Collaboration vs. Collision
The Four Generation Workplace
Our Current Reality

HOME FORCLOSURES
DOUBLE DIGIT UNEMPLOYMENT
REORGANIZATION

NEW LAWS & REGULATIONS
INCREASED STRESS & TENSION

BANK FAILURES
INCREASED COMPETITION
GLOBALIZATION

BUDGET CUTS
EMPOLOYEE ENGAGEMENT/RETENTION

WALL STREET FALLOUT
DO MORE WITH LESS

INFLATION
STAFF REDUCTIONS
Today’s Discussion

1. Our Current Reality
Today’s Discussion

2. A New Workforce, Workplace, and Marketplace
WE'RE JUST SO DIFFERENT!
Today’s Discussion

3. Tips to Recruit, Reward and Retain a Generational Workforce
Our Current Workforce & Marketplace:

- New workforce entrants are Women, people of color, and Immigrants (75% from Asia)
- Four Generations in the workplace
Our Current Workforce & Marketplace:

- The best and the most talented have choices and prefer organizations where they feel values, respected and included.
- Inclusion drives innovation, productivity, and engagement.
Our Current Workforce & Marketplace:

- Our customer base is very diverse with different values, beliefs, attitudes.
- Complexity, change, and competition necessitate new leadership and new thinking.
<table>
<thead>
<tr>
<th>Generation</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditionalists</td>
<td>52 Million</td>
<td>10%</td>
</tr>
<tr>
<td>Boomers</td>
<td>76 Million</td>
<td>45%</td>
</tr>
<tr>
<td>Gen Xers</td>
<td>41 Million</td>
<td>30%</td>
</tr>
<tr>
<td>Millennials</td>
<td>75 Million</td>
<td>15%</td>
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</table>
Looking Through the Generational Lens

What’s the big fuss about generations in the workplace?

- Recruiting
- Selection
- Development
The Influence of Technology in Employee Communications
And Now...
Unique Aspects of Each Generation in the Workforce

Traditionalists (ages 65-87) value...

- Patience and conformity
- Respect for authority

- Dedication and sacrifice
- Hard working and loyal
- Adherence to rules
Unique Aspects of Each Generation in the Workforce

Boomers (ages 45-64) value...

• Optimism
• Personal gratification
• Social growth
• Health and wellness
Unique Aspects of Each Generation in the Workforce

Xers (ages 29-44)

- Global thinking
- Ambitious
- New technology

- Diversity
- Entrepreneurial
- Flexible hours and informal work environments
Unique Aspects of Each Generation in the Workforce

**Millennials** (age 28 and under)

- Optimism
- Team orientation
- Civic duty

- Eager to learn
- Highly confident, EXCEPT in sales
Motivating Millennials

- Learning by example – Mentoring programs
- More direction and feedback
- Civic and environmental responsibility
# Summary of Multigenerational Workforce

<table>
<thead>
<tr>
<th>Generation</th>
<th>Assets in the Workplace</th>
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<td>Traditionalists (Ages 65–87)</td>
<td>Hard working, stable, loyal, thorough, detail-oriented, focused, emotional maturity</td>
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<td>Baby Boomers (Ages 45–64)</td>
<td>Team perspective, dedicated, experienced, knowledgeable, service–oriented</td>
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<td>Generation X (Ages 29–44)</td>
<td>Independent, adaptable creative, technologically literate, willing to challenge the status quo</td>
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<td>Millennial (Ages 28 &amp; under)</td>
<td>Optimistic, able to multitask, tenacious, technologically savvy, driven to learn and grow, team oriented, social responsibility</td>
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## What Makes a Good Leader?

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<td>Traditionalists</td>
<td>Hard working, stable, loyal, thorough, detail-oriented, focused, emotional maturity</td>
<td>• Gain their trust and respect their experience without being intimidated by it.</td>
</tr>
<tr>
<td>(Ages 65–87)</td>
<td></td>
<td>• Comfortable with authoritarian styles</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Encourage them to trust their own judgment and make important decisions, knowing their manager will back them up.</td>
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## What Makes a Good Leader?

