



Generations at Work

Insights from Our Survey of the Generations

Who Is strategic HR?



Outsourced HR Solutions

Tailored HR Support to meet your specific needs.



Outsourced Recruiting

Full-cycle, on-demand services, serving as a seamless extension of your staff.



Contract HR Services

Provide qualified, vetted, onsite HR support for your interim/temporary needs.



Virtual HR Solutions

24/7 Self-service access to information and expert knowledge at your fingertips



Why the Generations?

Each generation has a different perspective based on their upbringing and daily lives.

We can be successful by learning to understand the point of view of each generation, recognizing their similarities to find common ground and respecting their differences.

Through 15+ years of studying what the Generations can teach us, we're able to better inform, improve, and elevate interactions in the workplace.

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Linda Gravett, Ph.D. SPHR and
Robin Throckmorton, M.A., SPHR



*How to Get Radio Babies,
Boomers, Gen-Xers, and
Gen-Yers to Work
Together and Achieve More*

Who Am I?



Miami University Grad
2017



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Sr. Sales & Marketing Consultant



Live in Loveland, OH

Five Key Results



Formative Years & Personal Happiness



Job Search, Workplace Preferences, & Motivations



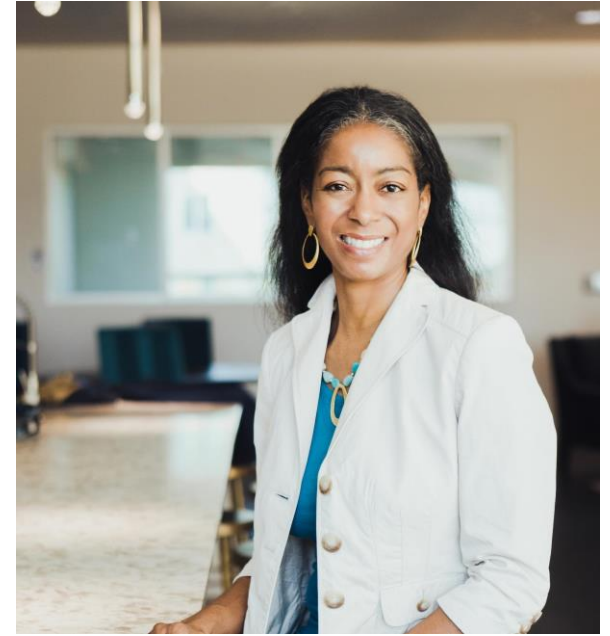
