

Leading with Flexibility

NAVIGATING DIVERSE LEADERSHIP STYLES AND
GENERATIONAL DIFFERENCES IN THE WORKPLACE

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THE STRATEGY



Step 1

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Step 2

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TRADITIONALISTS

Born: 1925–1945

Dependable, straightforward, tactful, loyal

Shaped by: The Great Depression, World War II, radio, movies

Motivated by: Respect, recognition, providing long-term value to the company

Communication style: Personal touch, handwritten notes instead of email

Worldview: Obedience over individualism; age equals seniority; advancing through the hierarchy



BABY BOOMER

Born: 1946–1964

Optimistic, competitive, workaholic, team-oriented
Shaped by: The Vietnam War, civil rights movement, Watergate

Motivated by: Company loyalty, teamwork, duty
Communication style: Whatever is most efficient, including phone calls and face-to-face

Worldview: Achievement comes after paying one's dues; sacrifice for success

Stats:

- 49% of Baby Boomers expect to or already are working past age 70 or do not plan to retire
- 10,000 Baby Boomers reach retirement age every day



GENERATION X

Born: 1965–1980

Flexible, informal, skeptical, independent

Shaped by: The fall of the Berlin Wall, the dot-com boom, AIDS pandemic

Motivated by: Diversity, work-life balance, their personal-professional interests rather than the company's interests

Communication style: Whatever is most efficient, including phone calls and face-to-face

Worldview: Favoring diversity; quick to move on if their employer fails to meet their needs; resistant to change at work if it affects their personal lives

Stats:

- 55% of startup founders are Gen Xers — the highest percentage
- By 2028, Gen Xers will outnumber Baby Boomers



MILLENNIALS

Born: 1981–2000

Competitive, civic- and open-minded, achievement-oriented

Shaped by: 9/11, Y2K, the internet, Columbine

Motivated by: Responsibility, the quality of their manager, unique work experiences

Communication style: IMs, texts, and email

Worldview: Seeking challenge, growth, and development; a fun work life and work-life balance; likely to leave an organization if they don't like change

Stats:

- 75% percent of the global workforce will be made up of Millennials by 2025
- 18% of Millennial men ages 25–34 live at home with their parents
- 12% of Millennial women ages 25–34 live at home with their parents



GENERATION Z

Born: 2001–2020

Global, entrepreneurial, progressive, less focused

Shaped by: Life after 9/11, the Great Recession, access to technology from a young age, COVID-19

Motivated by: Diversity, personalization, individuality, creativity

Communication style: Social media, texts, IMs

Worldview: Self-identifying as digital device addicts; valuing independence and individuality; prefer to work with Millennial managers, innovative coworkers, and new technologies

Stats:

- 67% of Gen Zers want to work at companies where they can learn skills to advance their careers
- 80% of Gen Zers believe government and employers should subsidize, pay full tuition, or provide direct training for students



GENERATION ALPHA

Born: 2010–2024

Stats:

- More than 2.5 million Gen Alphas are born globally each week.
- 65% of Gen Alphas will work in jobs that don't exist today.
- Most diverse generation in US history.
- 49% of Gen Alphas trust influencers as much as family with purchasing decisions.
- Gen Alpha spending will surpass that of all other generations by 2034.
- Fully immersed in technology, including VR.
- Will be profoundly impacted by AI generation tools.

Step 3

Harvest Connection

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Questions?



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