



Workforce Generations

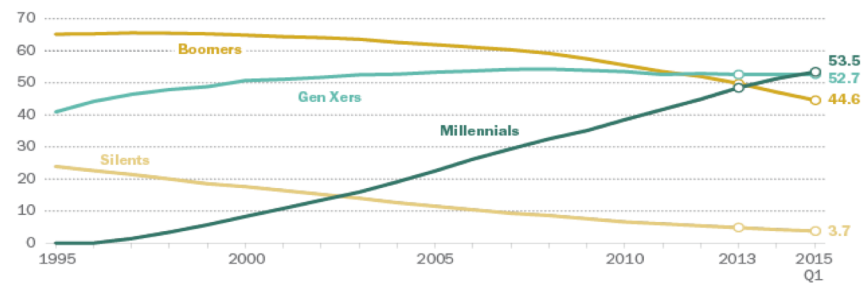
Workforce Generations: Five Classifications

- Traditional/Silent Generation
- Baby Boomers
- Generation X'ers/The Lost Generation
- Millennials/Generation Y'ers
- Generation Z

Workforce Generations

U.S. Labor Force by Generation, 1995-2015

In millions



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.
Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

PEW RESEARCH CENTER

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Workforce Generations: Five Classifications

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Workforce Generations

Quiz Time!

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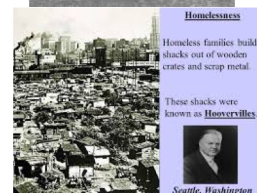
Workforce Generations

Traditional/Silent Generation:

- Age: Mid 70's +
- Hard working, loyal
- Formal Communication Style
- Respect Authority and Rules

WORLD WAR II

UNFORGETTABLE STORIES AND PHOTOGRAPHS BY
CORRESPONDENTS OF THE ASSOCIATED PRESS

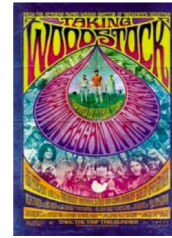


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Workforce Generations

Baby Boomers:

- Age: Mid 50's–Early 70's
- Ambitious
- Informal Communication Style
- Respect Freedom and Hard Work



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Workforce Generations

Generation X/"The Lost Generation":

- Age: Late 30's – Mid 50's
- Comfortable with Technical Communication
- Respect Freedom and Independence
- Work Life Balance



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Workforce Generations

Millennials/Generation Y:

- Age: Early 20's - Late 30's
- Very comfortable with Technical Communication
- Respect Relationships/
- Autonomy
- Work Life Balance



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Workforce Generations

Generation Z:

- Age: Under 21
- "Click" Generation



The Nation

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Workforce Generations

Traditionalists/ Baby Boomers/ Generation "X"

My Paycheck
My Satisfaction
My Boss
My Annual Review
My Weaknesses
My Job

Millennials

My Purpose
My Development
My Coach
My Conversations
My Strengths
My Life

Source: Gallup Millennials Summit, 2016

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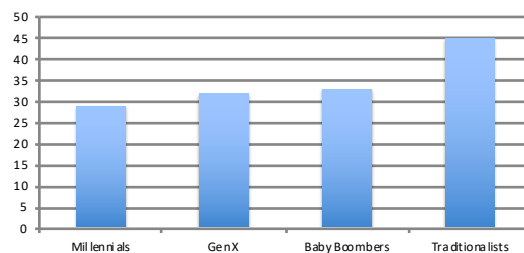
Workforce Generations

Millennials – Key Research Findings

As Employees:

- Change jobs more often than other generations, 6 in 10 are looking for new jobs
- Opportunities to learn and grow is the most important job satisfaction factor
- Millennials are the second largest generation in the workforce
- Least engaged generation

Engagement



Source: Gallup
Millennials
Summit, 2016

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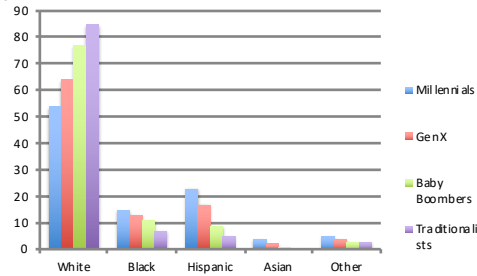


Workforce Generations

Millennials – Key Research Findings

As People:

- Identify as “politically independent” and are the least likely group to be registered voters
- 30% do not identify with a particular religion
- Highly educated and more heavily in debt than older generations
- Racially diverse



Source: Gallup
Millennials
Summit, 2016

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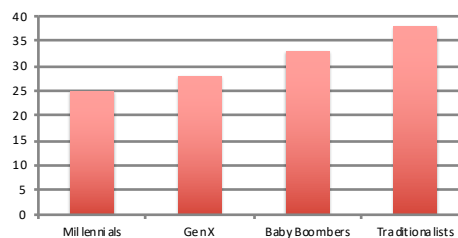
Workforce Generations

Millennials – Key Research Findings

As Consumers:

- View economy positively
- Tend to disengage from traditional institutions (Financial & Marriage)
- Look for fun and entertaining experiences
- Not engaged as consumers

Consumer Engagement



Source: Gallup
Millennials
Summit, 2016

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Workforce Generations: How do we manage them?

Baby Boomers:

- Status
- Compensation
- Coaching – Work Life Balance/
Technology

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Workforce Generations: How do we manage them?

Generation X'ers:

- Feedback
- Freedom/Autonomy
- Coaching – Respect/Patience

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Workforce Generations: How do we manage them?

Generation Y'ers:

- Meaningful Work
- Fast Paced
- Coaching – Respect/Patience

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Workforce Generations: Other Considerations

- Legal
- Organizational Culture
- Policies and Procedures

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Workforce Generations: Summary

- Unique contributions
- Unique challenges

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Workforce Generations

Q & A?

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References:

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