Remote Work Preferences



Bothersome Characteristics of Other Generations

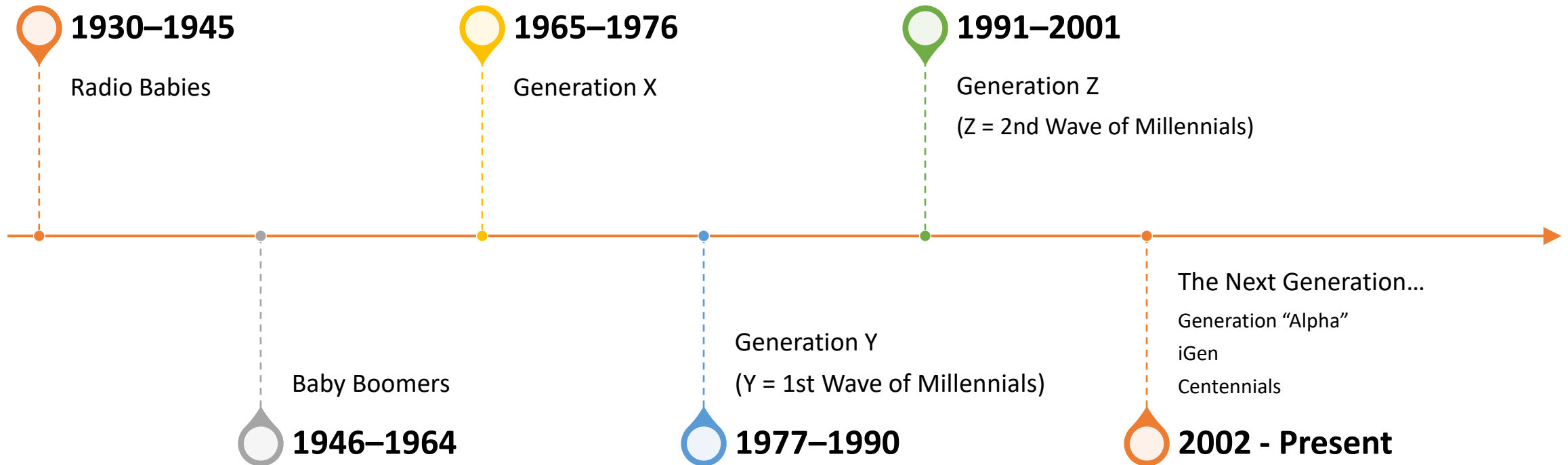


What Each Generations Wants You to Know

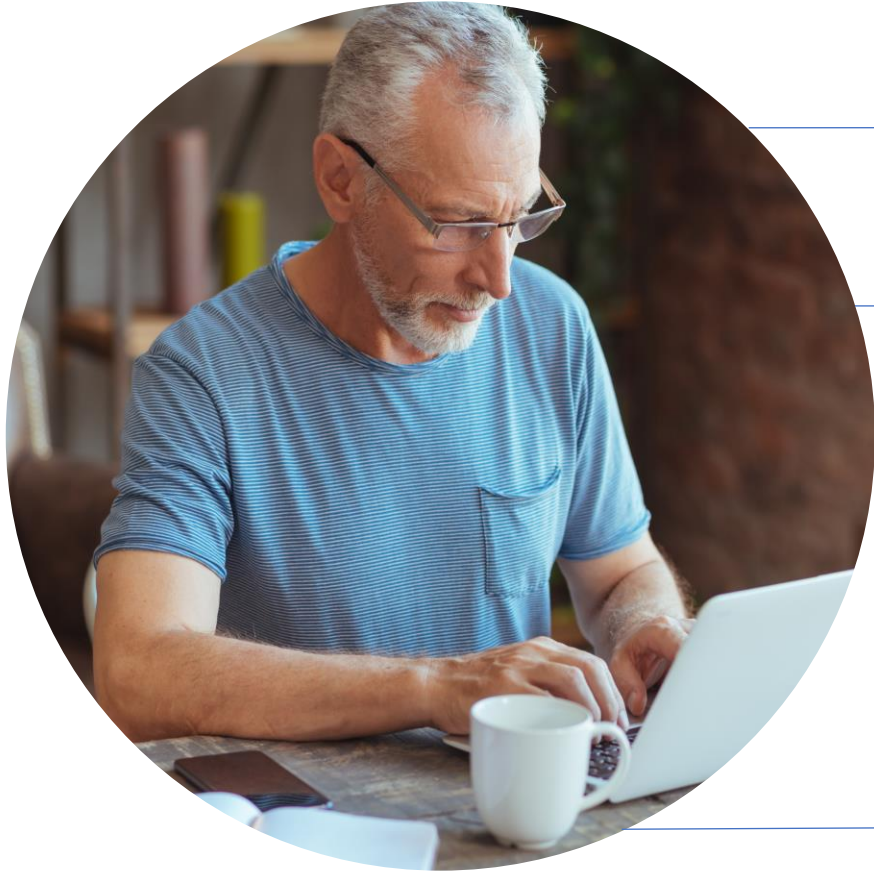


Who Are the Generations?

The Six Generations



Baby Boomers



Born 1946 - 1964



Events of Their Times

- Civil Rights Marches
- Sexual Revolution
- Man on the Moon
- Nixon Resignation
- Vietnam War
- Woodstock



Sense of equity and paying one's dues



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Generation X



Born 1965 - 1976



Events of Their Times

- Oil Shortages
- Terrorist Attacks
- Soaring Inflation
- Watergate
- Iran Contra
- Bomb Scares/Nuclear Warfare
- Castro
- AIDS



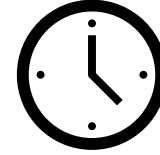
Lack of Trust



Generation Y



Born: 1977 - 1991



Events of Their Times



- Assassinations / School shootings
- Televised wars
- Terrorist attacks
- AIDS, anthrax, other biogenetic warfare
- Fear of strangers kidnapping them
- Technology boom
 - Job as a teen making more than parents
 - Start own business as a teen

Fear



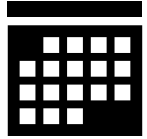
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Generation Z



Born: 1991 - 2001



Events of Their Times (From Young Ages)

- 9/11
- War on Terror
- First African American President
- Recession of 2009
- Hurricane Katrina
- Energy crisis



Guidance – “teach me, show me, give me”

