

Navigating the Multi-Generational Workforce

Presented by:



What We'll Cover Today

- The Workforce Right Now
- Traditional Generations
- Perceptions & Stereotypes
- Changing The Way We Do Business
- Using Generational Diversity To Your Advantage



Generations Defined

A group of people who:

- experienced the same events within the same timeframe;
- experienced similar influences within the same timeframe.

For today's purposes:

A group of people who are living at the same time and are relatively the same age.

ACTIVITY



Generations in the Workforce Today

BABY BOOMERS 1946-1964



GENERATION X 1965-1980



MILLENNIALS 1981-1996



GENERATION Z 1997-2012



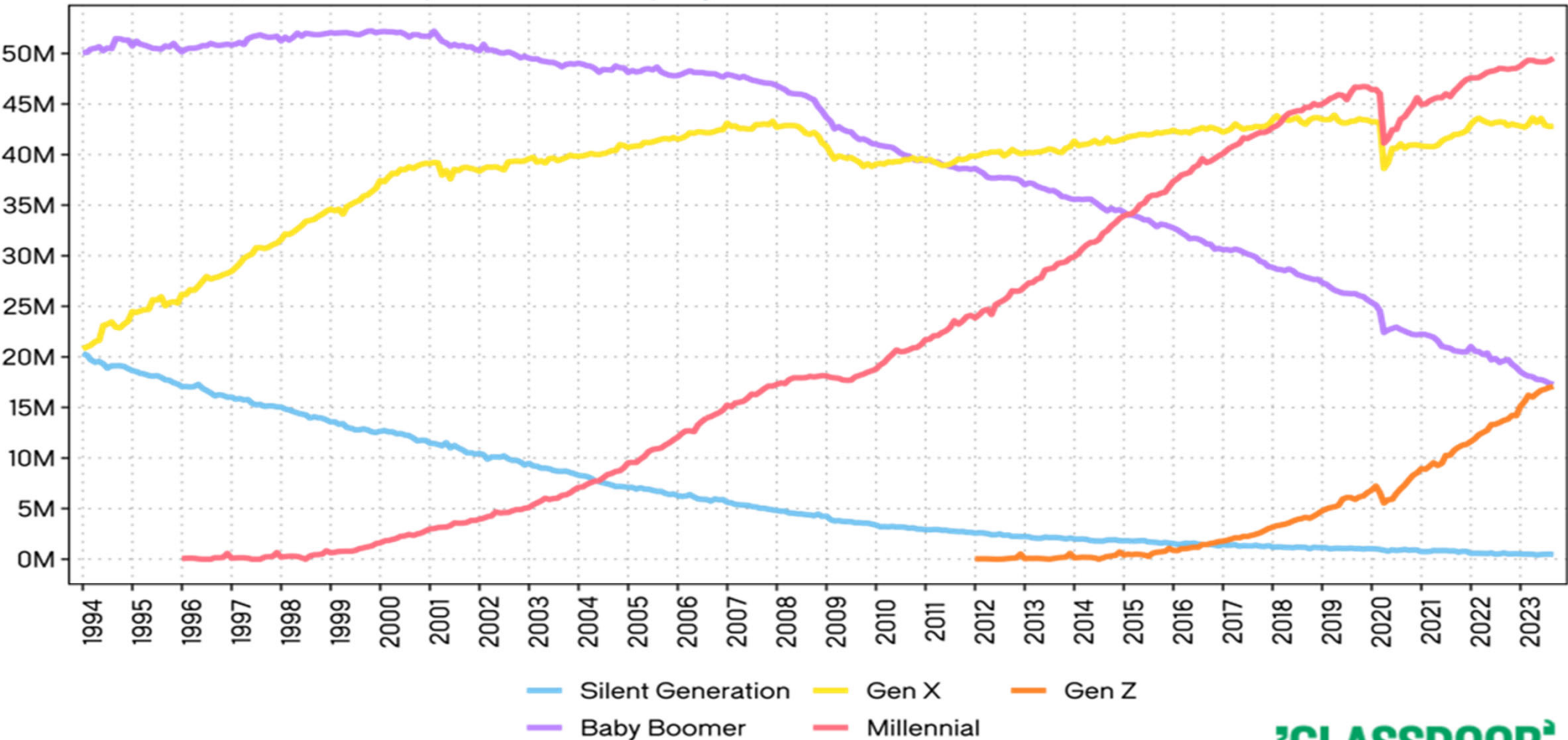
1925-1945

Traditionalists

2% (3.7 million)

