I’m afraid of a world run by adults who were never spanked as kids and got trophies just for participating.
Majority of Americans Say Only Kids Who Win Should Get Trophies

Do you think all kids who play sports should receive a trophy for their participation, or should only the winning players be awarded trophies?

57% Only Winners Should Get Trophies

40% All Kids Should Get Trophies

*Reason-Rupe Poll August 6-10 2014
How GenY Dosimetrists Are the Future of Radiation Oncology and What that Means for You and Me
Scott Green, MS CMD RT(R)(T)
Assistant Professor / Program Director
Grand Valley State University
About Grand Valley

• Nearly 25,000 students
• Students from all Michigan counties, dozens of other states, and many foreign countries
• 81 undergraduate and 32 graduate degree programs
• Campuses in Allendale, Grand Rapids, and Holland, and regional centers in Muskegon and Traverse City.

[other boilerplate copy options available at: http://www.gvsu.edu/identity]
Dosimetrists as Collaborators

Dosimetrists have the ability to foster collaboration in the Rad Onc Clinic....

And we must embrace that role

If we can get along with each other first!
Our four generation workforce provides challenges

- **Seniors**: b. 1920-1945
- **Baby Boomers**: b. 1946-1965
- **Gen Xers**: b. 1966-1979
- **Gen Yers**: b. 1980-2000

## FIVE Generations at Work

### Table 1: The Multi-Generational Workforce

<table>
<thead>
<tr>
<th>Generation</th>
<th>Years Born</th>
<th>Work Perspectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditionalists</td>
<td>1922 - 1945</td>
<td>“Company loyalty” - Believed they'd work for the same company their entire career.</td>
</tr>
<tr>
<td>Boomers</td>
<td>1946 - 1964</td>
<td>“Live to work” - Believe in putting in face time at the office. Women enter the workforce in large numbers.</td>
</tr>
<tr>
<td>Gen Xers</td>
<td>1965 - 1980</td>
<td>“Work to live” - Believe that work should not define their lives. Dual-earner couples become the norm.</td>
</tr>
<tr>
<td>Gen Yers (Millenials)</td>
<td>1981 - 1994</td>
<td>“Work my way” - Devoted to their own careers, not to their companies. Desire meaningful work.</td>
</tr>
<tr>
<td>Gen Zers (Linksters)</td>
<td>1995 to present</td>
<td>“Living and Working their way” - Their struggles in the work environment are tied to their youth and inexperience. Desire for change, stimulation, learning and promotion that will conflict with traditional organisational hierarchies.</td>
</tr>
</tbody>
</table>

Generational Differences

- Inherent differences in education between the generations
- Younger Therapists, Dosimetrists and Physicists more formally educated than past generations (degree inflation).
- Communication differences between generations.
- Four (almost five) different generations in current workforce
Depression (War > me)

- Born between 1927 – 1945
- 42 million strong
- Traits include teamwork, commitment, sacrifice, loyalty and financial/social conservatism
- Large sense of corporate loyalty

Art by Joe Shuster from Action Comics #1, June 1938, DC Comics
Baby Boomers

- Born between 1946 – 1964
- 75 million strong
- Characteristics of idealism, individualism, and self-improvement
- Hard workers, loyal to companies and employers
- Raised in mass communication era
THE POSTWAR US BABY BOOM

'Live births per 1,000'

years

1940 41 42 43 44 45 46 47 48 49 50 55 57 60 65 70 71 72 73 74 75 76 77 78 78 80

*No US data available for '51-54; '56,'58, '59, '61-64, '66-69

SOURCE: US Census Bureau
THE POSTWAR US BIRTHBOOM
'Live births per 1,000'

Years
1940 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80

*No US data available for '51-54; '56, '58, '59, '61-64, '66-69

SOURCE: US Census Bureau
• Born between 1961 and 1981
• 54 million
• "Latch Key" kids (both parents were working)
• Easy to recruit, hard to retain
• Statistically will have 3 careers, 12 jobs and be self-employed at least once.
Génération
Gen Y 
(Millennials)

• Born between 1981 and 2000
• Approx. 75 million of them
• Higher Value on "leisure > me"
• Want higher salary and status
• More formal education
  - (BS for RTT, MS for CMD)
• Want easier pace with more vacation > me

Never Forget 9/11
selfie-posting, social-media-crazed underachievers.
Getting to know Generation Y

Born 1982 to 2002
11 to 31 years old!

