



# Talent Search

GENERATIONS IN THE WORKPLACE



Presented By:  
Ron Klinger, M.S.  
Chief Engagement Officer

## Generation Defined...

A generation can be defined as a group of people born roughly within a **twenty year** time period during the same era in history.



## Generational Perspective-Overall

- ▶ **Traditionalist:** Also known as the **Silent Generation**, born before 1946 and are about **40 million** strong.
- ▶ **Baby Boomers:** born between 1946 and 1965 and are about **81 million** people strong.
- ▶ **Gen-Xers:** born between 1966 and 1980 and are about **61 million** people strong.
- ▶ **Millennials:** Sometimes called **Gen-Y** or Generation Next: born between 1981 and 2000 and are about **85 million** strong and will be a significant source of talent to enter the workforce.

United States Census Bureau, "2010 Census Briefs-Age and Sex Composition: 2010, Table 2" (2011).  
<http://www.census.gov/prod/cen2010/briefs/c2010br-03.pdf>



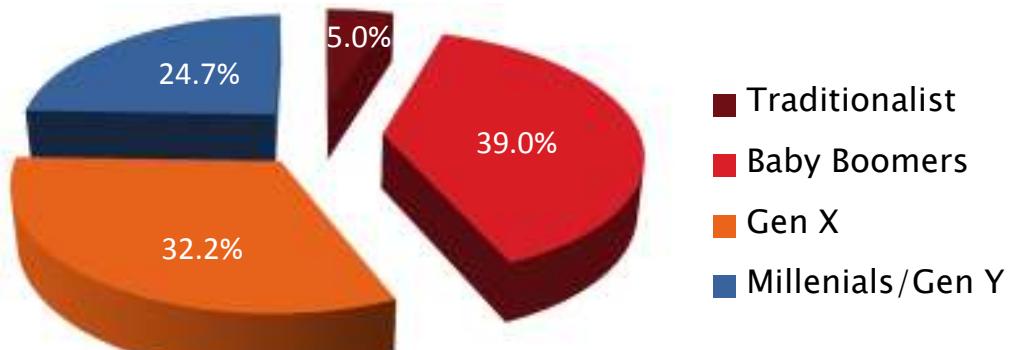
## Generational Perspective-Overall

- ▶ **Gen Z:** Sometimes called **iGen**, or **DigitalNatives** born between 1995/2000 and 2015/2018 and are about **71 million** strong and represent about 25% of the total population.
- ▶ Need 2020 US Census data for more accurate information.



