



BABY BOOMERS
(1946-1964)



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Baby Boomers

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Yes, each [#generation](#) brings unique values to the workplace, and managers and leaders who understand, communicate, motivate, train, and retain multiple generations simultaneously are highly sought throughout the business community. You now know that [#you](#) are one of those [#leaders](#)!

A multigenerational workforce leaves no one and nothing behind and this week, we continue the discussion by discovering the [#BabyBoomer](#), a tireless group of workers who are not risk-adverse.

What makes them tick?

They are incredibly ambitious and understand self-worth.

Welcome to the Baby Boomers

How to motivate and reward them

The Boomers value career ambition and financial success; thus, the concept of work/life integration is a challenge. They enjoy insight into opportunities for career development. This willingness to assume risk allows them to serve in higher-level positions and to share knowledge, skills, and abilities. Status symbols and promotions motivate the Boomers. They tend to take performance reviews as a necessary evil.

How to ensure that they are not left behind

Group decision-making is important; rigid management styles do not work to their advantage. Many are high achievers and willing to work long hours. Remember that they enjoyed status as the dominant generation in terms of numbers for quite some time and they are accustomed to shaping the workplace.

The Boomers use a guarded communication style and are commanding thinkers and great leaders. They are thinking ahead and appreciate flexible working conditions, added benefits, and for some retirement, or preferment options. What's preferment? [#Preferment](#) is remaining on the job as long as they like and not seeking an early retirement; it is their preference that drives their productivity.