

# MULTIPLE GENERATIONS IN THE WORKPLACE

## BABY BOOMERS

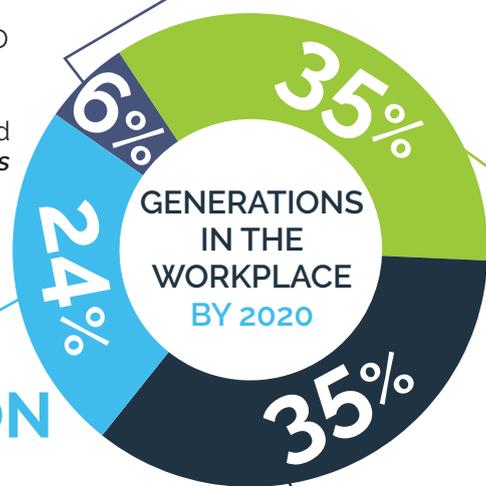
**Born**  
1945-1965



**MOST VALUED BENEFIT:**  
• Excellent retirement and health *benefits*  
• *Salary*

**VALUE:**  
*Hard work & loyalty*; put in time to climb corporate ladder

**SEEK:**  
• Job people *look up to & respect*  
• *Incentives* based on performance



## GENERATION X

**Born**  
1965-1980



**VALUE:**  
*Work-life balance*

**MOST VALUED BENEFIT:**  
• *401(k)* with matching contributions  
• *Competitive* salary  
• Paid *vacation* and *sick days*  
• *Flexible* work schedule  
• Work *remotely*

**SEEK:**  
• *Job security* with competitive salary  
• Clear pathway to *grow compensation* over time

## GENERATION Z

**Born**  
1995-2012



**VALUE:**  
*Security & stability*

**MOST IMPORTANT SKILLS FOR WORKPLACE SUCCESS ACCORDING TO GEN Z:**

**Communication & Problem Solving**



**SEEK:**  
• Opportunities to *make a difference*  
• Career pathway to *advance* in company  
• *Socially conscious* companies

**MOST VALUED BENEFIT:**  
*Career* opportunity

**MOST IMPORTANT SOCIAL ISSUES ACCORDING TO GEN Z:**

**73%** Access to affordable education

**72%** Racial equality

**60%** Want job to impact the world

**26%** Donate time regularly as volunteers

## MILLENNIALS

**Born**  
1980-1995



**MOST VALUED BENEFIT:**  
• Good amount of *paid time off*  
• *Flexible* hours  
• Ability to work *remotely*

**VALUE:**  
*Freedom & flexibility*

**SEEK:**  
• Purposeful & *values-driven* culture  
• Opportunities for *career progression & personal development*

**ASPECTS OF THE WORKPLACE MILLENNIALS FEEL ARE MOST DIFFICULT:**



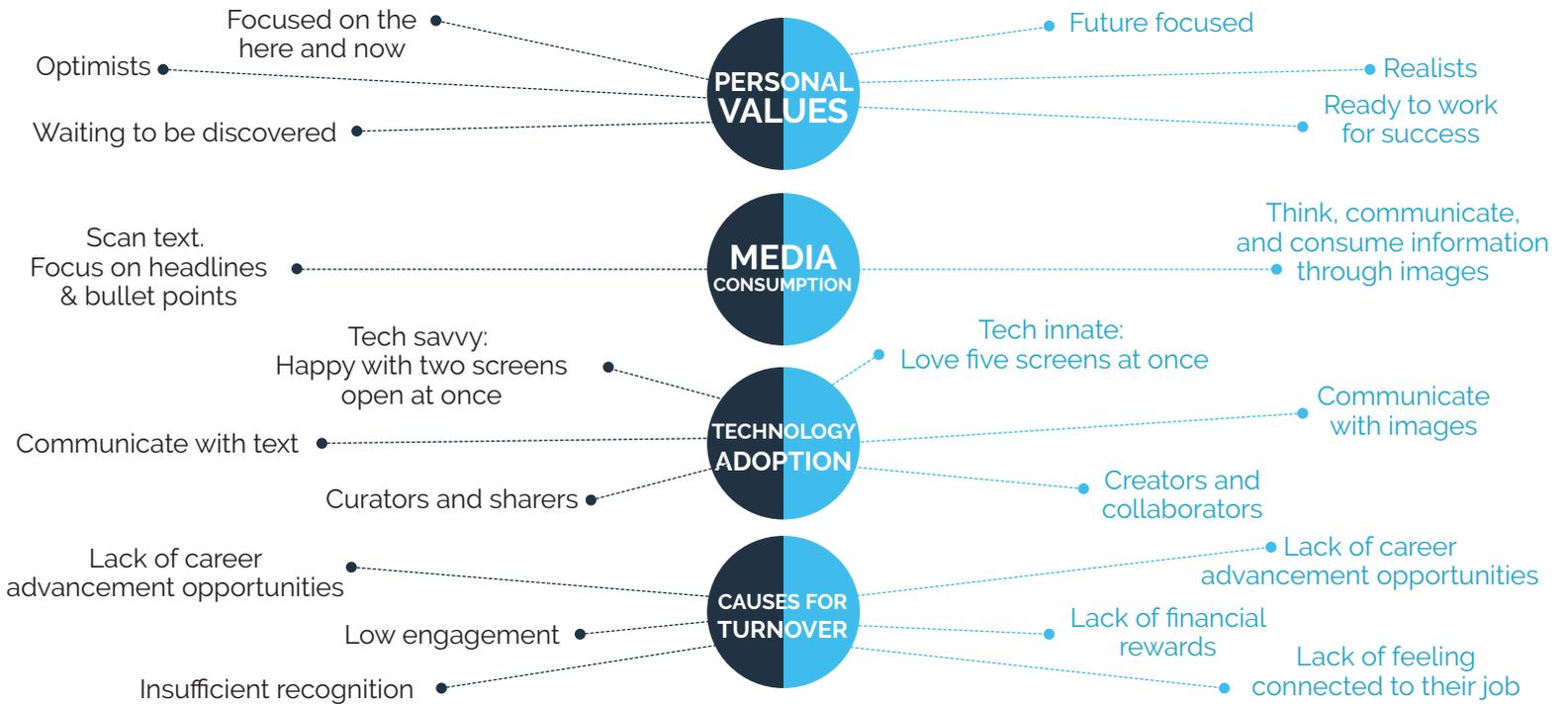
# MULTIPLE GENERATIONS IN THE WORKPLACE

## COMMUNICATION ACROSS MULTIPLE GENERATIONS:

**30%** of executives said *communication skills* are the greatest differences among their company's employees who are from *different generations*.

	BABY BOOMERS	GEN X	MILLENNIALS	GEN Z
Preferred communication style with manager	Most reserved	Control-and-command	Collaborative	In-person
Preferred tool	Pick up the phone & call or in-person	Email	Texting, tweeting, and posting on social media	Text everything, Instagram, YouTube
Feedback Preferences	No news is good news	Once per year during performance review	Feedback in real time, even daily, over annual reviews	Constant, honest, & immediate feedback

## MILLENNIALS & GENERATION Z



MEETING THE TECHNOLOGICAL NEEDS OF THE DIGITAL NATIVES:

**41%** want to see your company on *social media*

**27%** want *wearables* (smartwatches, virtual reality headsets, wireless headphones, body cameras in law enforcement, etc.)

**26%** want *virtual reality* for trainings, marketing