Decisive and
Individualistic

Tech savvy, digital
natives

They value...
Growth
Making a difference
Self-Development
Guidance & Flexibility

Grew up in a world with
Prosperity
Long periods of upheaval
Corporate re-structures
Natural disasters
Terrorism
Drugs & Gangs

See career as a lattice,
not a ladder

Will be in a profession, not
an organisation

TWENTYONE
COACH • LEAD • INSPIRE
Four *Positive* Descriptions of Gen Y

A generation that…

• That is confident, self sufficient and achievement oriented
• That is the most education minded in history
• That is paving the way to a more open and tolerant society
• That is socially conscious and leading a new wave of volunteerism

Courtesy of Nancy Freeland RN, MS, CCRN
A survey by the non-profit Net Impact found that 45 percent of respondents would take a pay cut “for a job that makes a social or environmental impact.”
“Maybe members of GenY want to come home from work at a reasonable hour and have time off to preserve their marriages and foster healthy families.”
MILLENIALS’ PRIORITIES

Percent saying ... is one of the most important things in their lives

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owning a home</td>
<td>20%</td>
</tr>
<tr>
<td>Living a very religious life</td>
<td>15%</td>
</tr>
<tr>
<td>Having a high-paying career</td>
<td>15%</td>
</tr>
<tr>
<td>Having lots of free time</td>
<td>9%</td>
</tr>
</tbody>
</table>
Generation Y in the Workplace – The Deloitte Survey
70% of Gen Y reject what traditional business and government has to offer
78% of Gen Y are influenced by how innovative a company is when deciding if they want to work there.
75% believe organizations could do more to develop future leaders

“GenY have an insatiable appetite for development as well as a high requirement for coaching and mentoring. Early in their careers, compensation and benefits are important along with learning and development.”

From a report titled Generation Y: Inside Out by S. Honore & Dr. Schofiled, Ashbridge Business School
The Messiah Method

The Seven Disciplines of the Winningest College Soccer Program in America

Michael Zigarelli
Generation Y is eager to make a difference.
64% of them say it’s a priority for them to make the world a better place.

72% would like to be their own boss. But if they do have to work for a boss, 79% of them would want that boss to serve more as a coach or mentor.

88% prefer a collaborative work-culture rather than a competitive one.

74% want flexible work schedules.

And 88% want “work-life integration,” which isn’t the same as work-life balance, since work and life now blend together inextricably.
Work / Life Integration
Millennials are, in essence, “venture consumers,” Gutfreund says. They’re not looking to fill a slot in a faceless company, any more than a good venture capitalist is looking to toss money at a faceless startup. They’re looking strategically at opportunities to invest in a place where they can make a difference, preferably a place that itself makes a difference.
Not only do we have to prepare ourselves.... But we need to mentor “them”....
Figure 1

Millennials will comprise the majority of the workforce by 2025

Source: U.S. Census Bureau
GenY will represent 75 percent of the global workforce by 2025

“In just over a decade, we’ll be the bosses at almost every organization, for better or worse.”
10 Key Differences between Gen X & Gen Y

1. Preferred style of leadership
   X - only competent leaders will do
   Y - collaboration with management is expected

2. Value of Experience
   X - don't tell me where you have been, show me what you know
   Y - experience is irrelevant, as the world is changing so fast

3. Autonomy
   X - give them direction, and then leave them to it
   Y - questions, questions, questions

4. Feedback
   X - expect regular feedback
   Y - need constant and immediate feedback

5. Rewards
   X - freedom is the ultimate reward
   Y - money talks

Source: Krista Third of Tamm Communications
Business at the front

Party at the back
HAVE A SKYPE INTERVIEW?

BUSINESS ON THE TOP, PARTY ON THE BOTTOM.
1. Start Your Next Meeting with a Non-Work-Related Check-In

For example, say, "Before we begin today, I want to go around the room and quickly hear everyone's most memorable moment from this weekend." Many young people want to be seen as more than just a cog in a wheel (this isn't unique to young employees, by the way). They love being acknowledged as human beings, as well as seeing you, their boss, as a human, too. Doing something like this breeds openness and loyalty.
Challenge Them to Stretch

Tell them that you know they can add additional value. Young employees have energy and are often looking for an opportunity to push themselves and grow. Give them permission to do so—in fact, show them that you expect them to.
3. Express Genuine Appreciation for Something Simple and Obvious They've Accomplished

This transcends age as well, but it certainly can carry extra weight with young employees searching to confirm that they're making a meaningful and noticed contribution to their team. As managers, we often pride ourselves on being critical analysts, and we slip into the trap of constantly pointing out our employees' problem areas while failing to acknowledge the progress they're making. There is copious research about the positive benefits of appreciative teams—don't miss this opportunity to seize them and to make your young employees feel like they matter.
AF BRANCO ConservativeDailyNews.com

