



# Workforce Diversity/ Leading Across the Generations

# Workforce Generations: Five Classifications

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But first a.....



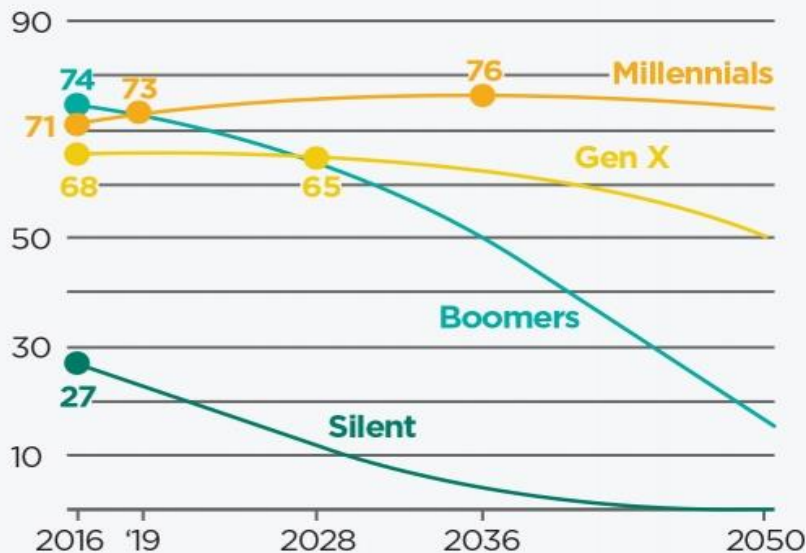
# Workforce Generations: Five Classifications

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

# Workforce Generations

## Projected population by generation *In millions*



### GEN Z

Born 1997 and later

Age in 2019: 22 and younger

### Millennials

Born: 1981 to 1996

Age in 2019: 23 to 38

### Gen X

Born: 1965 to 1980

Age in 2019: 39 to 54

### Baby Boomers

Born: 1946 to 1964

Age in 2019: 55 to 73

### The Silent Generation

Born: 1928 to 1945

Age in 2019: 74 to 91

Note: Millennials refer to the population ages 20 to 35 as of 2016.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2016 population estimates.

# Workforce Generations

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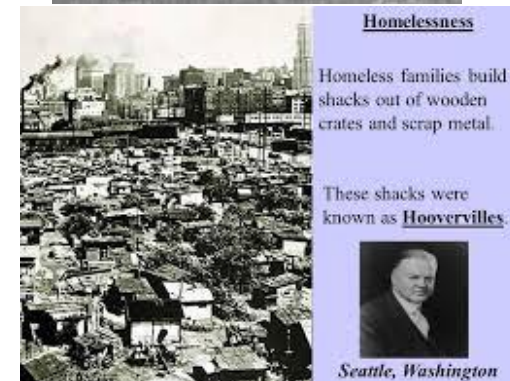
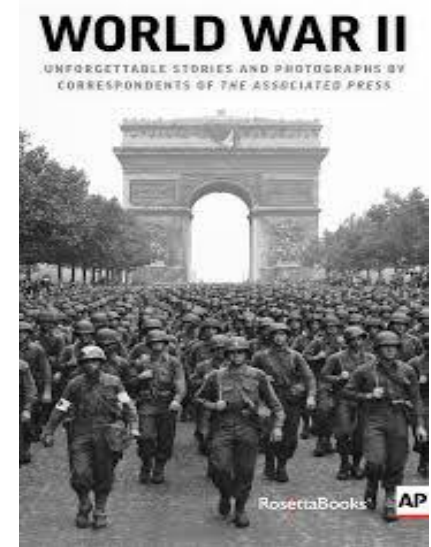
## ???Questions for the Group???

- \* What types of age demographic changes have you seen in your workplaces?
- \* What have been some of the biggest challenges have you experienced as a result of these changes?