Gen Z is poised to overtake Baby Boomers in the Workforce

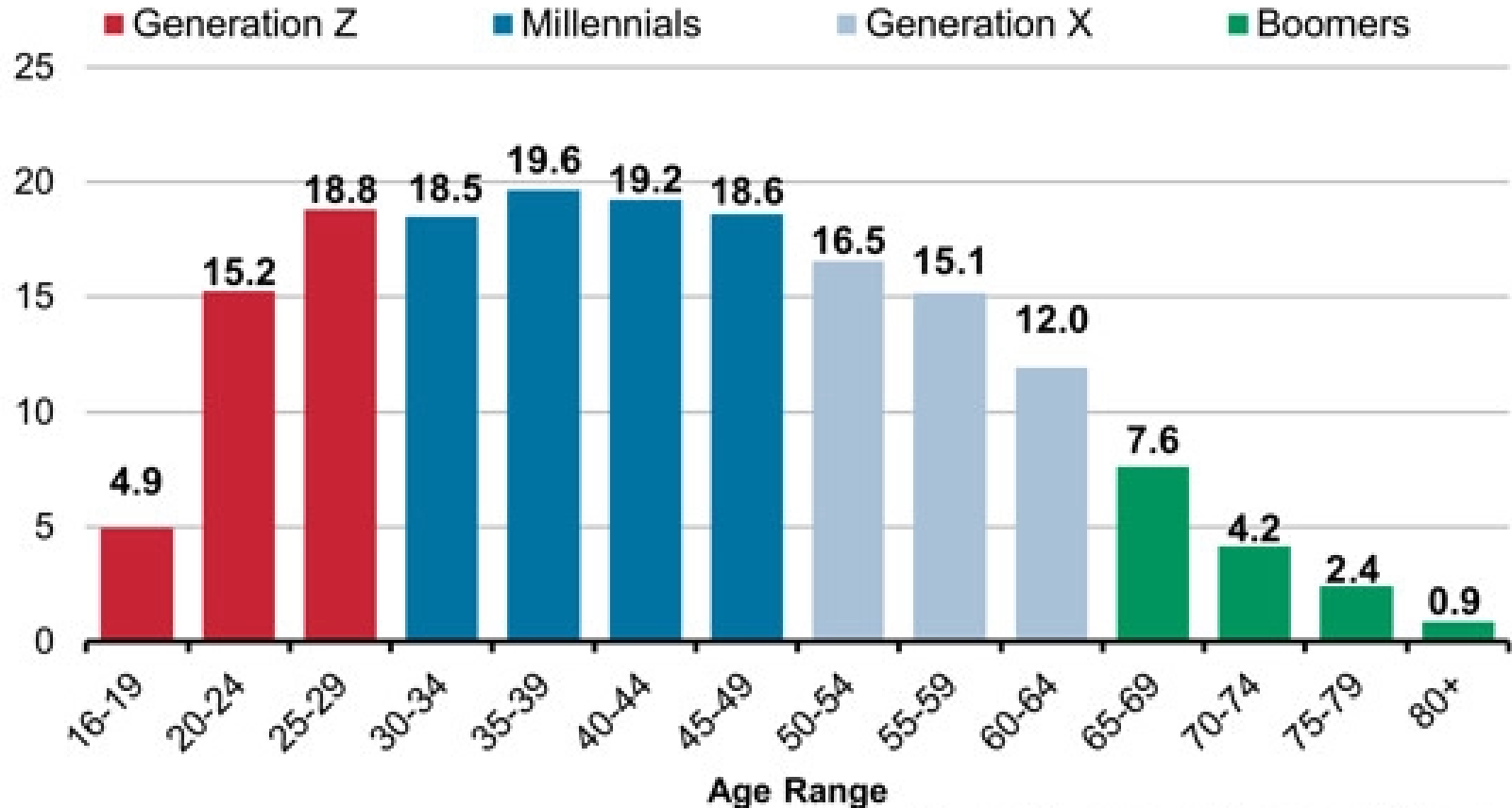
Full-time (35+ hours per week) employment



Source: Glassdoor analysis of U.S. Census Bureau, Current Population Survey made available by Univ. of Minn. IPUMS-CPS.

The Workforce in 2030

Projected size of U.S. labor force (in millions) by age, for the year 2030



Source: Department of Labor | WSJ.com

Why does an aging workforce matter?

Baby Boomers are the largest generation and are quickly retiring from the workforce. 10,000 Baby Boomers turn 65 every day and that is estimated to last until 2030. More Boomers retired during COVID than expected creating a larger gap in the workplace.

GenX is one of the smaller generations and not able to fill that gap. Financial downturns have caused retirement to be an issue for GenX and many will be working way past retirement age.

Millennials are a growing force but can lack the experience and workplace knowledge of their Boomer colleagues.