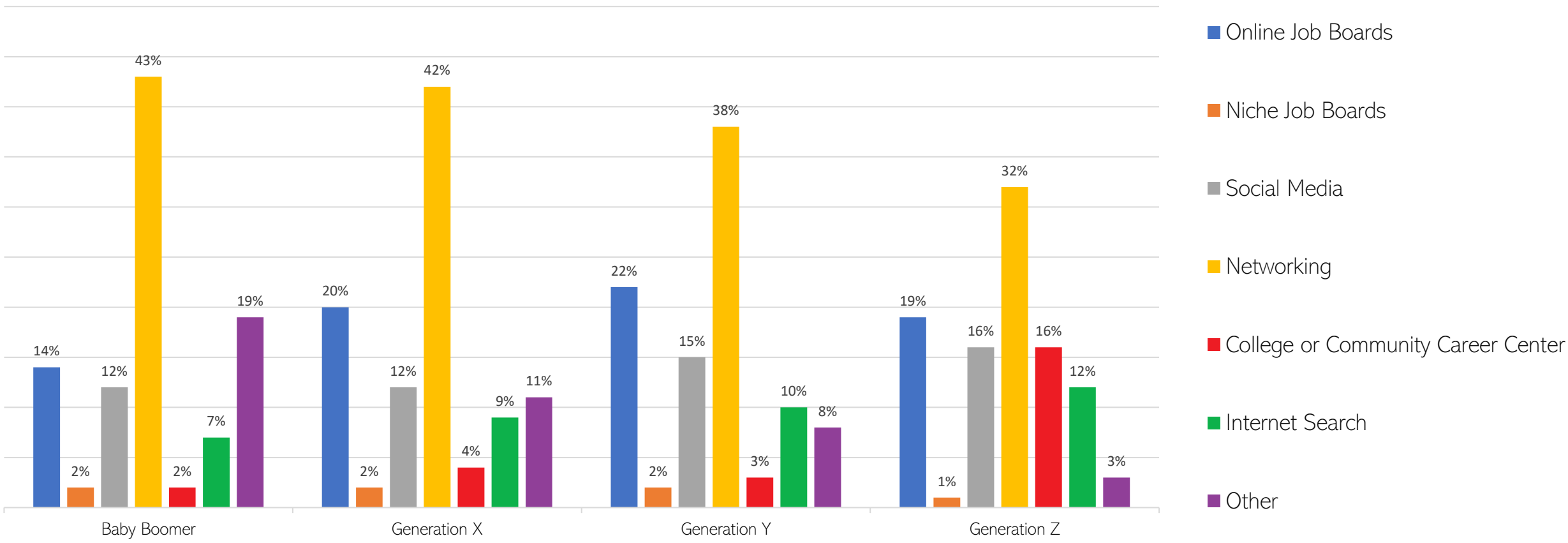




Job Search, Workplace Preferences & Motivations

Job Search Tools

How Did You Find a Job?



Key Takeaways



40%

The percentage of job seekers who found their next opportunity through networking.



44%

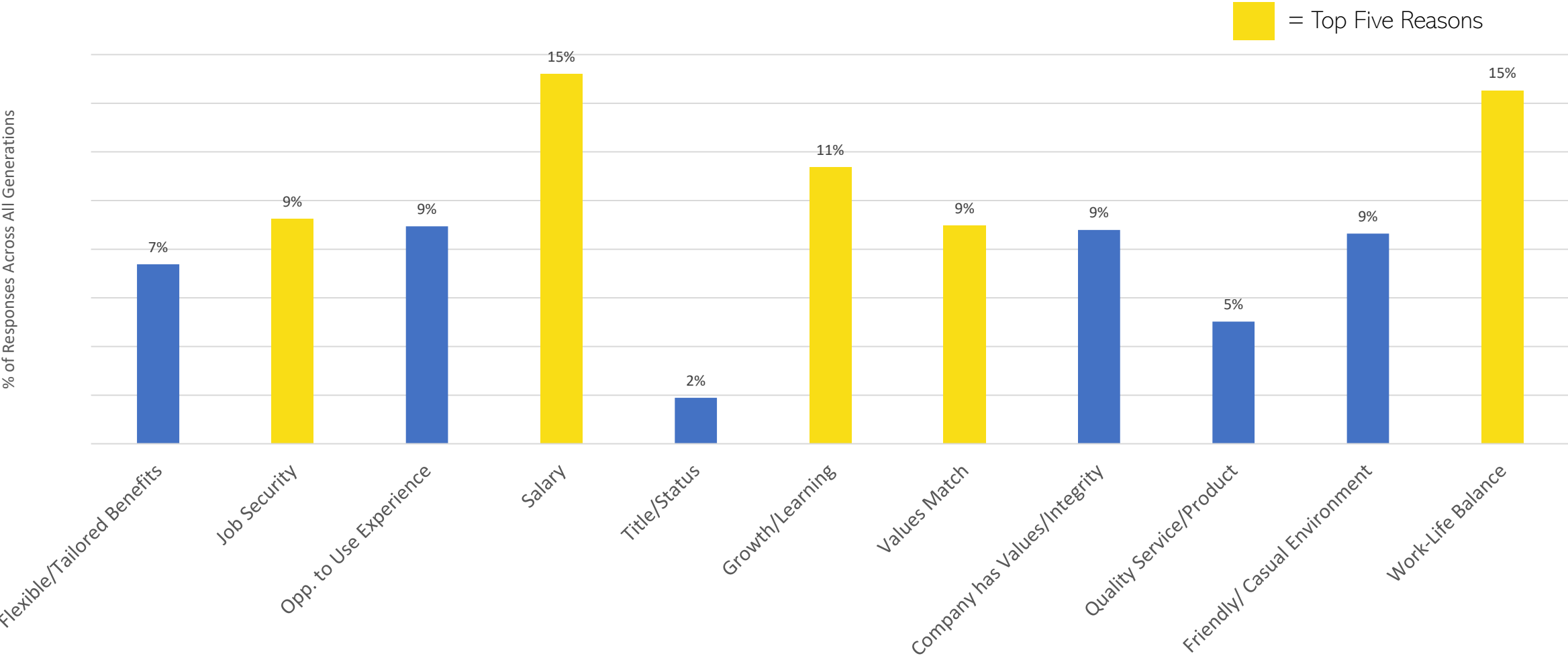
The percentage of job seekers who found their next opportunity through an online resource (social media, company's career page, online job boards, internet search, etc.)



