

Boom of Babies



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COACHING & CONSULTING

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



Baby Boomers



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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**