Why does
an aging
workforce
matter?

What are we doing as employers to engage our older and younger workers to learn from each other so we can fill the age gap when workers retire?

Traditionalists (1925 – 1945)

Values and Work Style

- Respect for authority, hierarchy, and rules
- Hard work; dedication
- Loyalty
- Sacrifice
- Work before fun
- Tradition is valued
- Office based



Baby Boomers (1945 – 1965)

Values and Work Style

- Priority is work
- Optimistic
- Personal fulfillment
- Competitive
- Professional networks are strong
- Meaning is valued
- Office based



Generation X (1965-1980)

Values and work style

- Self-reliance
- Flexibility desired in work
- Skepticism
- Technology
- Informal
- Work/life balance valued
- Prefer to work in office and at home



Millennials
(1981 – 2000)
(a.k.a. Gen Y)

Values and Work Style

- Fast paced
(multi-task/multimedia)
- Directness/Tenacity
- Entrepreneurial
- Global diversity
- Savvy with tech
- Fun is valued
- Flex work a must



Generation Z (2000+)

- Looking for \$ and Job Security
- Instant Feedback and Satisfaction
- Value Mentoring
- Advancement
- Competitive
- Simplified Workplace
- Most Tech Savvy and Expect High Tech
- Flex work a must



“Cuspers”

- ❖ Born in the 3-5 years that overlap two generations
- ❖ Share characteristics and relate well to both overlapping generations



Perceptions & Stereotypes

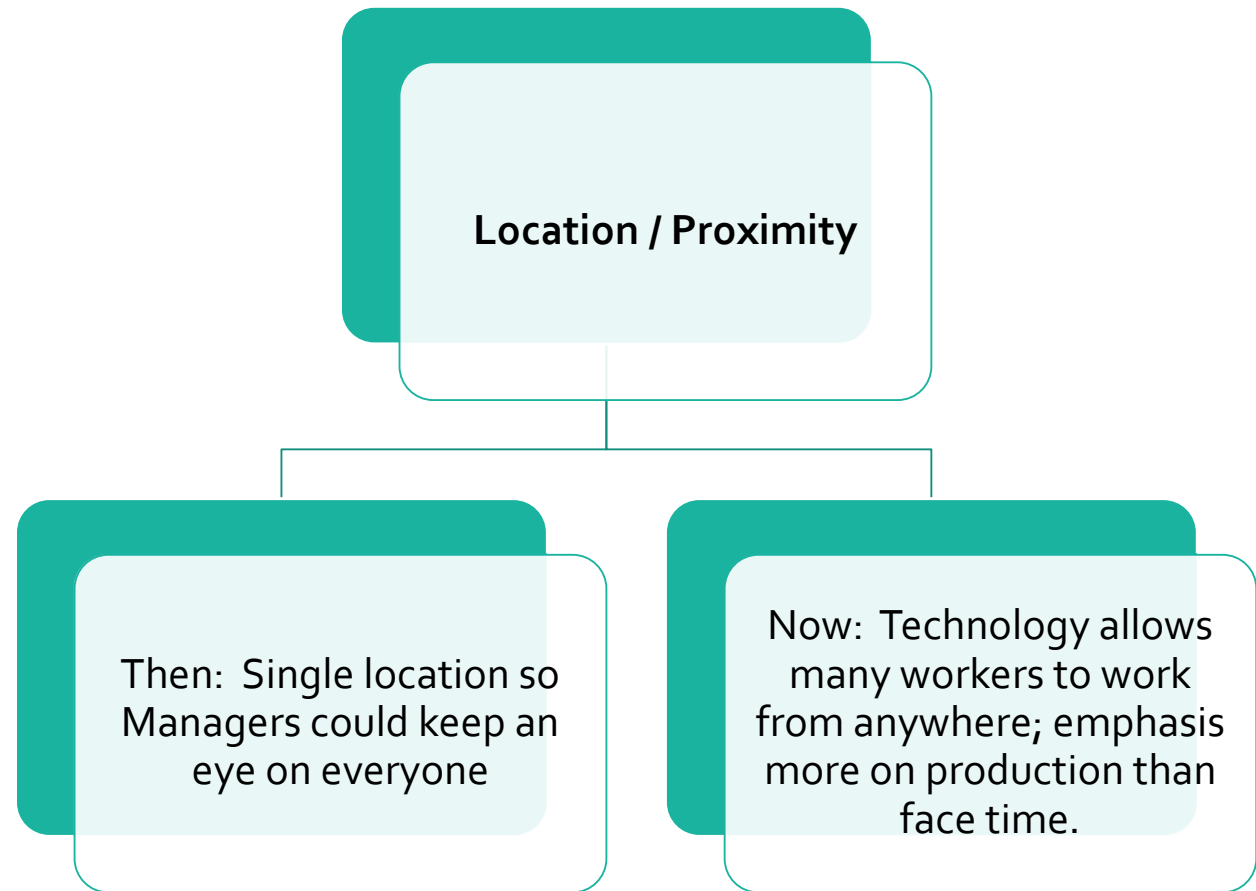
- Based on our own observations and what we've heard from others
- The importance of talking about perceptions
- Your perception is your choice
- Replacing perception with fact
- Observation > Generalization > Stereotype



