

“We don’t see things as they are, we see things as we are.”

- Anais Nin



## Embracing Generational Diversity in Law Firms

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## Generations Agenda

- Caveats
- Why Lawyers Should Care
- The Generational Context
- Boomers, Gen X, and Millennials
- The Path Forward for Lawyers



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## Generational Caveats

- Chronological birth not as important as shared beliefs, experiences, and the perception of where one belongs
- Only one aspect of difference but one we make judgments about and have collective views on, reinforced through selective observation, falling prey to the “salience effect”
- Most data on generations derived from and appropriate to non-traditional societies
- Generational differences not the same as stages of life



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### Life's Hurdles and the Emerging Adult

- Completing school
- Leaving home
- Becoming financially independent
- Marrying
- Having a child

Scott Hess, Tru Insights Consulting



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### Life's Hurdles and the Emerging Adult

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1960  
77% of women  
65% of men

Scott Hess, Tru Insights Consulting



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### Life's Hurdles and the Emerging Adult

- Completing school
- Leaving home
- Becoming financially independent
- Marrying
- Having a child

	1960	2010
	77% of women	13% of women
	65% of men	10% of men

Scott Hess, Tru Insights Consulting



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### Why Lawyers Care


- The paradox: Inspiring our young and admonishing theirs



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## Generational Groupings and Cusp Babies

<b>Boomers</b>	<b>Gen X</b>	<b>Millennials</b>
1944-1964	1965-1981	1982-2002

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“Each generation foretells the downfall of civilization as seen in the rise of the next generation. They are a constant source of disappointment, until they are not.”

- Anonymous


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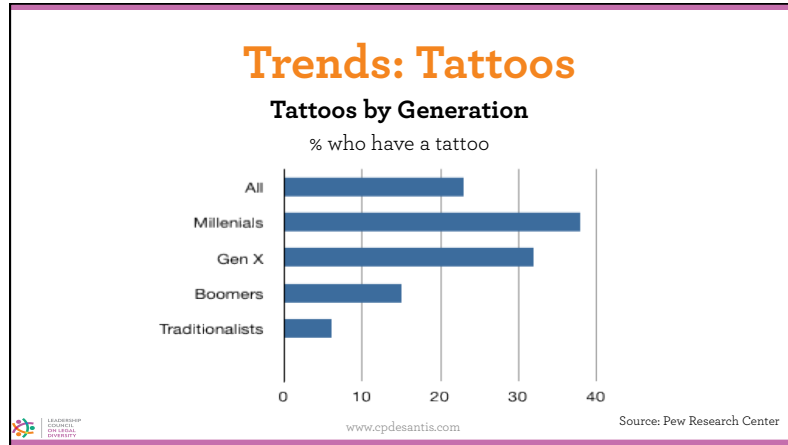
## The Uniqueness of Generational Angst When Coming of Age

<b>Boomers</b>	<b>Gen X</b>	<b>Millennials</b>
Hippies	Slackers	Entitled

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<b>Boomers</b>	<b>Gen-X</b>	<b>Millennials</b>
Home Tell-Do	Home Suggest-Do	Home Engage-Discuss
School Instructor Led	School Facilitation	School Collaborative
Work Tell-Do	Work Tell-Do	Work Tell-Do

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## The Context

As a child of 6 to 8, when you began to notice the world around you, you started to develop a lens through which you interpreted events, situations, and the motives of others. This was reinforced by what you heard in the house and, possibly more importantly, by your peers. Each generational “cohort” group in large part shares a common lens.

## Generational Groupings

# Boomers


### 1944-1964

## Boomers: 1944-1964

Events	What’s Important
Post-war boom	Intuitive judgments
GI Bill	Joining
Wealth Effect	Optimism
The Cold War	Competition
Women’s Rights	Loyalty: Sacrifice and deference
Civil Rights	The long, good work day ethic
Crowded classrooms	Being present
Camelot	Climbing the ladder
	Faith in the covenant
	The mythic hero
	Permissive parenting

## Generational Groupings


**Gen X**  
1965-1981



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## Gen X: 1965-1981

Events	What's Important
Vietnam	Free ranging
Nixon	Self reliance
Stagflation	The habit of privacy
Downsizing	The unvarnished truth
Working parents	Personal security
Latch-key kids	Independence
Milk cartons	Work/life accommodation
The first technologists	The really long, busy, and private work day
The erosion of trust	Transactional relationships and schmooze free
	Realist, skeptic, or cynic?
	Natural growth parenting



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## Generational Groupings


**Millennials**  
(Pre- and Post-Rubicon)  
1982-2002



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## Millennials: 1982-2002

Events	What's Important
The Berlin Wall	The bubble of love
The Dot Com	Dialogue
Globalization	Being digital natives
The Internet	Optimism
Digital diffusion	Diversity and social responsibility
Tethering	Collaboration and competition
Trophies	Constant contact and sharing
The culture of immediacy	Interdependent
The family vacation	Transparency
From work- to family-centric society	Poise and a place at the table
Homework: An act of love	Being scheduled
Play dates and vetting	The discerning consumer
	Time and place agnostic
	Concerted cultivation parenting



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## The Path Forward for Lawyers

- Know who you are and what is important to you and those around you
- Start a conversation that recognizes there may be different perspectives within a law firm
- Know lawyers have more in common than we have differences between us



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## THANKS FOR LISTENING

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