2%

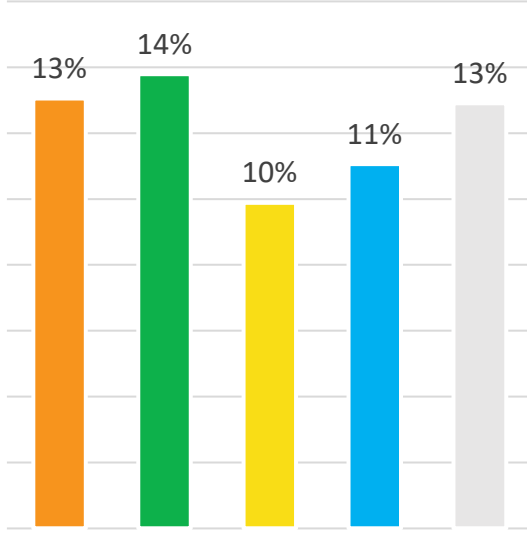
The percentage of job seekers who found their next opportunity through a niche job board.

Reasons to Join a Company

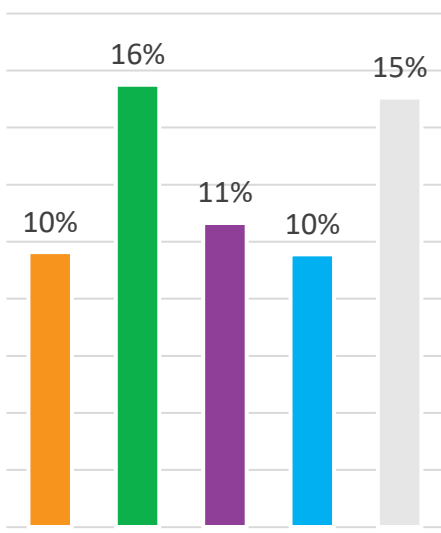


Reasons to Join a Company

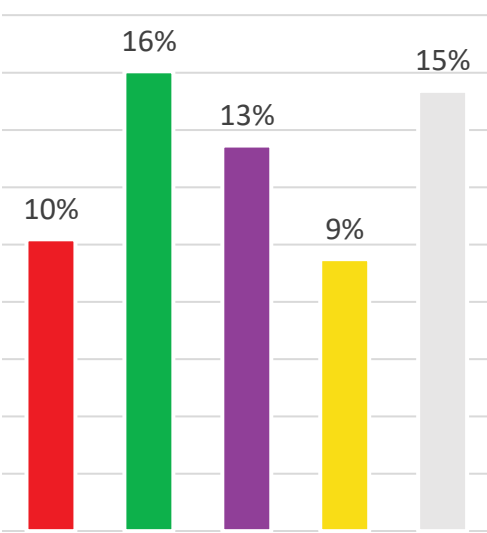
Baby Boomers



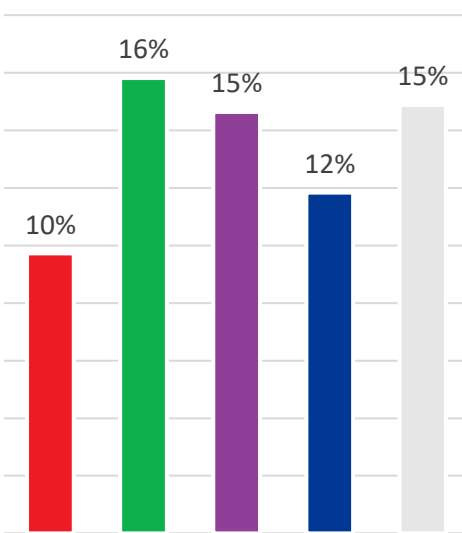
Generation X



Generation Y



Generation Z



- Job Security
- Salary
- Match btwn Company & Personal Values
- Friendly, Casual Work Environment

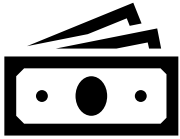
- Opportunity to Use Experience
- Growth & Learning Opportunities
- Company has Values/Integrity
- Ability to Enjoy Work/Life Balance

If You're Driven By...



An Opportunity to Use Your Experience

Are there mentorship opportunities? Will you have an opportunity to lead a project? Do you see areas that might benefit from additional perspectives?