# Workforce Generations

## Traditional/Silent Generation:

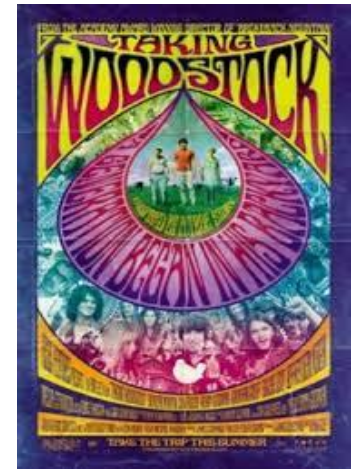
- Age: Upper 70's +
- Hard working, loyal
- Formal Communication Style
- Respect Authority and Rules



# Workforce Generations

## Baby Boomers:

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





# Workforce Generations

## Generation X/"The Lost Generation":

- Age: Early 40's – Mid 50's
- Comfortable with
- Technical Communication
- Respect Freedom
- and Independence
- Work Life Balance





# Workforce Generations

## Millennials/Generation Y:

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



# Workforce Generations

## Generation Z:

- Age: Under 24
- “Click” Generation
- Respect Collaboration
- Work Life Balance
- “Real Time” Incentives



# Workforce Generations

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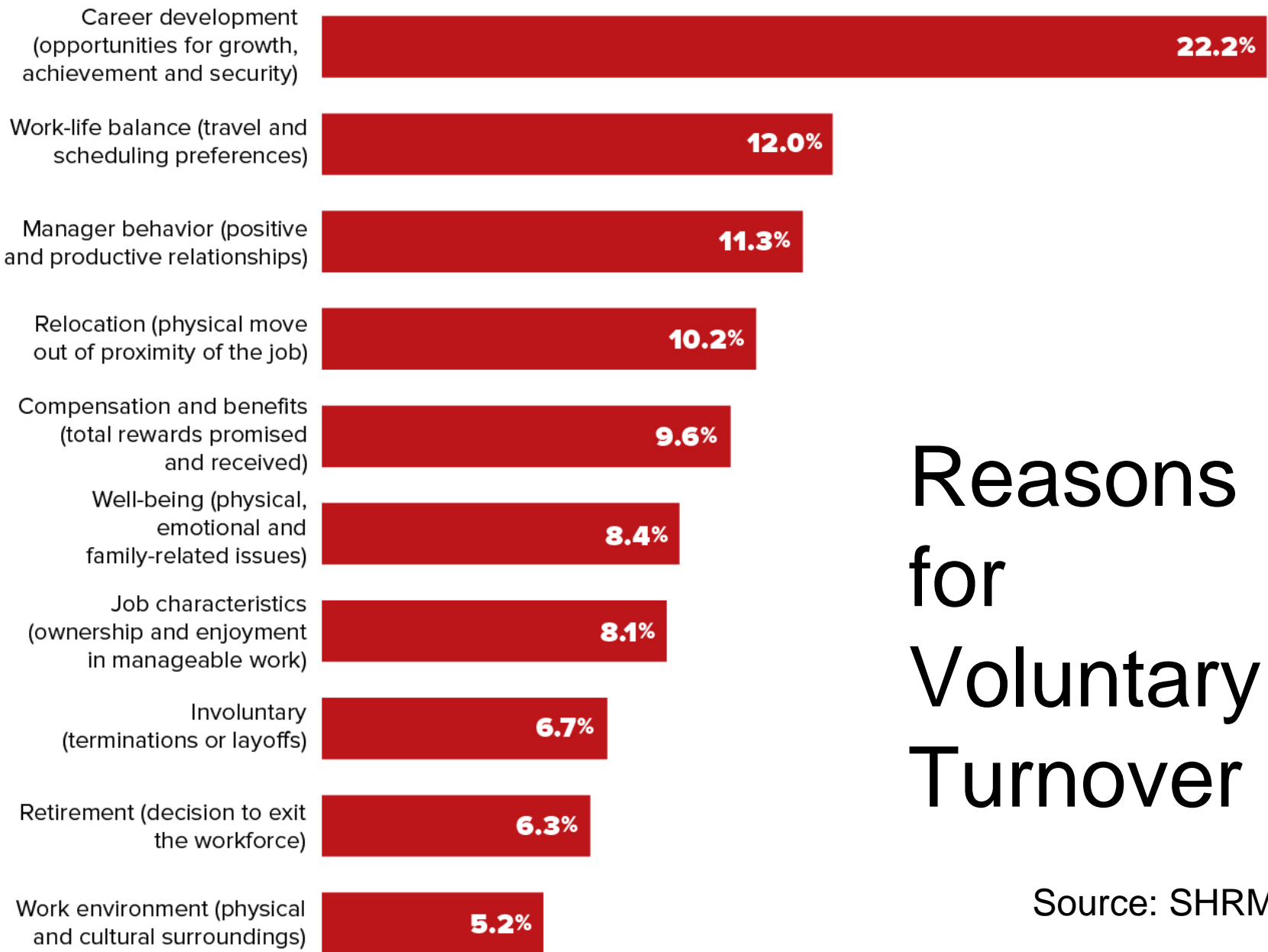
Traditionalists/  
Baby Boomers/  
Generation "X"