# Generational Perspective-Labor Force

## United States Total Labor Force Participation by Generation, 2010



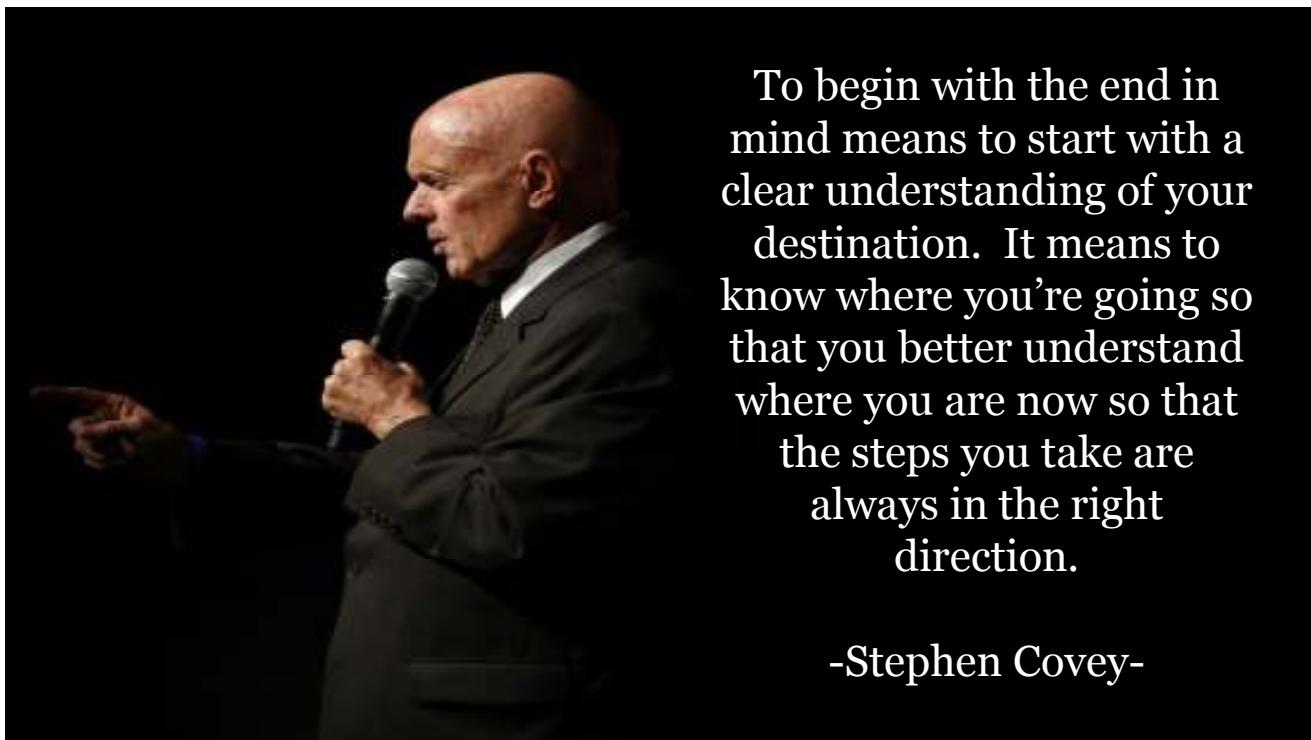
Bureau of Labor Statistics, "Household Data, Not Seasonally Adjusted: "Household Data, Not Seasonally Adjusted: Table A-13: Employment Status of the Civilian Noninstitutional Population by Age, Sex, and Race"" (2011). <http://www.bls.gov/web/empsit/cpseea13.pdf>



## Talking about my generation...

- ▶ Gather by generation
- ▶ Traditionalist, Boomers, Xers, Millennials, Gen Z
- ▶ In your generational group, come up with a way to positively introduce your generation
- ▶ Song, cheer, chant, etc.
- ▶ You have 5 minutes...GO!





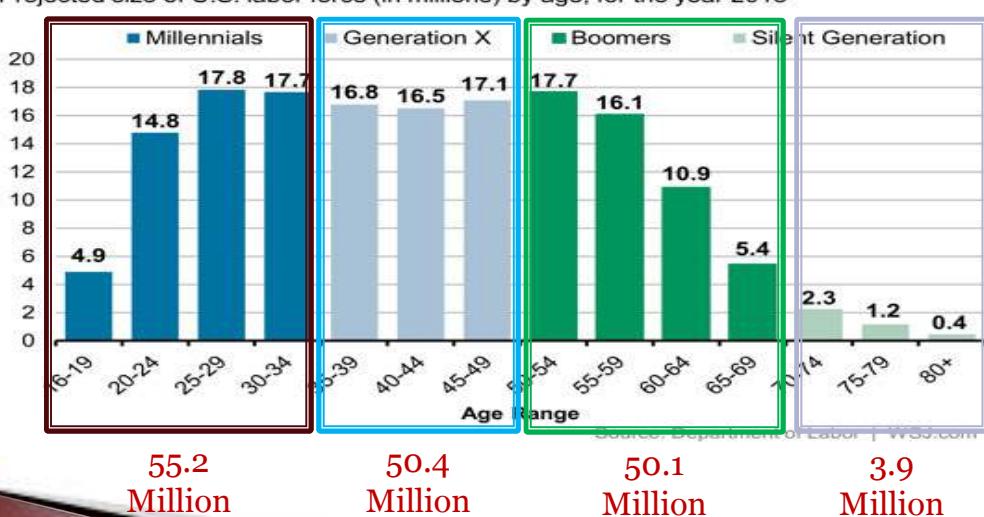
To begin with the end in mind means to start with a clear understanding of your destination. It means to know where you're going so that you better understand where you are now so that the steps you take are always in the right direction.

