"Connecting" with the New Generations in Today's Workplace

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Disclosure/Conflict of Interest

I, Lea S. Eland, have no actual or potential conflicts of interest in relation to this program.

Objectives

- List three characteristics of the Millennial Generation
- List three characteristics of Generation Z
- Compare and contrast workplace characteristics of the older versus newer generations
- Describe two learning activities to engage students of new generations
- Identify a new technology that can be incorporated into experiential learning activities
- Describe two ways videoconferencing could be utilized in experiential learning

Ground Rules

- Overgeneralizations will be widespread
- Dates and names vary for each generation based on resource
- No judgement, just characteristics provided
- During and after presentation, share examples with colleagues
- No whining

Polling Question

- Do you precept/co-precept students and/or residents?
  - Students only
  - Residents only
  - Students and Residents
  - I don’t precept

Polling Question

- How long have you been a preceptor? You may select more than one answer.
  - 1-5 years
  - 6-10 years
  - 11-15 years
  - 16 + years
Polling Question

Do you incorporate any type of technology into your experiential education experience?

- Yes
- No

Polling Question

In what generation do you belong?

- Traditionalist/ Silent
- Baby Boomer
- Generation X
- Millennial

Group Exercise

Think of one characteristic of your generation related to working and tell your neighbor.

Do you agree with that characteristic?

Generations at Work

<table>
<thead>
<tr>
<th>Generation</th>
<th>Name</th>
<th>Birth Years</th>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Milenials &amp; Post Milenials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced</td>
<td>Great Depression, WWII, Korean War</td>
<td>Vietnam War, Moon Landing, Cold War, Watergate</td>
<td>Fall of Berlin Wall, Gulf War, Challenges, Exxon Valdez, OJ Simpson</td>
<td>Clinton/Lewinsky scandal, Columbine, 9/11</td>
<td>Iraq War, Homeland Security, Financial Meltdown</td>
</tr>
<tr>
<td>Developed</td>
<td>Vaccines, Personal Computers, Internet</td>
<td>Mac, AOL, Mobile Phone</td>
<td>Social Media, Google, Facebook</td>
<td>Tablet Devices, Apps, Social Games</td>
<td>Netflix, Streaming, Virtual Reality</td>
</tr>
</tbody>
</table>

Understanding Generations

Generation: Defined by Kramer as “Groups of people who share birth years, history, and a collect personality as a result of their defining experiences”

- Never before has there been a workforce and workplace so diverse in race, gender, and ethnicity
- We have four (or more) generations working side-by-side in the workplace for the first time in history
- All have unique experiences and attributes which influence their attitudes towards work

Valuing Generational Differences

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Millennials/ Post Milenials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generous</td>
<td>Socially responsible</td>
<td>Technically savvy</td>
<td>Goal-oriented, Entrepreneurial</td>
</tr>
<tr>
<td>Team player</td>
<td>Self-starter</td>
<td>Global mindset</td>
<td>Microminded, Emotional Development</td>
</tr>
<tr>
<td>Ethical</td>
<td>Professionalism</td>
<td>Collaboration and achievement</td>
<td>Socially conscious, Emotional Coaching</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weaknesses</th>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Millennials/ Post Milenials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set in ways</td>
<td>Technically challenged</td>
<td>Socially conscious</td>
<td>Emotional Development</td>
</tr>
<tr>
<td>Difficulty with change</td>
<td>Skeptical</td>
<td>Socially conscious</td>
<td>Emotional Development</td>
</tr>
<tr>
<td>Elder care</td>
<td>Self-interest</td>
<td>Socially conscious</td>
<td>Emotional Development</td>
</tr>
<tr>
<td>Child care</td>
<td>Self-interest</td>
<td>Socially conscious</td>
<td>Emotional Development</td>
</tr>
</tbody>
</table>

Characteristics

- Disciplined, Conformity, Duty
- Independent, Self-Freedom
- High Expectations, More cautious
- Optimistic