Salary

Does the offered salary range meet your budget? Are there bonus or raise opportunities? Have you reviewed the total compensation statement to understand what non-tangible benefits may be available?



A Match Between the Company & Personal Values / Company Has Values/Integrity

Have you visited the company's website? Do you see a Mission/Vision/Values statement? What is their community involvement like? What associations are they affiliated with? How does their business impact communities, organizations, or individuals that are close to your heart?



Work/Life Balance

How do current company policies and common practices align with and support the value of work/life balance? Is there a level of flexibility that allows for the work/life balance that you are seeking?

Workplace Motivation



If You're Motivated By...



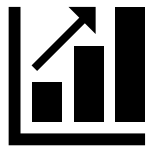
Taking Pride in What You Do

What brings you pride? What do you want to represent? What kind of impact do you want to have?



Enjoy the People You Work With

What are your expectations of a culture? Of inter-team communications and support? What personal/professional boundaries do you need to have, and what personalities do you mesh well with?



Growth & Development Opportunities

What are your goals three to five years out? What kind of responsibility do you have? What kind of impact on the business? It doesn't have to be leadership – but you should have a goal in mind.



Work/Life Balance

How do current company policies and common practices align with and support the value of work/life balance? Is there a level of flexibility that allows for the work/life balance that you are seeking?

What Does This Mean for Me?

During Our Interview Prep:

- ❑ Consider *why* you want to join this company.
- ❑ How do these reasons align with your personal preferences and goals?
- ❑ Do you see these reasons reflected in the company?

During Our Interview

- ❑ You may be asked “why” we want to join. Have an answer prepared.
- ❑ Ensure that it’s a mutually beneficial answer.
- ❑ Turn it around – what motivated your interviewers to join this team?

After the interview

- ❑ Follow up with a Thank You
- ❑ Highlight why these reasons align with you and the company



What Does an Ideal Boss Look Like?



Communication Preferences

**Most Preferred
Communication Method?**



#1: 1-on-1 Discussions

#2: Email

**Least Preferred
Communication Method?**



#1: Text

#2: Chat

What Does This Mean for Me?

During Our Interview Prep:

- ❑ Consider how we like to be communicated with the most.
- ❑ Have our list of traits we wish to see in our leadership.

During Our Interview

- ❑ Ask about the team's management style. Turn the question on them.
 - ❑ *"Tell me about this manager's style. How do they like to be communicated with, supported, what are they missing?"*
- ❑ Ask questions to learn how teams communicate internally.

After the interview

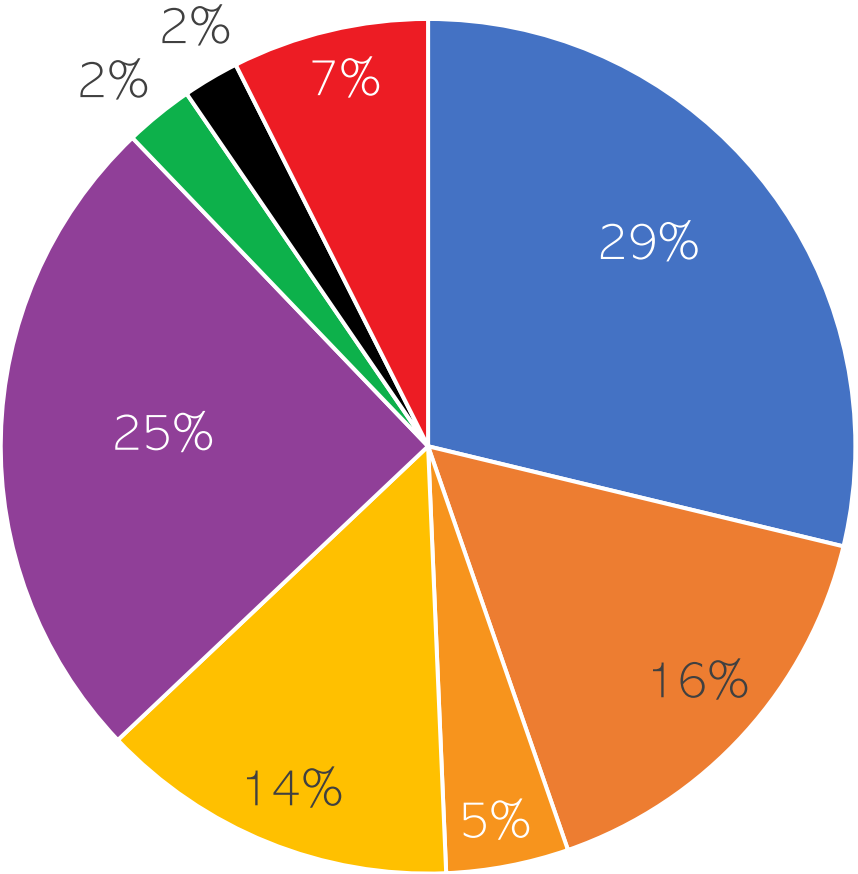
- ❑ Follow up with a Thank You in the ways that align with the company's communication style.