-Stephen Covey-

## Changing Workforce Dynamics

### The Workforce in 2015

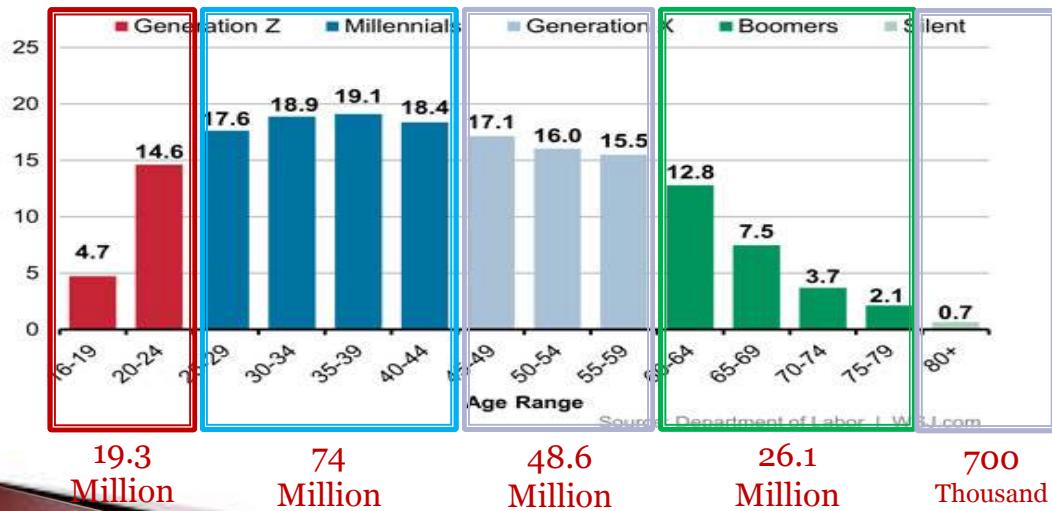
Projected size of U.S. labor force (in millions) by age, for the year 2015



# Changing Workforce Dynamics

## The Workforce in 2025

Projected size of U.S. labor force (in millions) by age, for the year 2025



## The Impact?

75%

Millennials will comprise 75% of the global workforce by 2025.—Deloitte

91%

91% of Millennials expect to stay with your company few than three years.—Future Workplace

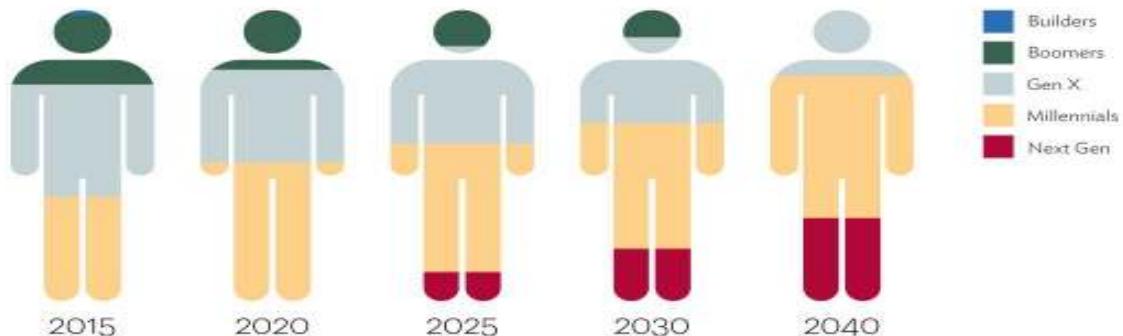
2 yrs.

