GET READY FOR

GENERATION

How Businesses Can Prepare for an Increasingly Diverse Multigenerational Workforce
Today’s Presentation

- Defining the generations
- Who are Generation Zers?
- How do Gen Zers want to work?
- How can you recruit and retain Generation Z?
- How will the multigenerational workplace work?
Generation by Generation

Baby Boomers
Born 1946 to 1964
(ages 51 to 69)

Generation X
Born 1965 to 1977
(ages 38 to 50)

Generation Y
Born 1978 to 1989
(ages 26 to 37)

Generation Z
Born 1990 to 1999
(ages 16 to 25)

Sources: The Changing Workforce: Urgent Challenges and Strategies, 2007, Joe Kristy, Associate partner, Human Capital Management Practice, IBM; Bruce Tulgan, founder, RainmakerThinking
# Generation by Generation

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<tr>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Generation Y</th>
<th>Generation Z</th>
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<tr>
<td>Challenge the rules</td>
<td>Change the rules</td>
<td>Create the rules</td>
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<td>Change = caution</td>
<td>Change = opportunity</td>
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<td>Guarded communication</td>
<td>Hub and spoke communication</td>
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<td>Unilateral leadership</td>
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<td>Horizontal problem-solving</td>
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<td>Entrepreneurial problem-solving</td>
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Sources: *The Changing Workforce: Urgent Challenges and Strategies*, 2007, Joe Kristy, Associate partner, Human Capital Management Practice, IBM; Bruce Tulgan, founder, RainmakerThinking
Who are Gen Zers?
Who are Gen Zers?

- Digital natives
- More diverse*
- More educated*

*Source: U.S. Census Bureau
Gen Z: True or False?

Gen Zers prefer to deal with their peers, not authority figures.

Gen Zers prefer to communicate via handheld devices at work.

Gen Zers prefer to be left alone to figure out things on their own.
Common Values

- Entrepreneurial, innovative and passionate
- Crave security
- Strong influence of parents
- Clear career goals
Career Expectations

Where do Gen Zers expect to be five years after college?
Career Expectations

Which of the following best describes where you expect to be in your career five years out of college?*

- 24% Working my way up the corporate ladder although not yet among the management ranks
- 20% Starting my own business/being an entrepreneur
- 9% Pursuing higher education
- 6% Working for a nonprofit organization
- 32% Managing or supervising employees in a corporate environment

* Top five responses shown.
Gen Z’s Career Expectations

Do Gen Zers expect to work harder or less hard than past generations?
Gen Z’s Career Expectations

Compared to those in past generations, do you think you will need to work harder or less hard to have a satisfying career?*

- 77% Harder
- 18% Neither harder or less hard
- 6% Less hard

* Total does not equal 100 percent due to rounding.
Generation Z’s Strengths

- Propensity for creativity and innovation
- Lifelong learning
- Diverse
Generation Z’s Weaknesses

- **Soft Skills Gap**
  - Rigorous self-evaluation*
  - Taking personal responsibility*
  - Maintaining a positive attitude*
  - Taking good care of themselves*
  - Self-presentation*

*Source: Bruce Tulgan, founder, RainmakerThinking
How Gen Zers Wants to Work

- Expect to work for many companies
- Desire a collaborative workplace
- Prefer face-to-face communication
- Want a boss who is on their team
Top Job Considerations

- What are the growth opportunities?
- Where does the company fit in my life?
- Does it align with my personal beliefs and goals?
Generation Z

$46,779
Top Priorities

What is most important to Gen Z workers in a job?
Gen Z’s Top Priorities

What are your top three priorities when seeking a full-time job?*

64% Opportunities for career growth
44% Generous pay
40% Making a difference or having a positive impact on society
38% Structured/stable work environment/job security
25% Good healthcare benefits/insurance
23% Flexible hours/remote work options
21% A manager I can learn from
12% Working for a high-profile company
11% Generous paid time off/vacation time
9% Philanthropic or social service opportunities
6% Short commute
3% An impressive job title

* Multiple responses were permitted.
Keys to Recruiting Gen Z

- Become highly engaged and honest in the hiring process.
- Give a realistic job preview.
- Give examples of personal and corporate integrity when talking with them.
- Demonstrate genuine ties to the community and social responsibility.
- Hire quickly.
What Gen Zers Want in a Boss

Which single characteristic among the following do you most value in a leader/boss?*

- 38% Honesty/integrity
- 21% Mentoring ability
- 18% Passion
- 9% Vision
- 7% Compassion
- 6% Intelligence

*Total does not equal 100 percent due to rounding.
Keys to Retaining Gen Z

- Offer ongoing training and learning opportunities.
- Show them a path to advancement.
- Embrace diversity in the workplace.
- Offer performance-based compensation.
Integrating Gen Z Into the Office

79% of Generation Z feel working with Gen Y will be easy

45% of Generation Z worry that working with baby boomers will be difficult
Connecting with Gen Z

- Show them you value their ideas and respect them.
- Stay up-to-date with technology.
- Talk to them face-to-face.
- Give them input and feedback.
- Be authentic.
Managing A Multigenerational Workforce

- Focus on results instead of the process.
- Foster a culture of communication, understanding and respect for differences.
- Encourage mentorship programs.
- Avoid one-size-fits-all approach.
- Strive for engaged employees.
Key Takeaways for the Multigenerational Team

- Common priorities: Professional growth opportunities, stability, good benefits/healthcare
- Some generational variations
- Understand what employees most value
- Strong future = leveraging the talents of a multigenerational workforce
Questions?

- Please contact us at 1.877.334.9803

www.roberthalf.ca/GenZ