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

Millennials/Gen Z

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

Source: Gallup Millennials Summit, 2016



# Reasons for Voluntary Turnover

Source: SHRM, 2020

# Workforce Generations: How do we manage them?

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

# Workforce Generations: How do we manage them?

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## Traditionalists:

- Consider: More in-person communication and structured work assignments
- Focus on: Knowledge Sharing/Mentoring
- Coaching: Work Life Balance, Technology and respect for new job structures/processes

# Workforce Generations: How do we manage them?

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## Baby Boomers:

- Consider: More in-person communication and structured work assignments
- Focus on: Knowledge Sharing/Mentoring and compensation related incentives
- Coaching: Work Life Balance, Technology and respect for new job structures/processes



# Workforce Generations: How do we manage them?

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## Generation X'ers:

- Consider: Work assignments that are less structured where employees can work autonomously, most effective way of communicating with individuals (in-person or electronically)
- Focus on: Feedback and a variety of monetary and non-monetary incentives
- Coaching: Respect for rules and processes

# Workforce Generations: How do we manage them?

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## Generation Y'ers:

- Consider: Work assignments that are meaningful to them/connected to the mission of the organization, faced paced/showcase ability to multi-task, electronic communication
- Focus on: Professional development/"career pathing" and non-monetary incentives
- Coaching: Respect for standard processes/work standards, patience with career development

# Workforce Generations: How do we manage them?

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## Generation Z'ers:

- Consider: Work assignments that are meaningful to them/connected to the mission of the organization, fast paced/showcase ability to multi-task, electronic communication
- Focus on: Professional development/"career pathing" and "real time" monetary and non-monetary incentives
- Coaching: Respect for standard processes/work standards, patience with career development

# Workforce Generations: Other Considerations

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- Legal
  - Age Discrimination in Employment Act
  - Older Workers Benefit Protection Act
- Organizational Culture
  - Inclusive vs. Exclusive
  - Formal vs. Informal
- Policies and Procedures
  - Flexibility
  - Support Diversity Efforts

# Workforce Generations: Summary

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**Respect is the key word!**

# Workforce Generations

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Q&A?

# Workforce Generations - Resources

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<http://money.usnews.com/money/blogs/planning-to-retire/2012/05/08/the-new-ideal-retirement-age-67>

<http://www.businesspundit.com/4-generations-of-workers-can-you-relate/>

<http://www.metlife.com/assets/cao/mmi/publications/studies/mmi-workbook-generations-workplace.pdf>

<http://writespeaksell.com/a-company-divided-bridging-the-generation-gap-at-work-through-the-power-of-communication>

[http://www.valueoptions.com/spotlight\\_YIW/pdfs/articles/Understanding and Managing Different Generations.pdf](http://www.valueoptions.com/spotlight_YIW/pdfs/articles/Understanding_and_Managing_Different_Generations.pdf)



# Workforce Generations - Resources

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<http://writespeaksell.com/a-company-divided-bridging-the-generation-gap-at-work-through-the-power-of-communication>

[http://www.valueoptions.com/spotlight\\_YIW/pdfs/articles/Understanding and Managing Different Generations.pdf](http://www.valueoptions.com/spotlight_YIW/pdfs/articles/Understanding_and_Managing_Different_Generations.pdf)



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