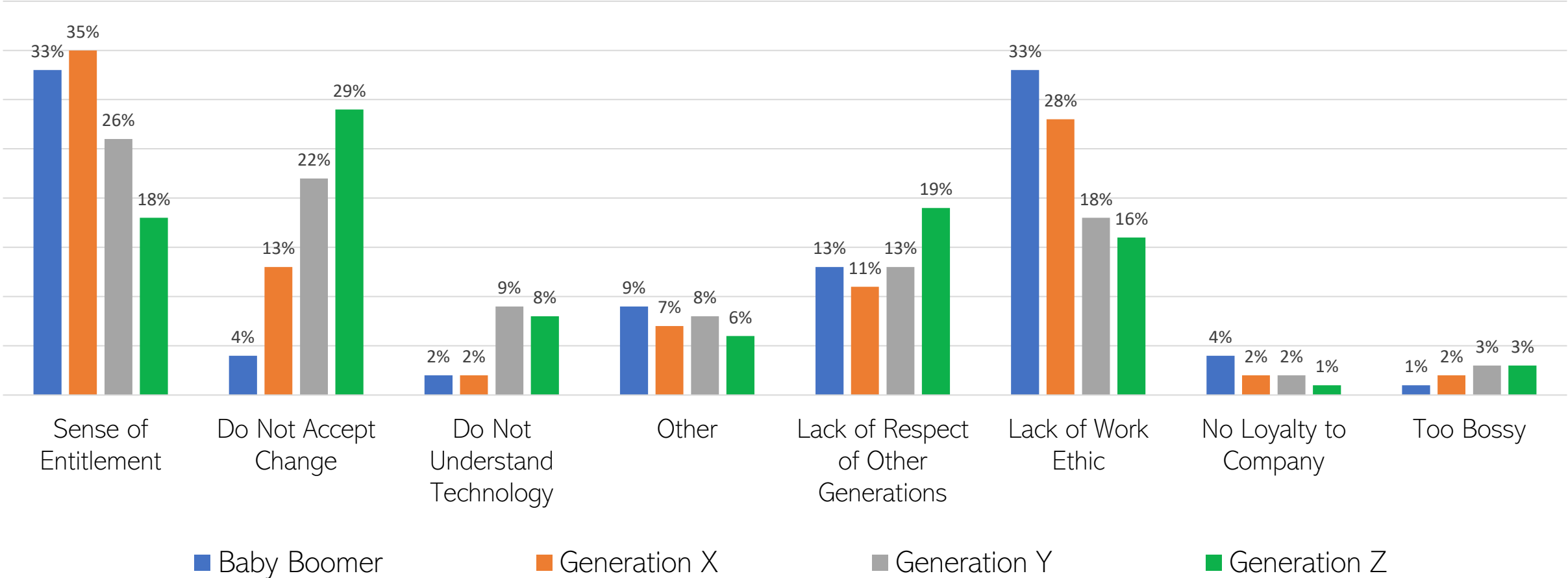
Bothersome Characteristics of Other Generations

Bothersome Characteristics – All Generations



- A sense of entitlement
- Do not accept change
- Do not understand technology
- Lack of respect of other generations
- Lack of work ethic
- No loyalty to the company
- Too bossy
- If other, please specify

Bothersome Characteristics – By Generation





What the Generations Want You to Know



We are **hardworking**, have a **strong work ethic**, **value integrity**, and are **loyal**.

R-E-S-P-E-C-T – we believe in giving and receiving respect at all times.



We have a wealth of experience and wisdom/knowledge that we want to share. **We want the next generations to listen, value, and capitalize on this knowledge and experience.**

We understand constant change, and we are **adaptable**.

You have to start at the bottom and work your way up. **Nothing is handed to you**, and you are never entitled to it unless you work for it.



While we often do not get excited about technology, we do use and understand it and are often **savvier with it than you think**.

We're not old yet, and we are not done contributing. And while **we still have a lot to offer**, we are still capable and willing to learn too.



Baby Boomers

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We **work hard** and have **integrity**, a strong **work ethic**, and valuable experience **from which younger and older generations can learn**.



We value our personal lives outside of work as an integral component to our overall happiness, and **therefore work/life balance is critically important to us**.

We are the “**bridge generation**.” Gen X hasn’t changed the world, but we paved the way for substantive change to happen.

We value different opinions and are open to learning new ideas and new ways of doing things.



We do what it takes to get the job done. There is no “it’s not my job.” We give 100% and reap the rewards of hard work.

We all can and do make a difference. We enjoy working in a **multigenerational workforce** and **value the differences each person brings**.



We have an **entrepreneurial, collaborative, and innovative approach**. We don’t conform to company policies – **we evolve them**.