Average tenure for Millennials is 2 years.  
(5 yrs. For Gen X)—Payscale



# The Impact?

**Millennials will comprise the majority of the workforce by 2025**



Source: U.S. Census Bureau



## Talent Search

BREAKING DOWN THE GENERATIONS



Presented By:  
Ron Klinger, M.S.  
Chief Engagement Officer

## A Statement on our Youth...

▶ “*Our youth now love luxury. They have bad manners, contempt for authority; they show disrespect for their elders and love chatter in place of exercise; they no longer rise when elders enter the room; they contradict their parents, chatter before company; gobble up their food and tyrannize their teachers.*”

▶ Socrates



## Traditionalists (1922-1942)



- ▶ **Descriptors:** Conservative, disciplined, strong sense of obligation, fiscal restraint.
- ▶ **Values:** Private, integrity, respect for authority, sacrifice, loyal, risk adverse.
- ▶ **Life Events:** Great Depression, World War II



## Traditionalists (1922-1942)



### ► As a generation:

- ▶ Will want to speak privately and formally
- ▶ More likely to think through message and timing
- ▶ Body language will be controlled and proper
- ▶ Will rely on policy and hierarchy
- ▶ Typically will build the “story” around what they are saying or place the issue in some type of context.



## Serving Traditionalists



- ▶ Be respectful to them
- ▶ Slow down and take the time to listen
- ▶ Visit with them
- ▶ Ask about their experience; be genuine in your interest.



## Traditionalists (1922-1942)



- ▶ What do others say about Traditionalists?
- ▶ Baby Boomers
  - “*They’re dictatorial*”
  - “*They’re rigid*”
  - “*They’re narrow*”
- ▶ Xers
  - “*Jeez, learn how to use your email, man!*”
- ▶ Millennials
  - “*I can trust them*”
  - “*They are good leaders*”



## Baby Boomers (1943-1964)



- ▶ **Descriptors:** Workaholics, willing to fight for a cause
- ▶ **Values:** hard-work, optimism, sacrifice, self-fulfillment, individualism, material wealth, teamwork, loyalty towards an employer, conflict-avoidant, earn privileges
- ▶ **Life Events:** Vietnam war, civil rights, Kennedy and King assassinations, Watergate, freewheeling 60's.



## Baby Boomers (1943-1964)



- ▶ As a generation :
- ▶ Will include consideration for feelings and the relationship as a part of the communication.
- ▶ Will communicate to an entire group, sometimes as a means to reach only one or two people
- ▶ Respectful of traditional hierarchies
- ▶ Will use inclusive and non-confrontational body language
- ▶ Comfortable with politics



## Serving Boomers



- ▶ Provide something “special, just for them”
- ▶ Recognize their loyalty and continued business
- ▶ Find ways for them to connect with others
- ▶ Use “you’ve earned it” language



## Baby Boomers (1943-1964)



- ▶ **What do others say about Boomers?**
- ▶ Traditionalists:
  - “They talk about things they ought to keep private”
  - “They are self-absorbed”
- ▶ Xers:
  - “They’re too political-always trying to figure out what to say...to whom...and when”
  - “Get outta my face!”
- ▶ Millennials:
  - “They’re cool-we like the same kinds of music.”



## Gen X (1965-1979)



- ▶ **Descriptors:** Baby bust generation, “Work to live”, not “live to work”, lacking loyalty, slackers.
- ▶ **Values:** Work-life balance, self-reliant and autonomous, ruled by accomplishment not the clock, skepticism, diversity, career security.
- ▶ **Life Events:** Latch-key kids, high divorce rates, stagnant job market, corporate downsizing, MTV, AIDS, global competition, computer and video games.



## Gen X (1965-1979)



- ▶ **As a generation :**
- ▶ Communicate directly and specifically, no fluff
- ▶ Will use electronic over in-person
- ▶ Like to keep it short and simple, avoid pleasantries
- ▶ Will identify specific people or issues and not retreat from talking about the tough stuff
- ▶ Not concerned with protocol or hierarchy



## Serving Xer's



- ▶ Be quick and efficient; don't add to the process
- ▶ Use technology to make things easier for them
- ▶ Don't try to get their life story unless they want to share it
- ▶ Offer plenty of opportunities to increase or customize their experience ("Go big, or go home!")



