

Motivating Today's Agri-Worker

Working with Four Different Age Groups

Veterans 1927 - 1945	Baby Boomers 1946 - 1964	Generation "X" 1965 - 1983	Generation "Y" 1984 - 2002
Factors Affecting Overall Happiness			
Financial security	Financial security	Family happiness	Friendships
Personal health	Job status	World events	Leisure time
Family happiness	Community status	Leisure time	Job happiness
Personal safety	Family happiness	Local politics	Environmental issues
Economic conditions	Personal health	Job happiness	World events

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What They Look For In A Company			
Flexible benefits	Salary, job title/status	Match of company and personal values	Salary
Job security	Tailored benefits	Salary and benefits	Friendly, casual work environment
Opportunity to use own experience	Learning opportunities	Growth opportunities	Growth opportunities

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What Keeps Them With the Same Company			
Experience/expertise is respected	Advancement opportunities	Career development opportunities	Ideas/input respected
Flexible benefits	Experience/expertise is respected	Work/life balance	Company values same as personal
Company shows loyalty	Interesting work	Integrity/values of company	Career development opportunities

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Factors That Shaped Perspectives			
Parent's views	Family views	World events on TV	Community values
Community/religious values	Friend's values	Friend's values	Grandparent's views
Respected leaders	Political events	Family views	World events online

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Characteristics of Other Generations that Bother Them the Most			
Young people not respecting elders	Young people with no company loyalty	Boomers are too bossy	Older people too bossy
Young people with no work ethic	Young people with no work ethic	Veterans reject change	Older people resist technology
Young people impatient for success	Young people impatient for success	Gen Y have no work ethic	Older people don't respect them

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What They Want the Other Generations to Know About Them			
My brain still works	I'll be around for a long time	I can make a contribution to society	I want to make a difference
There are good reasons to do things a certain way	I am not an aging hippie	I will not stay with a company that doesn't have integrity	I expect to be treated with respect
I want to continue to work	There are good reasons to do things a certain way	I do have a good work ethic	I won't play by your rules without a good reason