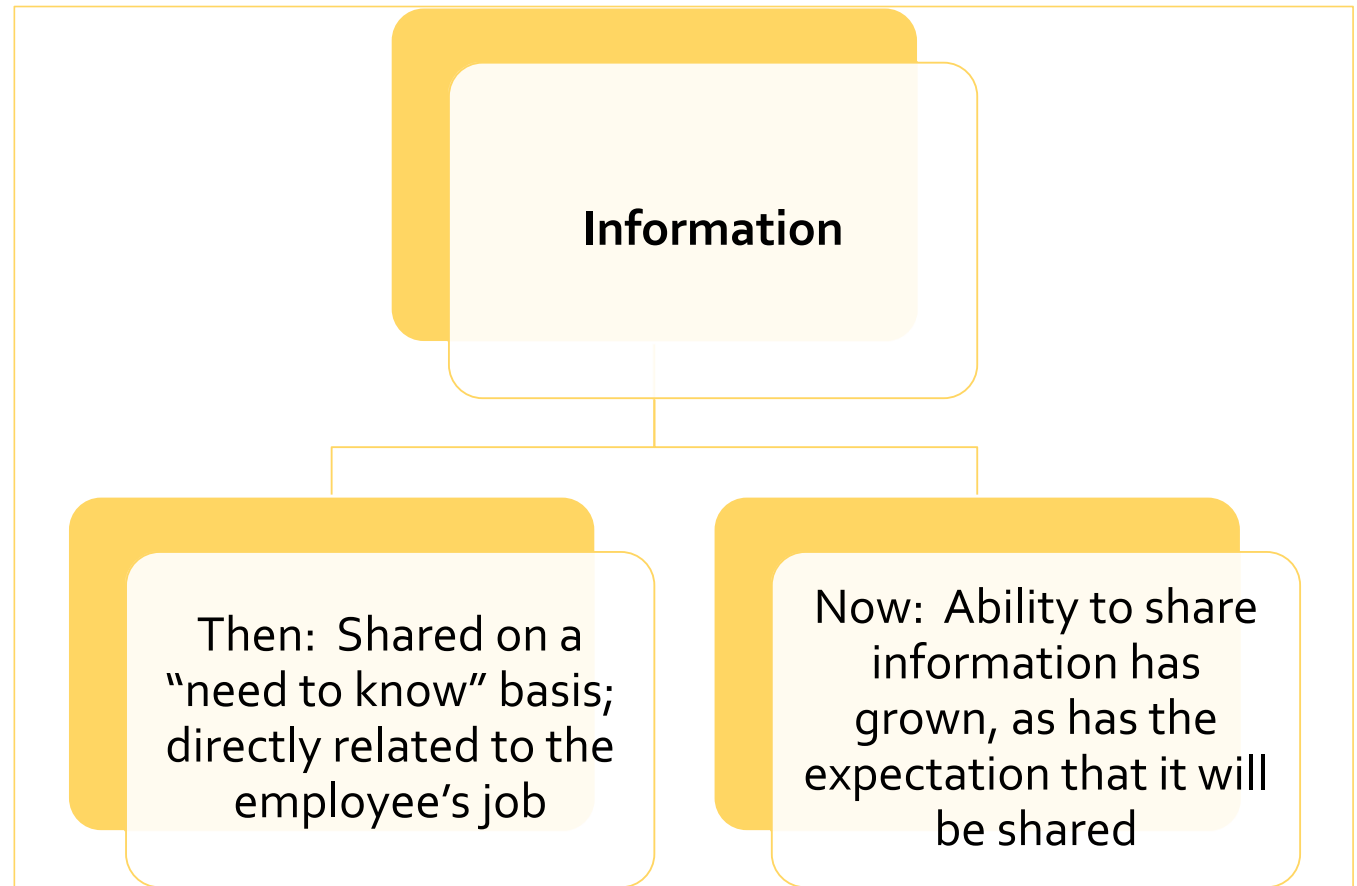
Doing Business In Today's World



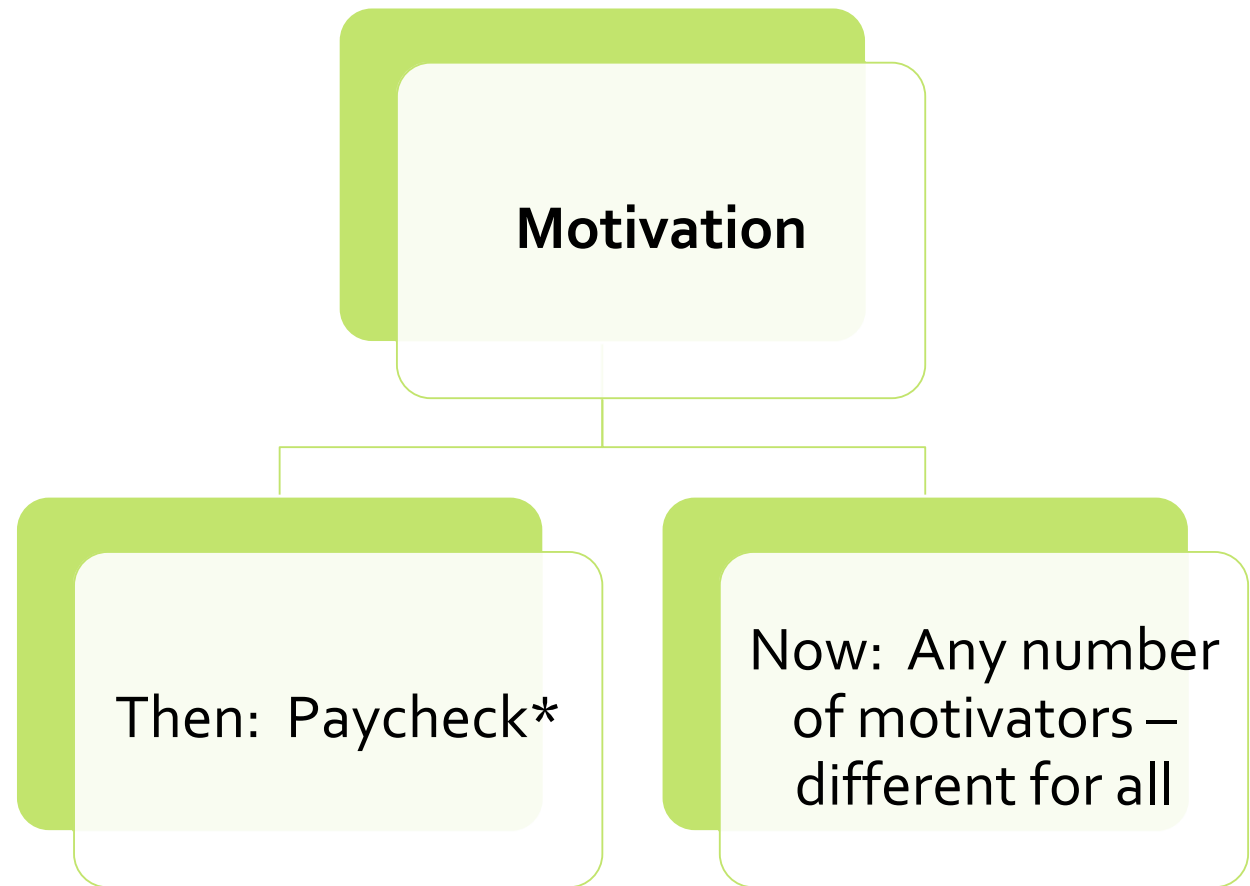
