996 – 2005
14 – 23 Years Old

Historical Events/Raised
- Parkland
- Global Warming
- COVID-19

Over-parenting
Social/Emotional Learning

Values
- Stressed
- Afraid to Fail
- Like a Plan

Slogan
- Be Kind.

Life
what I planned vs. what happened

Samanthe
2nd Wave (Gen Z)

1996 – 2005

15 – 24 Years Old

Historical Events/Raised
- Parkland
- Global Warming
- COVID-19

Over-parenting
Social/Emotional Learning

Values
- Stressed
- Afraid to Fail
- Like a Plan

Slogan
- Be Kind.

Attitude Toward Work

Samanthe

Skill-building
Collaborating with Millennials/Gen Z

- Clear ... *really* clear guidance
- Frequent Feedback – multi-modal
- They like to know *Why* before *What* and *How*
- Slack, Microsoft Teams, etc.
- Frequent opportunity for “rewards”
- Take their lead on new technology solutions. Learn from them.

Work Attitude: Work-Life Integration
Questions?

Write in chat

Millennials and Gen Z
What Have We Learned?

- Each Generation is shaped by the predominating culture and values during its coming of age period.
- The way we see the world is based on our experiences.
- Our experiences create biases.
- These biases are often unconscious.
- These biases have consequences in society and work.
What is Your Implicit Bias?

The Implicit Assessment Test
https://www.youtube.com/watch?v=cykcpqSpVZo
Examples of Implicit Bias

- Resumes with ethnic-sounding names are pushed down in the selection for interviews.
Examples of Implicit Bias

- Women are more frequently interrupted in business meetings
- Teachers call on boy students more often
- Girls are not encouraged to go into STEM careers
Examples of Implicit Bias

- Asian candidates are given priority positions requiring math and science
- Multi-generation Asian-Americans are often asked where they were born
How Inequities Happen

**Implicit Bias**
- Minorities are less qualified
- Men have more important things to say than women
- Math skills are dominant for Asians

**Inequity**
- The act of pushing the resume to the side
- Actively disregard female colleagues by speaking over them
- Choosing Asian for a job over non-Asians

Life Experiences, exposure to media, cultural norms
Steps to Overcome Implicit Bias

- Find out your natural orientation toward bias (take the IAT or other test)
- Take an in-depth course that identifies and challenges your biases. Learn to
  - Identify the situations when implicit biases impact your behavior
  - Be friendlier and act less threatened when interacting with people you perceive as different
- Spend more quality time with people you might be biased toward
- Educate yourself on the effects of bias on the people around you
Steps to Overcome Implicit Bias

- Expose yourself to media that aims to break down prejudice and discrimination
- Be intentional about accepting people as individuals and not applying their qualities to the whole group they represent
- Read about all the different “ism’s” (sexism, racism, etc) and reflect on your own attitudes
- Become more self-aware
What is your implicit bias with...?

- Age
- Race
- Religion
- Weight
- Sexuality
- Skin tone

- The Implicit Assessment Test
- https://www.youtube.com/watch?v=cykcpqSpVZo
Implicit Bias as the Source of Culture Clash

Psychologists once believed that only bigoted people used stereotypes. Now the study of implicit bias is revealing the unsettling truth: We practice bias, all the time, without knowing it.

Article from Psychology Today
“Promising evidence in social cognitive psychology indicates that with sufficient motivation, cognitive resources, and effort, people are able to focus on the unique qualities of individuals, rather than on the groups they belong to, in forming impressions and behaving toward others.”

From Reducing Racial Bias Among Health Care Providers: Lessons from Social-Cognitive Psychology
Thank You!