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| Baby Boomers (Ages 45–64) | Team perspective, dedicated, experienced, knowledgeable, service-oriented | ➢ Prefer leadership that is consensual and respectful of their achievements  
➢ Involve them in change initiatives and helping to solve organizational problems  
➢ Prefer a democratic approach |
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<td>Independent, adaptable creative, techno-literate, willing to</td>
<td>‣ Be up front with the truth, even if it’s hard to earn their</td>
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<td>(Ages 29–44)</td>
<td>challenge the status quo</td>
<td>trust</td>
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<td></td>
<td></td>
<td>‣ Use coaching style of leadership</td>
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<td></td>
<td></td>
<td>‣ Opportunities to grow/learn a must</td>
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<tr>
<td></td>
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<td>‣ Be direct, competent, genuine, informal, flexible, results-</td>
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<td>(Ages 28 &amp; under)</td>
<td>team oriented, social responsibility</td>
<td>▶ Clearly articulate expectations and long-term goals</td>
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<td>▶ Like to be treated as colleagues</td>
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<td></td>
<td></td>
<td>▶ Respond well to informality</td>
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<td></td>
<td></td>
<td>▶ Be motivational, collaborative, achievement-oriented,</td>
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<tr>
<td></td>
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<td>able to coach.</td>
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Managing the Generations is a Business Imperative

- Turning collision into collaboration is a business imperative
- It all comes down to numbers: There simply aren’t enough Xers and Millennials to take the place of all the Traditionalists and Boomers who will retire during the next 5 to 15 years
- The Hudson Institute predicts that the supply of skilled labor in the US will not catch up to the demand until 2050
Life as a Millennial

Millennials
age 28 and under
What Do They Offer Us and Our Customers?

- Energy and enthusiasm
- Enjoy fast-paced and fun work places
- Able to work flexible schedules – 24/7
- *Technologically Savvy*
- Social and outgoing
Competencies of a 21st Century

- Risk Taker
- Technologically savvy
- People Skills
- Accountable
- Keeps it fun
- Team-Oriented
- Strategic (visionary)
- Results-Oriented
- Authentic & Transparent
- Educated
- Inspirational
- Manage less
- Passionate
- Empowering
- Self-Awareness
- Decision-Maker
21st Century Leadership Models

- Hierarchical structures have to be replaced by shared responsibility

The Traditional Leadership model no longer works!
Getting Beyond the Myths

- The key is learning how to Attract, Select, and Develop Millennials within YOUR CULTURE!
How Would You Describe Your Companies Dream Employee?

- Good Communicator
- Mature
- Positive Attitude
- Team Player
- Professional
- Thorough
- Anized
- Gritty
It all Starts With a Good Employer Brand

Your employer brand provides prospective employees with a clear, compelling message about the experience and the opportunity of joining your company. It defines the:

- Type of work
- Environment
- Management style
- Culture
- Benefits

Step One: Research

1. One-on-One Conference Calls
2. Focus Groups

Step Two: Brand Strategy

Step Three: Messaging and Creative Content

Step Four: Evolution
Tips for Attracting the Right Individuals

- Tailor messages and benefits to the RIGHT Generational Mix – What’s in it for them?

- Make your materials high tech, snazzy, and upbeat

- Utilize the latest technology, your audience already is and expects the same (social media, video testimonials, employer blogs, etc.)

- Target candidates early, starting as underclassmen
Channels for Finding Candidates

- Of course standard means such as online job boards, but what about...

- Employee Referrals
- Social Media
- Corporate Careers Site
Social Media Attraction

- 2003 LinkedIn® was launched – 63 Million worldwide
- 2004 Facebook® was launched – 400 Million active users
- 2006 Twitter® enabled users to send up & receive up to 140 characters
Growing “Water Walkers” into World Class Employees
Career Development Accounts for Training
A New Workplace = New Leadership & Increased Profits

- Generational Diversity
  Inclusion:

  .... the achievement of a work environment in which all individuals are treated fairly and respectfully; have equal access to opportunities and resources; and can contribute fully toward an organization’s success.

Diversity is the Mix.
Inclusion is getting the mix to work well together within all four generations.
In Closing….

Never has a diverse generational workforce been more important than it is today. It is critical to building inclusive and high performing work environments and for inspiring greater innovation, employee engagement, and enhancing productivity.

Effective 21st Century leadership demands that we:

- Expand our Worldview
- Manage our Personal Biases
- Grow new skills
- Be adaptable, agile and flexible in our leadership style.
Generational Workforce Assessment

- For your complimentary assessment that will allow you to evaluate your generational knowledge of your organization, please visit:

www.geninsygght.com
Thank You and Questions

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