

MULTIPLE GENERATIONS IN THE WORKPLACE

BABY BOOMERS

Born
1945-1965



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

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

MOST VALUED BENEFIT:

- Excellent retirement and health **benefits**
- **Salary**

GENERATION X

Born
1965-1980



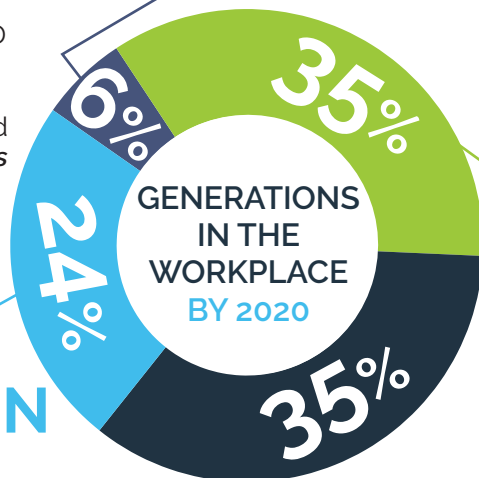
VALUE:
Work-life balance

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:

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

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COMMUNICATION ACROSS MULTIPLE GENERATIONS:

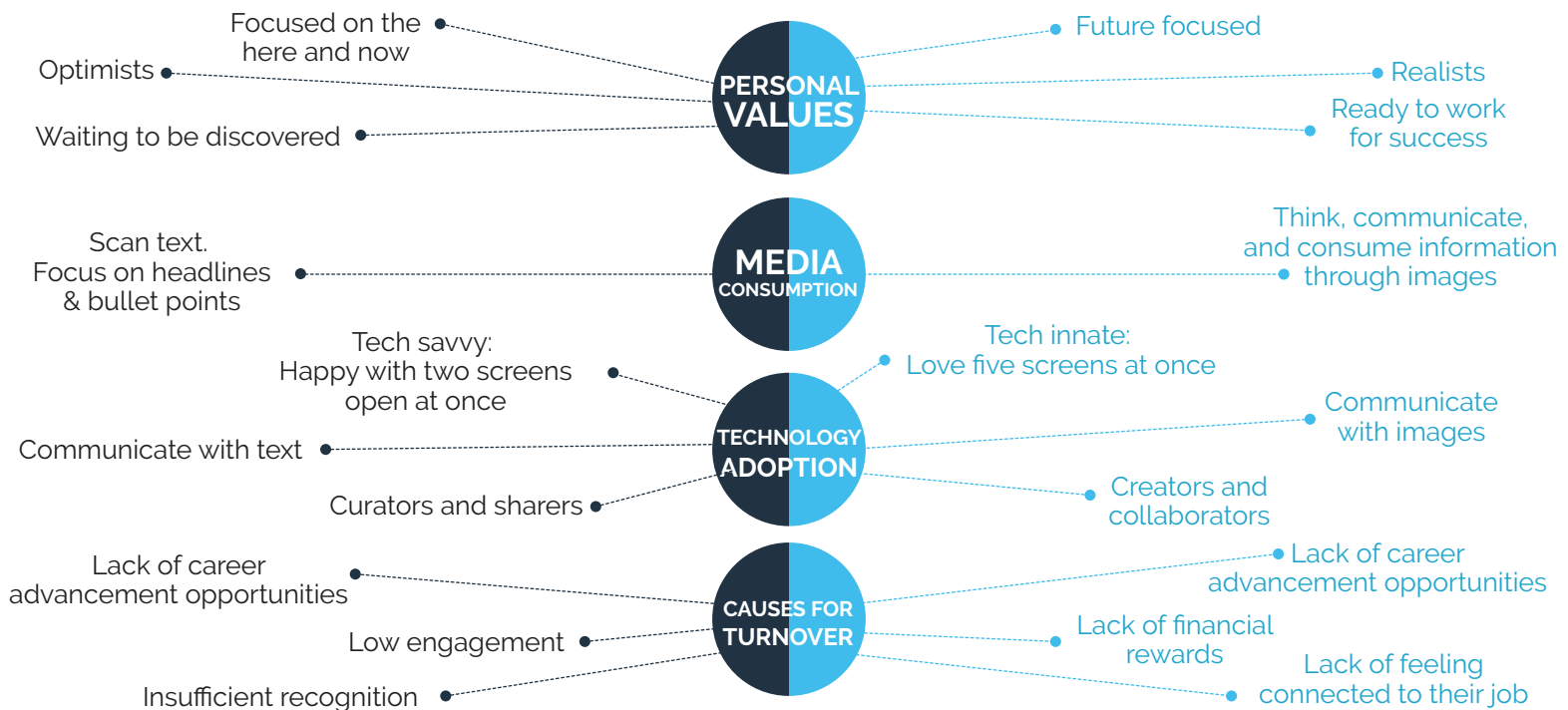
30% of executives said **communication skills** are the greatest differences among their company's employees who are from **different generations**.

| | 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