Generation X

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Not all millennials are the same. We are all unique and care about or want different things; the key is to find what motivates each person.

We still know what it means to work hard and have a strong work ethic.



We **work smarter, not harder**, and don't need to clock 40-50 hours a week to be deemed productive or have a strong work ethic. We **use technology to be efficient**.

Regarding work/life balance – **we bring our whole selves to work**, which means having time to take care of ourselves outside of work is important to being productive at work.

Work is not a job to us, but **part of our self-identity**. We want to be valued for our contribution and making a difference.



We value companies that have a purpose beyond their walls and **feel more loyal to a company that is proactive in its efforts to improve the world**. We are not afraid to hop from job to job until we find a company that matches our values.

Flexibility – we value it and desire it in all areas of life.

Just because we like to communicate electronically doesn't mean we do not value face to face connection.



Generation Y

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Just because we're young doesn't mean we don't know what we're talking about and don't have things to contribute. Listen and engage with us – **we want to have input, bring about change, and be heard.**



We are motivated by work/life balance and strong company values. We want **our values and the company's values to be aligned.**

We desire **the ability to love what we do** and to be **passionate about our job.** We don't believe in staying in one place forever; we will change jobs as often as necessary to be happy.

We will also not stay at a company that does not value our development and happiness as a person.



We are not lazy! We can be extremely loyal and hardworking, but the leadership has to first respect us and **treat us as equals** – not underlings.

We will bring **CHANGE** to the workforce like no other generation; bringing innovation, new work styles, and diversity. We like change – to experience it, we're open to it, it is good, and we will go where we can create change at work and in the world.



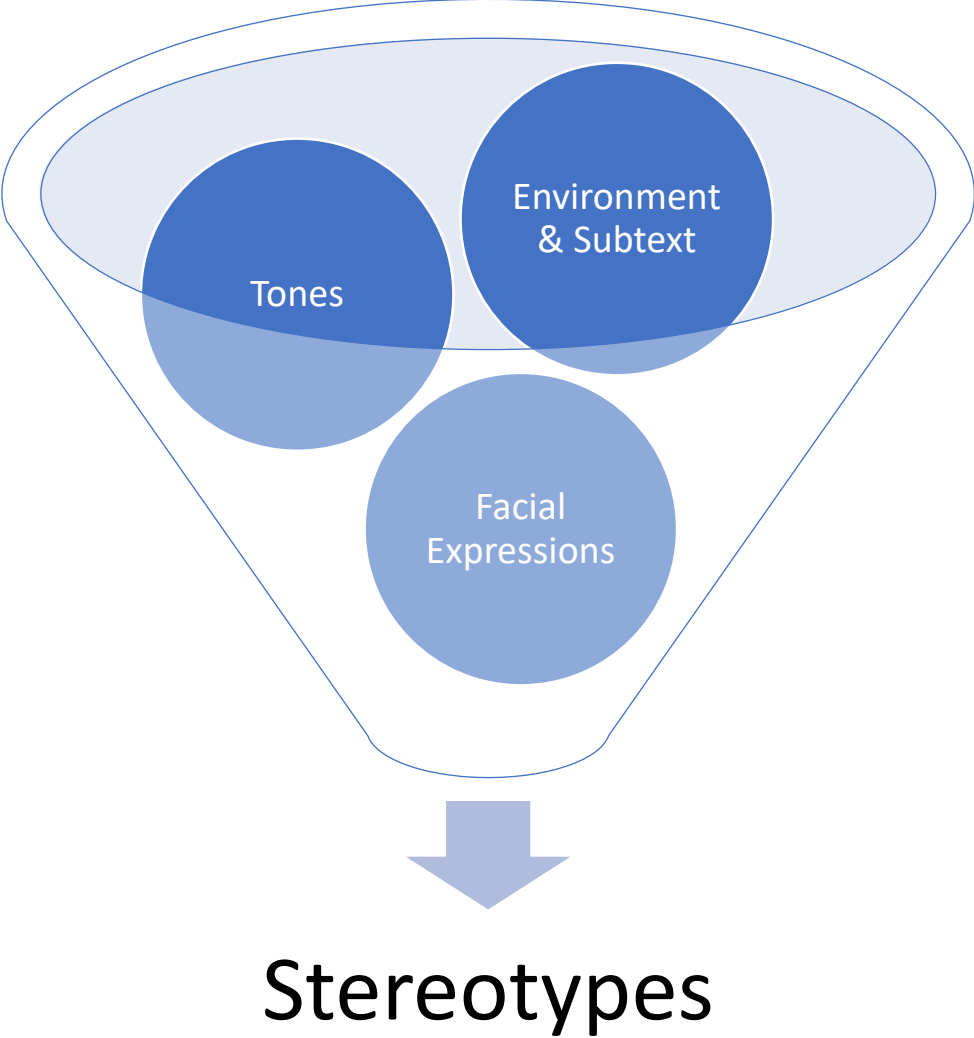
Technology has been a part of our entire lives; we value it and feel very comfortable using it.