Doing Business In Today's World



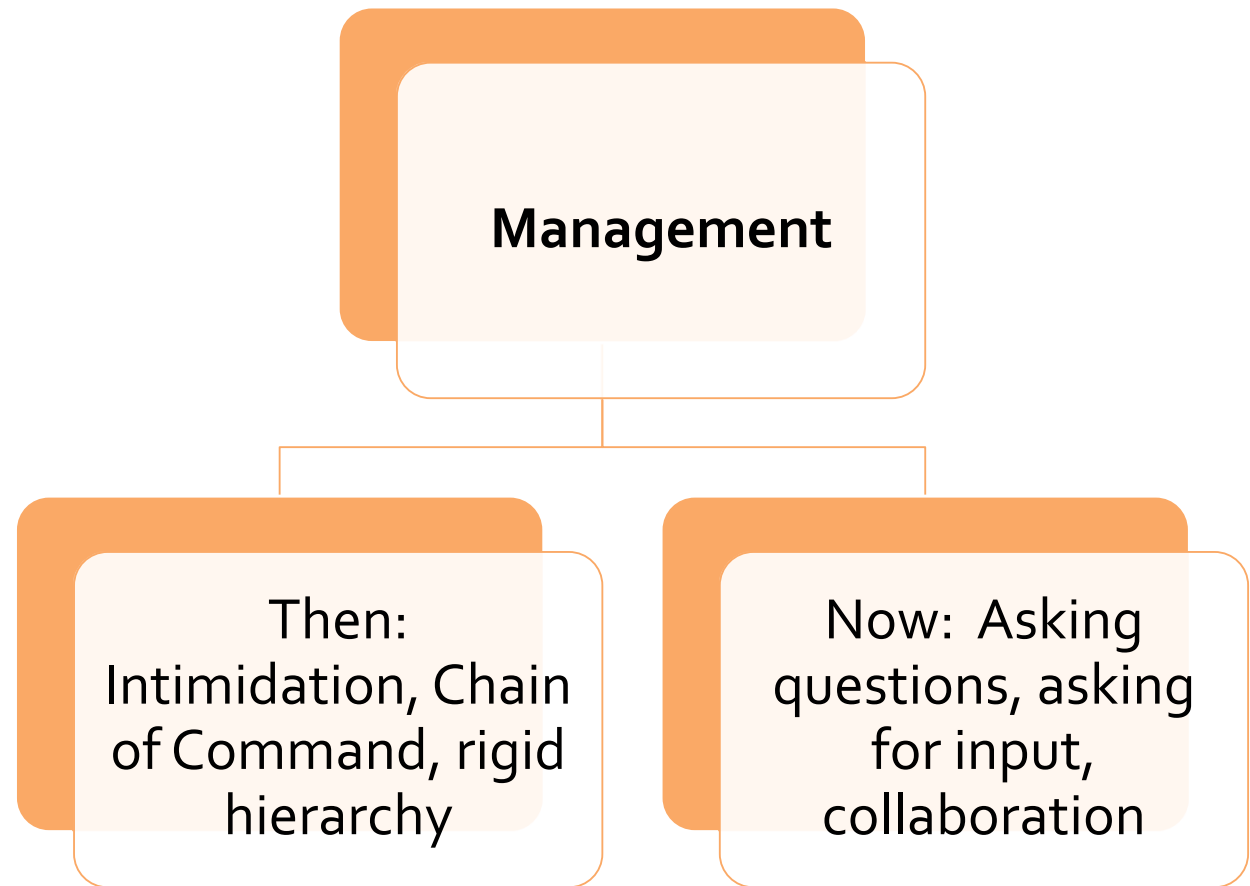
