

# GENERATIONAL DIVIDES IN THE WORKPLACE



## U.S. WORKFORCE BREAKDOWN

### >1% – Traditionalists

- >> Born 1925 to 1945
- >> Also known as the Silent Generation
- >> Communicate via personal touch and handwritten notes in lieu of email
- >> Motivated by recognition, respect and providing long-term value to an organization
- >> Working style is linear and includes a tendency towards following the established order and thinking change is only needed when something is broken
- >> Expect employers to provide stable, satisfying work as well as additional opportunities to contribute



### 19% – Baby Boomers

- Born 1946 to 1964 <<
- Also referred to as the Me Generation <<
- Communication style includes phone calls and face-to-face (whatever is most efficient) <<
- Motivated by professional development, perks, praise, promotions and challenge <<
- Like working in a structured organization, are cautious about change and seldom challenge the rules <<
- Expect employers to provide specific goals and strict deadlines, as well as the opportunity to mentor and offer feedback <<

### 35.5% – Generation X

- >> Born 1965 to 1980
- >> Also referred to as the Forgotten Generation, Latchkey Generation and MTV Generation
- >> Communication style includes phone calls, emails and face-to-face (whatever is most efficient)
- >> Motivated by a work-life balance, diversity in the workplace and personal interests instead of the company's
- Working style is flexible and they see change as opportunity
- >> Expect employers to provide immediate feedback, flexible work arrangements and a work-life balance along with opportunities for personal development



### 39% – Generation Y

- Born 1981 to 1995/6 <<
- Also known as millennials, Gen Me, Gen We and Echo Boomers <<
- Prefer communication via IMs, texts and email <<
- Motivations include unique work experiences, responsibility and high-quality management <<
- Fluid working style with the expectation to create new rules, with change equaling improvement <<
- Expect employers to provide immediate feedback, manage by results, offer flexibility and get to know them personally <<

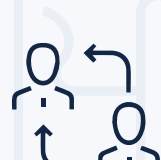


### 6% – Generation Z

- >> Born 1996/7 to 2012
- >> Also known as the iGeneration, post-millennials and the Homeland Generation
- >> Communicate through IMs, texts and social media
- >> Motivations include workplace diversity yet individuality, the ability to personalize and work creatively
- >> Working style is agile, seeking balanced rules and seeing change as a reality
- >> Expect employers to allow for self-direction and independence while also providing work-life balance and the opportunity to work on multiple projects



## STRATEGIES OF A SUCCESSFUL MULTI-GENERATIONAL WORKFORCE DYNAMIC



Offer peer mentoring to build trust and respect.



Create an environment where opinions are heard and can be valued.



Gather feedback from all employees for input from varying perspectives.



Provide development opportunities – an important motivator spanning the generations.



Ensure company policies are welcoming to all.



Be accommodating of unique needs through flextime, remote opportunities and other means of maintaining a healthy work-life balance.

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