

MULTIPLE GENERATIONS IN THE WORKPLACE

BABY BOOMERS



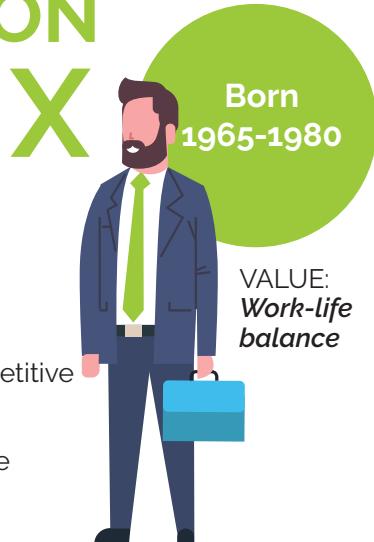
Born
1945-1965

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

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

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

GENERATION X



Born
1965-1980

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

MILLENNIALS



Born
1980-1995

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

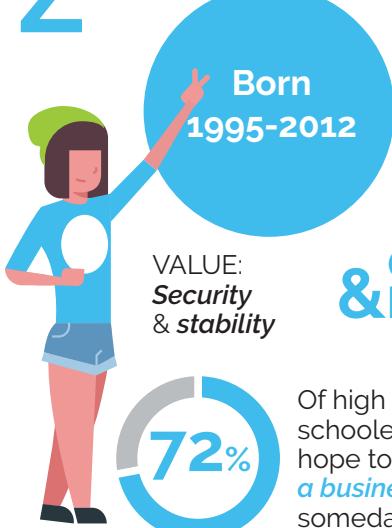
VALUE:
Freedom & flexibility

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

ASPECTS OF THE WORKPLACE MILLENNIALS FEEL ARE MOST DIFFICULT:

29% 28% 27% 22% 22%
Resolving conflicts Negotiating Managing other people Working with older people Working in a team

GENERATION Z



Born
1995-2012

VALUE:
Security & stability

72%

Of high
schoolers
hope to *start a business*
someday

76%

Want **hobbies**
to be
full-time jobs

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

MULTIPLE GENERATIONS IN THE WORKPLACE

30%

COMMUNICATION ACROSS MULTIPLE GENERATIONS:

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

BABY BOOMERS

GEN X

MILLENNIALS

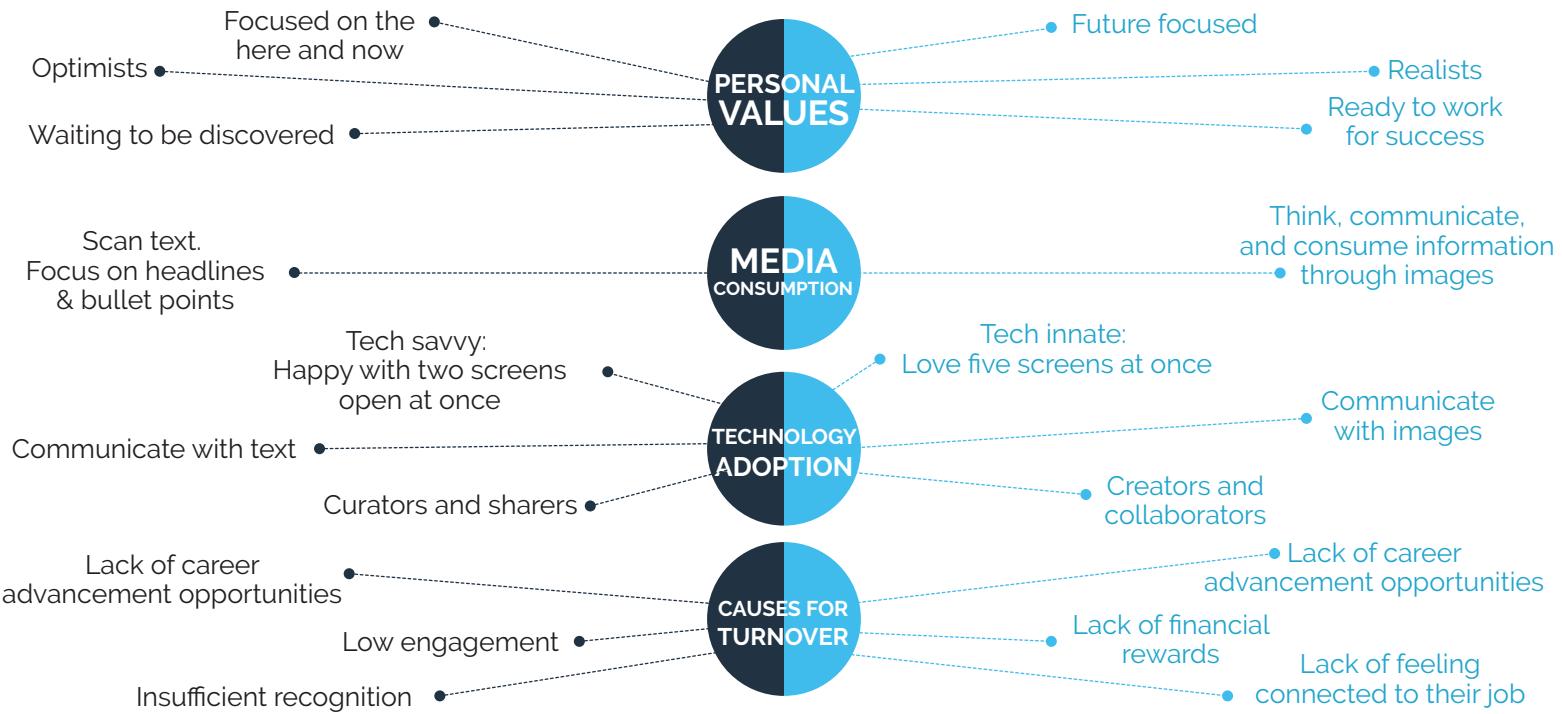
GEN Z

| 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