

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

Anais Nin



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Why We Should Care

The paradox: inspiring our young and
admonishing theirs.



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Embracing Generational Diversity


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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 and appropriate to non-traditional societies
- Generational differences not the same as stages of life



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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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“Clique Maintenance” and the Unique Expressions of Generational Angst

Boomers

Hippies

Gen X

Slackers

Millennials

Entitled



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Boomers

Home
Tell-Do

School
Instructor Led

Work
Tell-Do



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Boomers

Home
Tell-Do

School
Instructor Led

Work
Tell-Do

Gen-X

Home
Suggest-Do

School
Facilitation

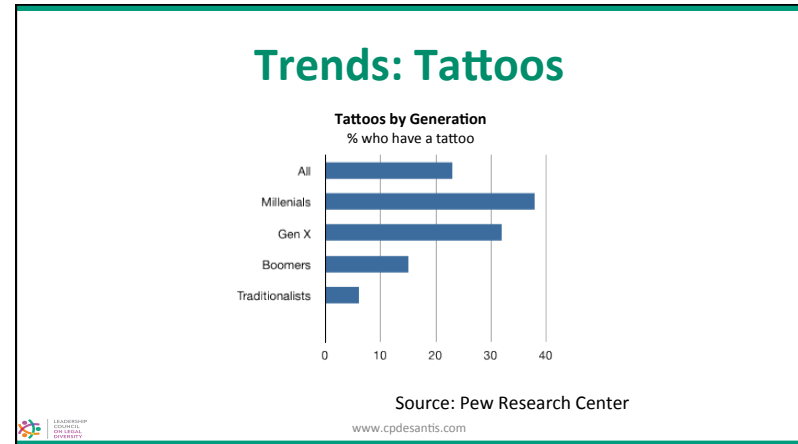
Work
Tell-Do



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Boomers	Gen-X	Millennials
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.

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Generational Groupings

Boomers

1944 - 1964

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Boomers: 1944 - 1964

Events

- Post war boom
- GI Bill
- Wealth Effect
- The Cold War
- Women's rights
- Civil rights
- Crowded classrooms
- Camelot

What's Important

- Intuitive judgment
- Joining
- Optimism
- Competition
- Loyalty: sacrifice and deference
- The long good day work ethic
- Climbing the ladder
- Faith in the covenant
- The mythic hero
- Permissive parenting



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Generational Groupings

Gen X

1965 - 1981



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Generation X: 1965 - 1981

Events

- Vietnam
- Nixon
- Stagflation
- Downsizing
- Working parents
- Latch key kids
- Milk cartons
- The first technologists
- The erosion of trust

What's Important

- Free ranging
- Self reliance
- The habit of privacy
- The unvarnished truth
- Personal security
- Independence
- Work/Life accommodation
- The really long, busy, and private work day
- 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

The Berlin Wall
The dot.com
Globalization
The Internet
Digital diffusion
Tethering
Trophies
The culture of immediacy
The family vacation
From work to family-centric society
Homework: an act of love
Play dates and vetting

What's Important

The bubble of love
Dialog
Being digital natives
Optimism
Diversity and social responsibility
Collaboration and competition
Constant contact and sharing
Interdependent
Transparency
Poise and a place at the table
Being scheduled
The discerning consumer
Time and place agnostic
Concerted Cultivation Parenting



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Before I wrap up,

What can I clarify?



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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 firm
- Know we have more in common than we have differences between us



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Thanks for Listening
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