

The Multigenerational Workforce

Starr Harry, PHR, SHRM-CP
Client Advocate, G&A Partners



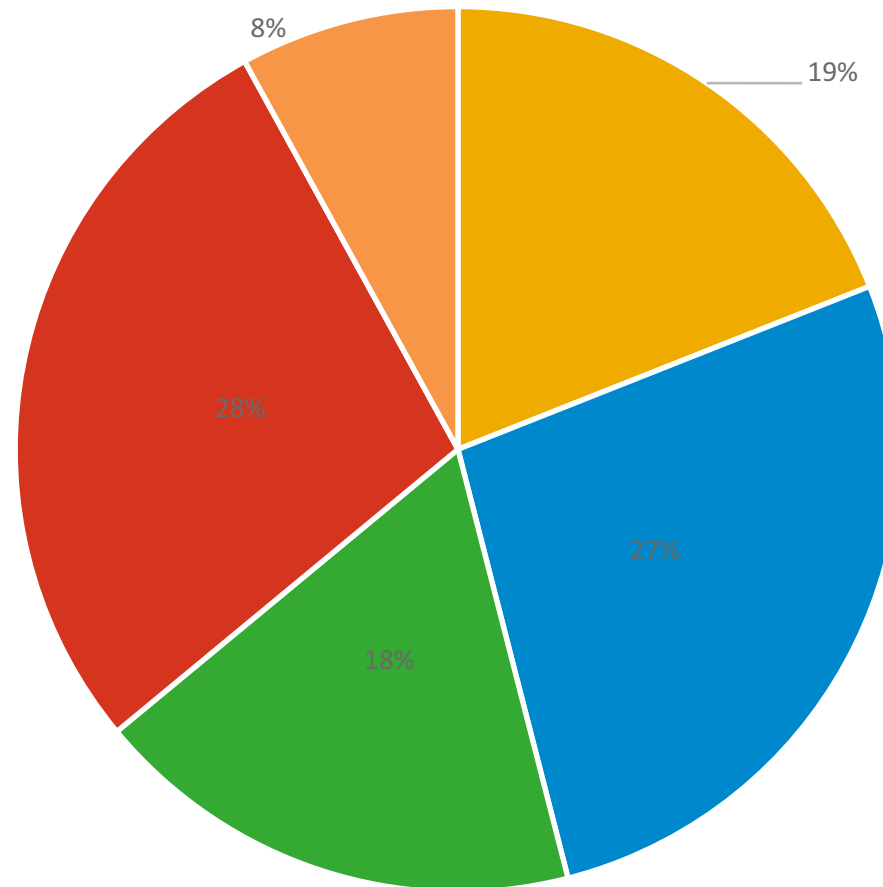


Overview

- Importance of understanding your workforce and their workstyles.
- The different generations represented in the multigenerational workforce.
- Why does this matter to me?
- Suggestions on managing the multigenerational workforce.

Generations in the workplace

Multi-Generational Workforce



■ Traditionalists ■ Baby Boomers ■ Generation X ■ Millenials ■ iGen

Traditionalists (Silent Generation)

- Born before 1946
- **Historical Events**
 - Great Depression
 - WWII

Traditionalists at work

- Loyal to employers and expect the same in return
- Possess superb interpersonal skills
- Believe promotions, raises and recognition should come from job tenure
- Work ethic is measured on timeliness and productivity
- Patriotism, teamwork, “doing more with less”
- Prefer hierarchical organizational structures



Baby Boomers

- Born 1946 – 1964
- **Historical Events**
 - Assassinations of JFK, Robert Kennedy, and Martin Luther King, Jr.
 - Walk on the moon
 - Vietnam War
 - Civil Rights, Women's and Environmental Movements
 - Watergate
 - Nixon resignation

Baby Boomers at work

- Work ethic is measured in hours worked
- Teamwork is critical to success
- Relationship building is important
- Expect loyalty from those they work with



Generation X

- Born 1965 - 1980
- **Historical Events**
 - AIDS
 - Vietnam
 - Watergate
 - Nixon resignation
 - Computers
 - MTV
 - Challenger explosion
 - Fall of Berlin Wall
 - Reaganomics



Generation X at work

- Emerging technology
- Flexibility and freedom with work schedule
- Work smarter, not harder
- Want open communication regardless of position, title or tenure
- Independent



Millennials (Generation Y)

- Born 1981 – 1994
- **Historic Events**
 - Oklahoma City bombing
 - Apartheid ends
 - Enron, WorldCom and corporate scandal
 - Death of Princess Diana
 - Columbine shootings
 - Y2K
 - Terrorism



Millennials at work

- Want open, constant communication and positive reinforcement from their boss
- Search for job that provides great personal fulfillment
- Want to be close to their peers
- Look for opportunities to learn
- Work to live, rather than living to work
- Respect must be earned; it is not freely granted based on age, authority or title



iGen (Generation Z)

- Born after 1994
- **Historic Events**
 - 9/11 attacks
 - Great Recession - 2008 to present
 - Terrorism - these individuals do not remember a time without war
 - Hurricane Katrina
 - iPad
 - Social Media



iGen at work

- Internet technology readily available since birth
- Knowledge has always been at their fingertips
- Will process information at lightning speed
- Think in terms of statuses and Twitter language