Workplace Loyalty

- Innovation, Hard Work
- Free Agents, Confident, Diversity
- Optimistic

Problems

- Technology
- Set in ways
- Difficulty with change

- Elder care
- Self-interest
- Emotional Development
Generations in Pharmacy School

Faculty and Staff
- Mostly Baby Boomers and Generation X
- May still have some Traditionalists
- Likely have some Millennials

Students
- Likely have Generation X and Millennial students together in current classes
- Mostly Millennials
- Generation Z will begin coming into pharmacy school starting around 2017

Polling Question
- Which of the following is a characteristic of the Millennial Generation?
  A. Like to do group work
  B. Do not value mentors
  C. Focus on one activity at a time
  D. Spend lots of time watch TV

Millennial Characteristics
- Gravitate towards group activities
- Are very close to their parents and parent’s values
- Spend more time doing homework and housework versus watching television
- Value mentoring, coaching and internships
- Fascinated with new technologies

Millennial Characteristics
- Multitasking is the norm
- Need to stay connected
- Want meaningful work
- Racially and ethnically diverse
- 1 in 5 has an immigrant parent

Millenials Learning Style
- Teamwork
- Structure
- Active engagement
- Experiential activities/Case studies/Simulation
- Incorporation of technology
- Zero tolerance for delays
- Focus on understanding
Millennials Strengths

- Multitasking
- Positive attitude
- Confident
- Goal oriented
- Collaborative style
- Value life-long learning and developing clinical skills

Millennial Implications for Educators

- Need constant feedback to reinforce their specialness
- Require clear and structured form of education
- High expectations of relationship with and availability of faculty
- More risk averse than previous generations, especially intellectual risk

Millennial Implications for Educators

- Less comfortable working independently
- Big projects or sustained engagement is really challenging
- Attention span is short
- Expect non-stop interactions with their peers, comfortable with virtual communities

Millennial Implications for Educators

- Peer opinion is very important
- Count on adults to “walk their talk”
- Need clear instructions on what kind of help is acceptable or not in their learning experiences
  - Millennials go to the internet for immediate knowledge assistance, not a textbook

Millennial Implications for Educators

- Perform tasks in which they can measure their objective progress
- First post stone-age generation from whom writing has never centered on a pen and paper

Millennial Implications for Educators

- Tend to enjoy discussions
- Millennials feel discussions are good experiences
  - Provides active learning
  - Allows a deeper understanding of what they are learning themselves
  - Not just being told what is right
- All participants’ input is valued and considered in developing a conclusion
- They depend on the instructor to create the situation for the discussion but they want to participate in the discussion
Discussions

- Why students don’t participate
  - Failure to see value in the discussion
  - Fear of looking stupid or criticism
  - Concern for a push towards agreement or solution prior to all alternative points being discussed
  - Feeling the task is to find a specific answer the preceptor wants versus exploring and evaluating all possible options

Case Polling Question

- A student on your family medicine rotation is having a difficult time handling the patient load and providing answers to basic therapeutics questions. He has documented some information incorrectly in the patient’s chart. You are concerned that patient care may be compromised and he may jeopardize pharmacy’s relationship with the clinic.

Case Polling Question

- What actions as a preceptor do you take? You may select more than one answer.
  
  A. Reduce the student’s patient load to 1-2 patients
  B. Pair the student with another student to see patients
  C. Do not allow the student to enter information into the chart
  D. Review each patient chart with student one-on-one prior to seeing patient

Case Discussion

- A student on your family medicine rotation is having a difficult time handling the patient load and providing answers to basic therapeutics questions. He has documented some information incorrectly in the patient’s chart. You are concerned that patient care may be compromised and he may jeopardize pharmacy’s relationship with the clinic.

- What are the generational issues associated with this case?