99% FOOLS GOLD

PARTICIPATION TROPHY

CREATING ENTITLEMENT MINDED WHINERS SINCE THE 1980s
What do “they” want from us?
GEN Y US’s IDEAL BOSS

GEN Y US WANT A COMBINATION OF A TRADITIONAL LEADER AND SOMEONE WHO CAN COACH AND MENTOR

- 47% Coach/Mentor
- 47% Leader
- 27% Advisor
- 25% Confidant/Discuss private and work matters
- 19% Friend
- 15% Director/Allocator of work
- 8% Peer
8 MOST IMPORTANT QUALITIES IN A WORKPLACE LEADER FOR GEN Y US

- Knowledgeable/Expert: 44%
- Able to Motivate Others: 38%
- A Person of Integrity: 35%
- Fair: 35%
- Supportive: 34%
- Confident: 25%
- Dedicated to the Company's Goals: 16%
- Decisive: 16%

Forbes.com
It's not a blame game.....

Generational traits are product of the environment and should be treated as a diversity issue.
Change in productivity and compensation since 1979

I feel like a selfish snowflake for expecting wages to keep up with productivity.

Net US productivity and real average hourly compensation, relative to 1979.
Source: Economic Policy Institute
## A generational view: by 2025

<table>
<thead>
<tr>
<th>Generation</th>
<th>Seniors</th>
<th>Boomers</th>
<th>Gen Xers</th>
<th>Gen Yers</th>
<th>Gen Zers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training</td>
<td>The hard way</td>
<td>Too much and I'll leave</td>
<td>Required to keep me</td>
<td>Continuous and expected</td>
<td>Playing Life</td>
</tr>
<tr>
<td>Learning style</td>
<td>Classroom</td>
<td>Facilitated</td>
<td>Independent</td>
<td>Collaborative and networked</td>
<td>Pocket mobile internet based</td>
</tr>
<tr>
<td>Communication</td>
<td>Top-down</td>
<td>Guarded</td>
<td>Hub and spoke</td>
<td>Collaborative</td>
<td>Electro-social, highly connected</td>
</tr>
<tr>
<td>Problem-solving</td>
<td>Hierarchical</td>
<td>Horizontal</td>
<td>Independent</td>
<td>Collaborative</td>
<td>Global Tribe / Independent</td>
</tr>
<tr>
<td>Decision-making</td>
<td>Seeks approval</td>
<td>Team informed</td>
<td>Team included</td>
<td>Team decided</td>
<td>Sonar / Individualistic</td>
</tr>
<tr>
<td>Leadership style</td>
<td>Command and control</td>
<td>Get out of the way</td>
<td>Coach</td>
<td>Partner</td>
<td>RSS Protagonist</td>
</tr>
<tr>
<td>Feedback</td>
<td>No news is good news</td>
<td>Once per year</td>
<td>Weekly/Daily</td>
<td>On Demand</td>
<td>Continuous social sonar</td>
</tr>
<tr>
<td>Technology use</td>
<td>Uncomfortable</td>
<td>Unsure</td>
<td>Unable to work without it</td>
<td>Unfathomable if not provided</td>
<td>Lifelong use</td>
</tr>
<tr>
<td>Job changing</td>
<td>Unwise</td>
<td>Sets me back</td>
<td>Necessary</td>
<td>Part of my daily routine</td>
<td>...</td>
</tr>
</tbody>
</table>
We have to understand and adapt
We have to understand and adapt

FIFTY SHADES OF GREY
We have to understand and adapt
We have to understand and adapt

9 months ago
my mommy
read
fifty shades
of Grey
• Maybe dosimetry departments need a more indirect method of supervision to do away with the old rank and file system…. Maybe medicine does too
• Maybe departments need to finally push pier review policies because isn’t that what the GenYers really want – to be part of a team?
• Maybe a brief dosimetry chart rounds – daily – to discuss plans and “tips and tricks”. A HUMAN plan challenge.

• COLLABORATION is the key.

• GROUP DECISIONS

• TEAM
HELP WANTED

greensc@gvsu.edu
HOW TO SPEAK Gen Z

The alphabet according to Generation Z
[Born 1995 - 2009]

Gen Z

HARRO!! CRAY CRAY!!
WIN FAIL LULZ NOM JKS
(^-^) (>_<) (-_-;)
V RANDOM SELFIE
PROBS, DEFS, TOTES & HEARTS; LMS KGO!
TBH LIKE4LIKE
PHOTOBOMB ONESIE YOLO
OMGOSH! #HASHTAG
WWW.WORDUP.NET.AU
http://www.gvsu.edu/grad/dosimetry/

greensc@gvsu.edu