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What Does This Mean for Me?



Bottom Line

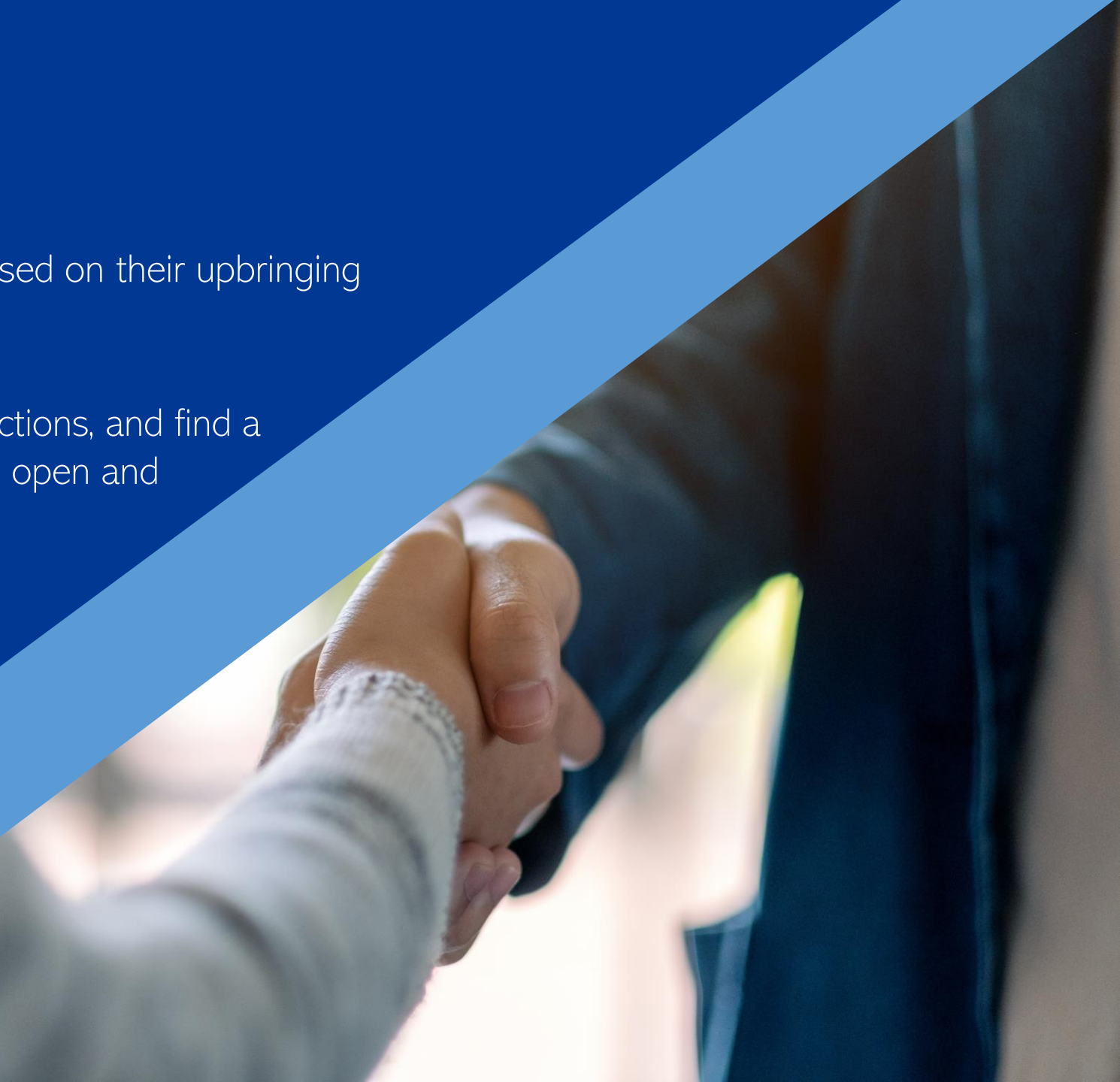
Each generation has a different perspective based on their upbringing and daily lives.

We can be land our next role, build new connections, and find a home with a team that we mesh with by being open and willing to learn and listen to each other.

Embracing our generation's strengths and opportunities, while acknowledging others, can help us better understand how we can take steps closer to professional satisfaction.

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Questions?



Thank you!

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Additional Findings



Gen Z had the most focus on money in comparison to other generations, as others have had more opportunity to build wealth over time.



Ability to enjoy work-life balance was high on the list for Generations X and Y.



Generations Y and Z placed a greater emphasis on growth and learning opportunities.



Baby Boomers were the most motivated by the concept of contributing to the mission and values of an organization.



Gen X and Baby Boomers ranked “being recognized for their experience and wisdom” higher than Gens Y and Z.