Strategies for Success with Millennials

- Be clear and specific with expectations
- Be conscious of verbal and nonverbal messages
- Communication medium is important (e.g. text, facebook, e-mail, etc.)
- Don’t assume millennials know how to behave in professional situations
- Give guidelines on the use of technology (objectives, expectations, outcomes)

Parenting

**Baby Boomer (Millennials)**

- Protect through involvement
- Think of what is best for the group of children
- Giving children what they need to be successful
- You can do anything! Aspiration
- Everyone Wins
- “Helicopter parents”
- “Supermom”

**Generation X (Generation Z)**

- Protect through surveillance
- Think of what is best for my child
- Teaching children how to be successful
- Only the best will win
- “Good enough mom”
- Set rules and boundaries for child
Polling Question

Which of the following is a characteristic of Generation Z?

A. No financial concerns
B. Dislikes autonomy
C. Diverse social circles
D. Rebellious

Generation Z

- In 2015, Generation Z makes up 25% of the U.S. Population
- 55% Caucasian, 24% Hispanic, 14% African-Americans, 4% Asian, 4% mixed race or other
- Positive feelings about diversity in America
- Social circles include diverse ethnic groups, races, religions, political beliefs, gender, sexual orientation, and economic backgrounds

Generation Z

- ‘American Dream’ belief disappearing
- Only 68.7% will come from a two parent household
- Increase in same-sex couples raising children
- Blurred gender roles within the home

Generation Z and Technology

- Digital native
- Advertising is a part of life
- 77% of adolescents have a cell phone
- 63% exchange multiple text messages everyday
- 53% prefer person-to-person communication over email or messaging

Generation Z and Education

- Education is through apps and internet
- Turning a book page is swiping a finger, Writing is typing
- 60% feel parents have strongest influence over their education and career
- Sent to pre-school earlier

Generation Z Characteristics

- Girls favor being respectful, trustworthy and ethical more than boys
- Boys favor being loyal and fun in socialization
- Micro-oriented
- Conformists
Generation Z Characteristics

- Very entrepreneurial
- Most important career goals are: 'work-life balance' and 'security or stability in the job'
- Other career goals: autonomy, leadership opportunities, dedicated to a cause and creativity

Generation Z Concerns

- Emotional development
- Development of self-regulation
- Lack of hands-on activities
- Overstimulation
- Greater anxiety for underperformance, finding a well-fitting job, and that no one will listen to them

Case Polling Question

- You notice that the student intern in your pharmacy is frequently sitting around and only does things when she is asked. Every time you see her, she is texting or updating her status on Facebook. You overheard this student saying to one of your technicians that she has no desire to practice in this type of environment, she is just "doing her time" on the rotation.

Case Polling Question

- What actions as a preceptor do you take? You may select more than one answer.
  
  A. Take away her phone
  B. Remove the student from rotations
  C. Pair the student with another student for activities
  D. Assign the student multiple activities each day to complete

Case Discussion

- You notice that the student intern in your pharmacy is frequently sitting around and only does things when she is asked. Every time you see her, she is texting or updating her status on Facebook. You overheard this student saying to one of your technicians that she has no desire to practice in this type of environment, she is just "doing her time" on the rotation.

- What are the generational issues associated with this case?

All generations seek a supportive learning environment with positive feedback.
Technology is a tool, it doesn't replace teaching.

Group exercise

What type of technology do you currently use within your rotation?

“Standard” Technology

- E-mail
- Digital Presentation (Microsoft PowerPoint)
- Internet Access to Information
- Smart Phones
- Online testing increasing in use

Case Polling Question

The pediatric preceptors in the state would like to combine efforts and provide one live lecture/discussion to all pharmacy students who are on pediatric rotations in the health-systems within the state.

What technology would be best to use to achieve this goal?

A. Blogs  
B. Podcasts  
C. Social Media  
D. Synchronous video-conferencing

Steps to Incorporating Technology

Determine the content that should be mastered and then what technology would enable activities for learning.

Steps to Incorporating Technology

Questions to consider (Skiba, et al.)

