

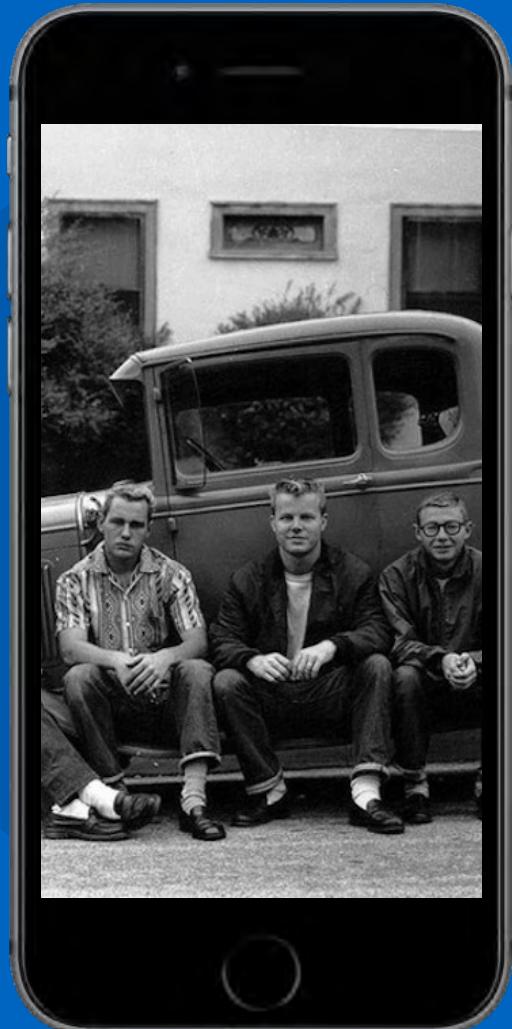
Boom of Babies



Boom of Babies



Baby Boomers



Core Values:
Participation
Pull your weight
Optimistic
Respect
**Want a fair and level
playing field**

Baby Boomers

Work Ethic

Work hard

Don't ask questions

Don't work, don't eat

60-hour work week

**Very concerned about
participation in the workplace**





COACHING & CONSULTING

Baby Boomers



Face-to-face or telephone
Reassure that their input is crucial to the success
of the project
Look for ways to express their value to the team
Don't approach them with lack of effort or ambition

Strategies in The Workplace