



TRADITIONALISTS (pre 1946)



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The Traditionalists

A multigenerational workforce leaves no one and nothing behind? Let's start by exploring the [#TRADITIONALISTS](#), who are the "comeback kids" of today.

A growing number of seasoned workers have postponed retirement to return to work. Think about how they were raised; a typical traditionalist was told to be seen and not heard, was held to the "rule of the road/household" and was goal-driven. I say typical because I, for one, was not typical. There were no "rules" in my house growing up; along with my siblings, we raised ourselves, and yes, we were goal-driven, although each of our respective goals were different.

Welcome to The Traditionalists

What makes them tick?

Comfortable with conformity, they may be concerned about not pulling their weight due to unfamiliarity with technology. You may be surprised; they may have the proverbial 10-year old in their lives who can bring them up to par. They have a strong work ethic and are company-driven.

How to motivate and reward them

Known for loyalty and a willingness to help others, they are motivated by job titles and corresponding compensation. Positive feedback and performance reviews drive loyalty.

How to ensure that they are not left behind

They may find today's workplace too casual and less formal. Provide opportunities for face-to-face conversations and recognize that they still "pick up the phone." Engage them by recognizing their knowledge and experience; offer internal mentorship programs that allow the traditionalists to share the wisdom.

Top five tips for managing this group and your entire multigenerational workforce:

1. Communicate using a variety of tools
2. Recognize that at all times, everyone is both student and teacher
3. Acknowledge expertise, ideation, and initiative
4. Assemble diverse teams based on skills sets and not age
5. Embrace your people and their purpose by celebrating differences and valuing the individual