1. Do you know your students and their preferences?  
2. Once you know their preferences, how will you adapt or accommodate?  
3. What balance between the physical (classroom/practice area) and virtual worlds of learning is appropriate for your student population?
Steps to Incorporating Technology

- Questions to consider (Skiba, et al.)
  4. Are there renovations to your physical space that need to be targeted for your learners?
  5. What is the balance between faculty and student perspectives?
  6. How do you engage your learners and what are the best methods for incorporating IT into your teaching?

Incorporation of Technology Examples

- Simulation exercises
  - Screen based virtual reality (e.g. PALS/ACLS)
  - Mannequins
  - Live a day in the life of a patient with...
  - Case scenarios (e.g. business management)

- Blogs/Micro-blogs
  - Patient care, support group, management, leadership topics
  - Daily learning key points, key points from article, journal club, TED talk
  - Develop videos or graphics within blog
  - Read and comment on other blogs

- Discussion Boards
  - Pharmacy organizations
  - Online support groups
  - Leadership/Management organizations
  - Read/participate

- Online Debates
  - Therapeutic, ethical or professionalism topics
  - Helps students learn conflict resolution and prioritizing

- Social Media
  - Twitter
  - Facebook Sites
  - LinkedIn
Incorporation of Technology Examples

- **Games**
  - Online medical terminology games
  - Medline Plus
    - Ex. Body Parts, Illicit Drugs and Young People, EKG
  - Design your own (e.g. Quizlet)

- **Texting**
  - Pharmacy question of the day
  - Drug information, clinical, professionalism questions

- **Case Presentations and Questions**
  - Use test patients in the EMR
  - Web-based cases
  - What would you do if? What would you do next?

- **Webinars/Online education**
  - Pharmacy organizations and resources
  - Medical Resources (e.g. Khan academy- Health and medicine, You Tube videos)
  - Create a YouTube video for others

- **Podcasts**
  - Journal articles, interviews with experts, topic reviews
  - Specialty focused (e.g. PedSCases, Medscape, CDC, SCCM, Nature)
  - Business/Management/Leadership focused (e.g. HBR, Fortune)

- **mHealth**
  - Mobile apps for personal health care
  - Compliance with medication
  - Wellness (exercise/diet/labs/vital signs/medications)
  - Attachment of a peripheral device (BP, EKG, Sleep monitors)
Incorporation of Technology Examples

- Portfolio Development
  - Rotation, project
  - Free online portfolios (e.g. Wix, Weebly, WordPress)

Incorporation of Technology Examples

- Learning Management System
  - Organize your clerkship on the web (e.g. Blackboard, Open Source, Moodle, Canvas)
  - Post materials/readings, provide quizzes
  - Include various technology examples such as blogs, discussion boards, etc.

Incorporation of Technology Examples

- Google Docs
  - Development of projects
- Google Forms
  - Submission of reflections, daily activities

Incorporation of Technology Examples

- Synchronous web-conferencing/video-conferencing
  - Interactive video/Specific technology at site
    - (e.g. Polycom, Skype for Business)
  - Free websites (Voice over IP) or apps
    - (e.g. Skype, FaceTime, Google Hangouts, Zoom, Go to Meeting, Camfrog, ooVoo)

Activities for Videoconferencing

- Topic discussions
  - One-on-one
  - Group of students from one or multiple preceptors

Activities for Videoconferencing

- Presentations
  - Leaders from the area
  - Clinical topics from experts
  - Resident presentations
  - Student presentations
  - Patient discussions
Activities for Videoconferencing

- Think visual interaction as well as verbal interaction with video-conferencing!
- Many platforms allow you to share video of your desktop screen, providing live interaction using your computer
- Look at EMR together
- Show video
- Explain a diagram or picture

Group exercise

- What is a new technology you can incorporate into your rotation?

Questions?

References

- "What is a new technology you can incorporate into your rotation?". [Link to the discussion](http://www.example.com/discussion). Accessed Dec 2, 2015.

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