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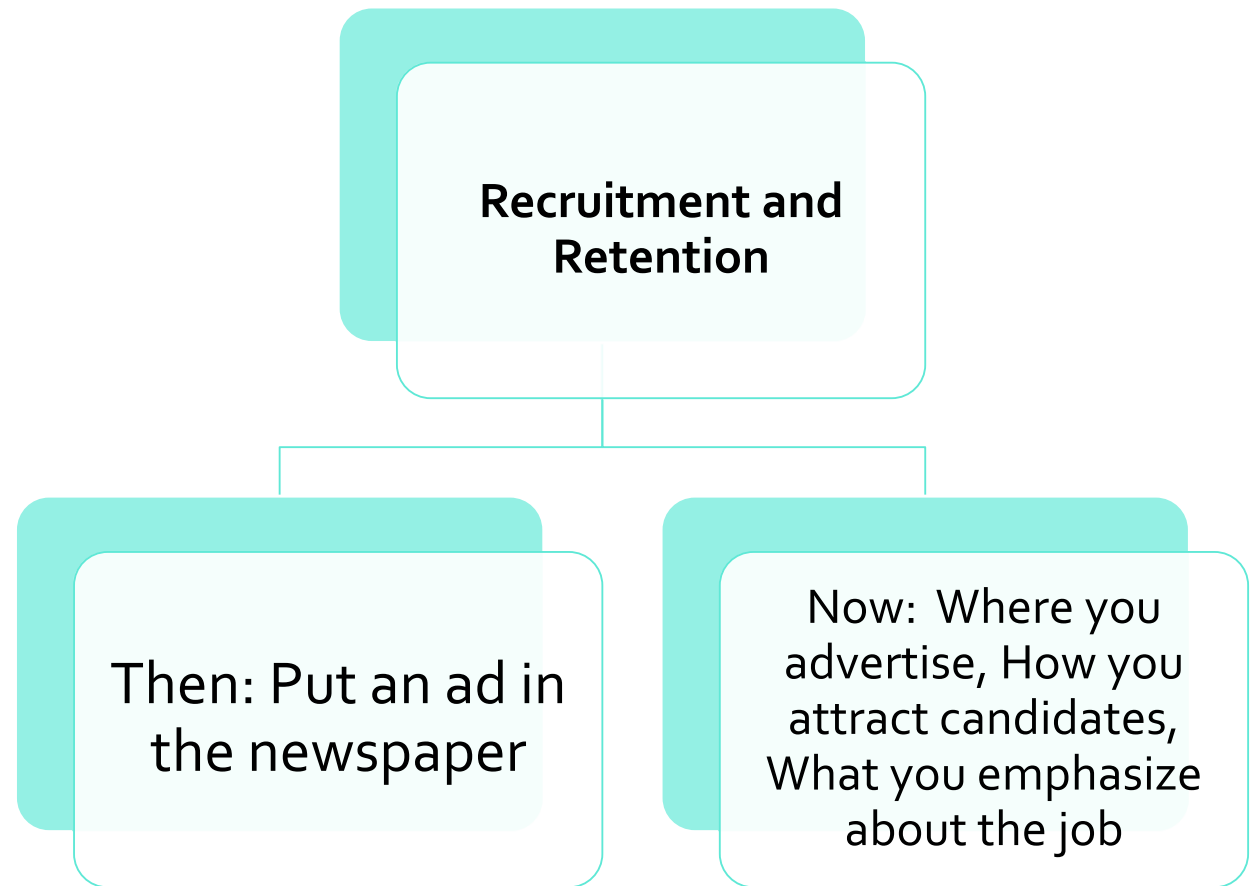