## Gen X (1965-1979)



- ▶ **What do others say about Xers?**
- ▶ Traditionalist:
  - “*They don’t follow procedure.*”
  - “*They don’t respect experience.*”
- ▶ Boomers:
  - “*They are rude and lack social skills.*”
  - “*They spend too much time on email and internet.*”
- ▶ Millennials:
  - “*Cheer up.*”



## Millennials (1980-2000)



- ▶ **Descriptors:** Internet generation, multi-taskers, overly confident, attention-loving, task-oriented, feedback hungry, need a connection to their workplace and coworkers.
- ▶ **Values:** Informality, civic duty, optimistic, diversity, work-life balance, adaptability.
- ▶ **Life Events:** Dramatic technological changes, social networking, school shootings, OKC, 9/11, Iraq/Afghanistan, “you are special” parenting, political correctness.



## Millennials (1980-2000)



- ▶ As a generation :
- ▶ Will focus on the positive and the potential
- ▶ Respectful of diversity, different than other generations
- ▶ Willing to follow the system, as long as it doesn't take too long
- ▶ Like electronic communication, but also face to face
- ▶ May be doing multiple things while also communicating with you



## Serving Millennials



- ▶ Have a fun atmosphere
- ▶ Use technology to add value
- ▶ Customize their experience (unique to them)
- ▶ Remember them and their preferences
- ▶ Make it simple but entertaining
- ▶ Incorporate their family and friends



## Millennials (1980-2000)



- ▶ **What do others say about Millennials?**
- ▶ Traditionalists:
  - “*They have good manners.*”
  - “*They need to toughen up.*”
- ▶ Boomers:
  - “*They need more discipline from their parents.*”
  - “*Can you help me with my web page?*”
- ▶ Xers:
  - “*Here we go again...Another self-absorbed generation of spoiled brats.*”



## Gen Z (2000-2020)



- ▶ **Descriptors:** Technically connected and savvy, multi-taskers, Facetime, “selfie-generation”, show me don’t tell me.
- ▶ **Values:** Financial stability, experiences over material items, philanthropists, diversity and equality, “not” a Millennial.
- ▶ **Life Events:** Millennial bashing, post 9/11 world, housing bust and the recession of 2008-2009, #Everything, there’s an APP for that.



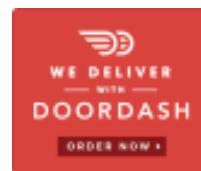
## Gen Z (2000-2020)



- ▶ As a Generation...
- ▶ Show a competitive nature
- ▶ Would prefer own workspace vs. a shared one
- ▶ Willing to work multiple roles within an organization
- ▶ Educational paths are different
- ▶ Entrepreneurial mindset...Gig Economy



## The GIG Economy



# Workplace Differences

## ► Need for immediate and continual feedback

- Xers and Millennials are different from Boomers who are annoyed when told things more than once.

## ► Respect for Authority

- Boomers used to “distance” between management and team members; Xers and Millennials don’t see that difference and are willing to ask questions that might be viewed as disrespectful.



# Workplace Differences

## ► Loyalty:

- Boomers commit to the company; Xers commit to people; Millennials commit to an idea or cause.

## ► Work-Life Balance:

- Xers and Millennials work to live. Results are more important than the process. Boomers believe in “face time” and the fact that hours spent working do account for something.

## ► Motivation:

- Millennials need to see the “why” before the “what”.

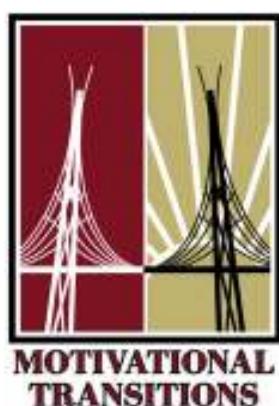


# Common Connections

- ▶ Feeling respected.
- ▶ Being listened to.
- ▶ Having opportunities for mentoring.
- ▶ Understanding the big picture.
- ▶ Receiving effective communication.
- ▶ Receiving positive feedback.
- ▶ Experiencing an exchange of ideas



## Contact Information



Ron Klinger, M.S  
CEO-Chief Engagement Officer  
Phone: 832.746.9760  
[rklinger@mtran.com](mailto:rklinger@mtran.com)  
[www.mtran.com](http://www.mtran.com)