Evolution of technology

Traditionalists



Baby Boomers



Generation X



Millennials



iGen



Radio

Television

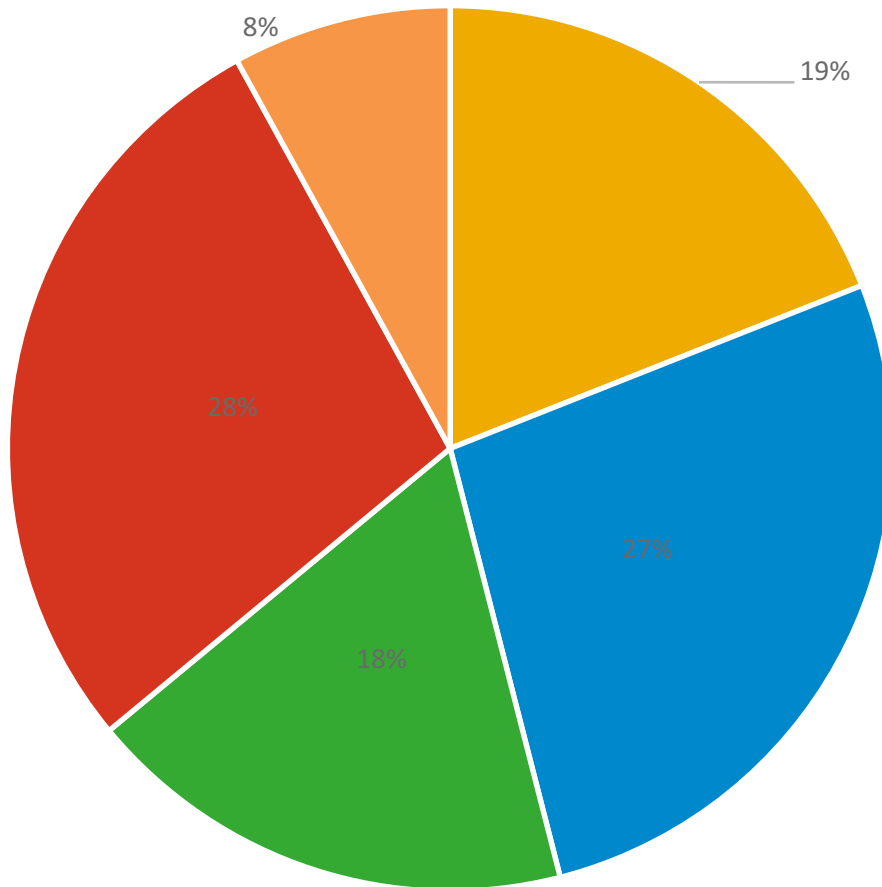
Work/
Personal
Computer

The
Internet

Mobile
Devices/
Social Media

Why does it matter?

Multi-Generational Workforce



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- Younger generations are tech savvy
- KSA are retiring with the Baby Boomers
- Younger generations connect more with their communities than previous generations
- Younger generations demand more from employers

Recruit/Retain/Communicate

- **Traditionalists**
 - Use a personal touch
 - Make face-to-face contact
 - Be mindful of age and experience
 - Choose your words and tone carefully
 - Consider setting up mentoring relationships



Recruit/Retain/Communicate

- **Baby Boomers**
 - Offer flexible work arrangements
 - Offer challenging work opportunities
 - Consider health and wellness programs
 - Keep conversations more relational
 - Link communications to team/individual values and goals

Recruiting/Retain/Communicate

- **Generation X**
 - Options for workplace schedule
 - Offer autonomy
 - Offer FAST (Frequent, Accurate, Specific, Timely) feedback
 - Be direct and straightforward
 - Avoid corporate speak

Recruit/Retain/Communicate

- **Generation Y**
 - Flexibility in work schedule
 - Offer meaningful volunteer options
 - Offer retirement benefits or tuition assistance
 - Be positive

Recruit/Retain/Communicate

- **Generation Z**
 - More flexibility in work schedule
 - Positive impact on society
 - Promote the entrepreneurial spirit
 - Keep messages short; take advantage of visual content



Managing multiple generations

- How will you leverage the unique strengths of each generation in order to retain your company expertise, improve productivity, and maximize teamwork?
- Are managers prepared to lead multiple generations?

Suggestions

1. Mentor/coach employees

- About how the company runs, what makes people of different generations work well together, etc.
- Teach people skills, not just business processes.

Suggestions

2. Communicate with employees

- Encourage them to develop trust with others and empower people to do their jobs.
- Ask for input rather than telling them what to do.
- Open communication reduces resistance.

Suggestions

3. Value their values

- Work-life balance
- Offer varied benefits options
- Make wellness a priority

Suggestions

4. Focus on retention

- People leave for several reasons: older workers retire but younger workers often leave because they feel unvalued
- Have strategies to retain both groups
- Older generations like monetary rewards, younger generations like time off work

Summary

- Unique social, political and environmental influences have shaped workplace behaviors, values and beliefs.
- Understanding the impact of working with multiple generations is instrumental in creating cohesive and productive work teams and employees.
- Implement policies and programs that will allow each individual to contribute to their full potential.
- Utilize innovative training methods such as mentoring and peer-to-peer learning to accelerate knowledge transfer across the organization.



Q&A

#AskMDE



If we didn't get to your question during today's presentation, tweet us ([@GAPartners](#)) using [#AskMDE](#), and our experts will reply with an answer shortly!

Or, you can email your questions to info@gnapartners.com.

Reminders

- The recording of this webinar will be available on the G&A Partners website soon (www.gnapartners.com).
- This webinar has been pre-certified for 1 hour of general recertification credit toward PHR, SPHR and GPHR recertification through the HR Certification Institute.

We will send out an email to all those who are confirmed as attended with the program ID code to note on your HRCI recertification application form.



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