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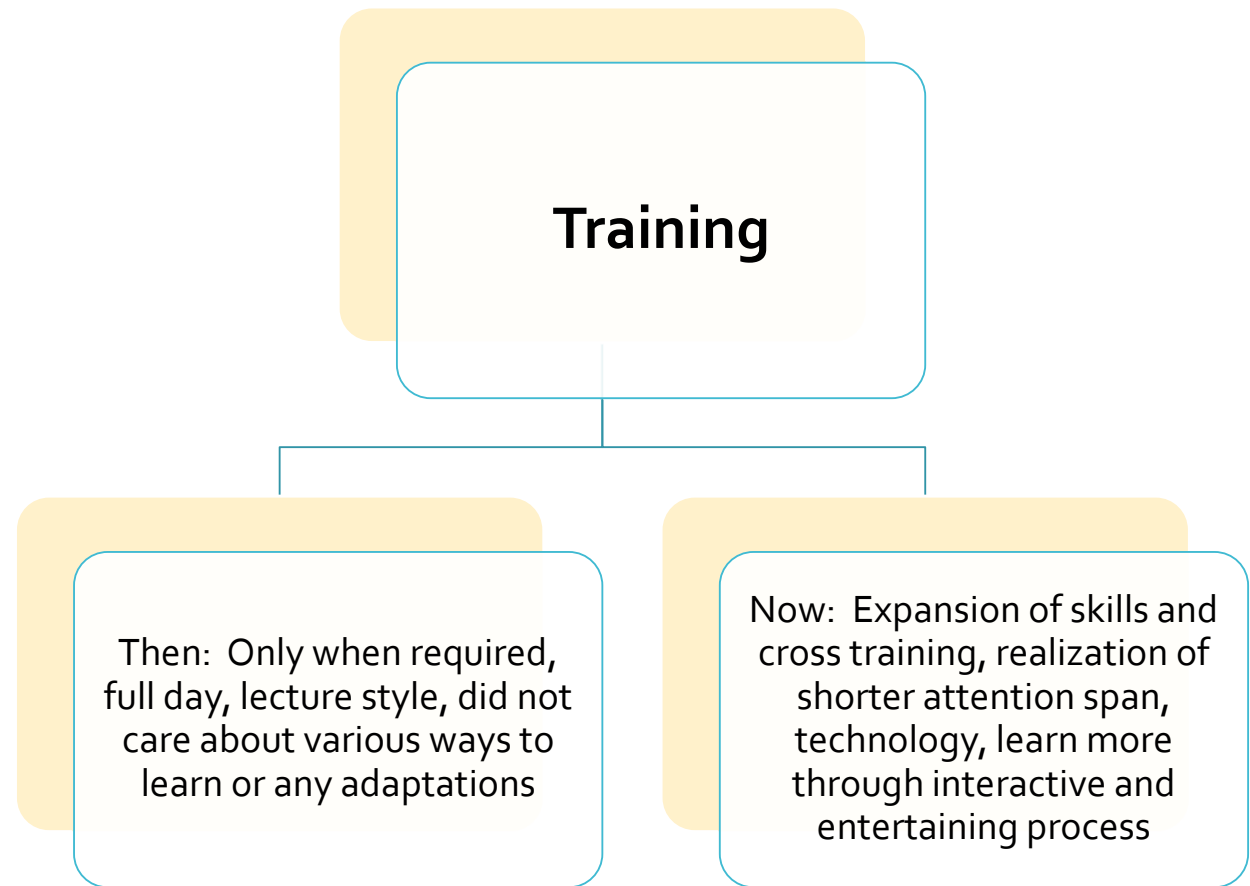
Doing Business In Today's World



Doing Business In Today's World



Doing Business In Today's World



Expectations

Your Expectations

- Do your people understand fully what is expected of them?

VS.

Their Expectations

- Do you understand fully what your people expect of you?

Culture of Dialogue

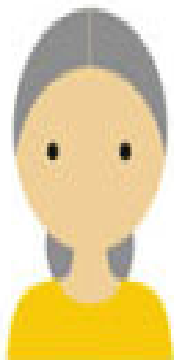
- Open Door
- Trust
- Safe Environment
- Ideas are welcomed
- Feedback – Giving It and Getting It



How to
Communicate
Across
Generations

Ryan Jenkins





Maturists
(pre 1945)



Formal letter



Face to face



Baby Boomers
(1945 - 1960)



Telephone



Face to face preferred



E-mail



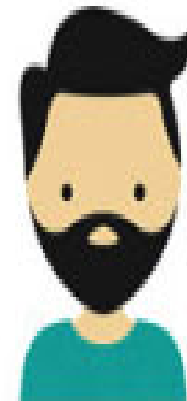
Generation X
(1961 - 1980)



E-mail & Text message



E-mail & Text message



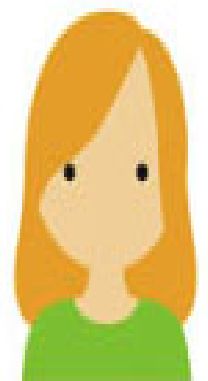
Generation Y
(1981 - 1995)



Text message & Social media



Online & Mobile



Generation Z
(after 1995)



Handheld devices



Facetime

Preferred ways to engage

Preferred comms methods

Using It To Your Advantage

Manager's responsibility is to utilize the workforce effectively



Manager's responsibility is to recognize and use the strengths that each employee brings to the table

What might each group bring?

Traditionalists

- ✓ Provide practical experience
- ✓ What has worked and not worked in past
- ✓ Use Traditionalist view to make business case for change
- ✓ Secure organizational support from senior management

Baby Boomers

- ✓ Politically savvy
- ✓ Understanding of the informal organization
- ✓ Use Boomer view to network and build relationships across different areas of the organization

Generation X

- ✓ Have healthy skepticism
- ✓ Useful in challenging assumptions and status quo
- ✓ Use Gen X view to provide a reality check with core departments affected.

Millennials

- ✓ Can help bridge any tech gaps you may have
- ✓ Use Gen Y view to identify emerging trends and timely solutions for now and the future.
- ✓ Good collaborators and team workers

Gen Z

- ✓ Risk Takers
- ✓ Serious Minded
- ✓ Bring Social Media to the Workplace as a Tool
- ✓ Entrepreneurial and Creative
- ✓ Looking to be Long Term or Freelance



Baby Boomer

- Born 1946-1964
- Prefers face-to-face communication
- Starting to embrace modern digital technology
- Social Media Preferences: Facebook & LinkedIn



Generation X

- Born 1965-1979
- Prefers email communication
- Comfortable with technology
- Social Media Preferences: Facebook & Twitter



Millennial

- Born 1980-1994
- Prefers email or text
- First "digitally native" generation
- Social Media Preferences: Not loyal to any particular social media outlet



Generation Z

- Born 1995-2012
- Likes written communication, but in-person meetings in the workplace
- Expects quick responses
- Social Media Preferences: Instagram & Snapchat

Generations Working Together

Recognize

Recognize that generational differences influence our ideas, expectations, values and behaviors at work

Acknowledge

Acknowledge that everyone wants to be treated with respect

Know

Know that you have different life experiences and can learn from others' experiences and perspectives

Forget

Forget micromanaging

Foster

Foster creativity and communication

Generations Working Together

Find	Find ways to create shared values and common ground
Flexible	Be flexible in how you interact and treat others
Proactive	Be proactive in dealing with conflict and informing others of what bothers you
Focus	Focus on what really matters - productivity, teamwork, and customer relationships
Challenge	Challenge assumptions and raise awareness
Provide	Provide a secure workplace



All Male



Team Average



Gender Diversity



Age + Gender Diversity



Age + Gender + Geographic Diversity



% of the time a better decision is made



Questions?

Thank You!

