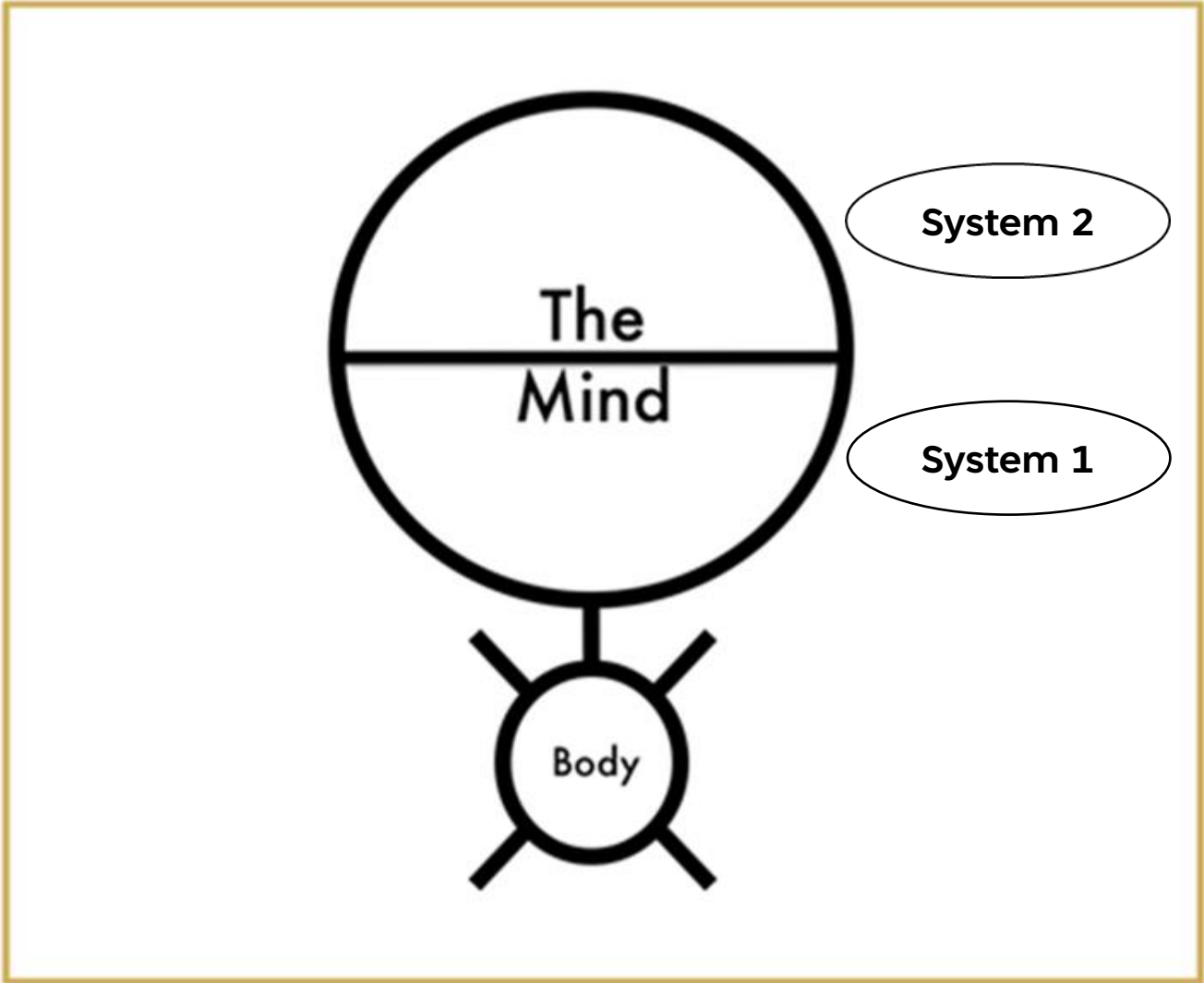
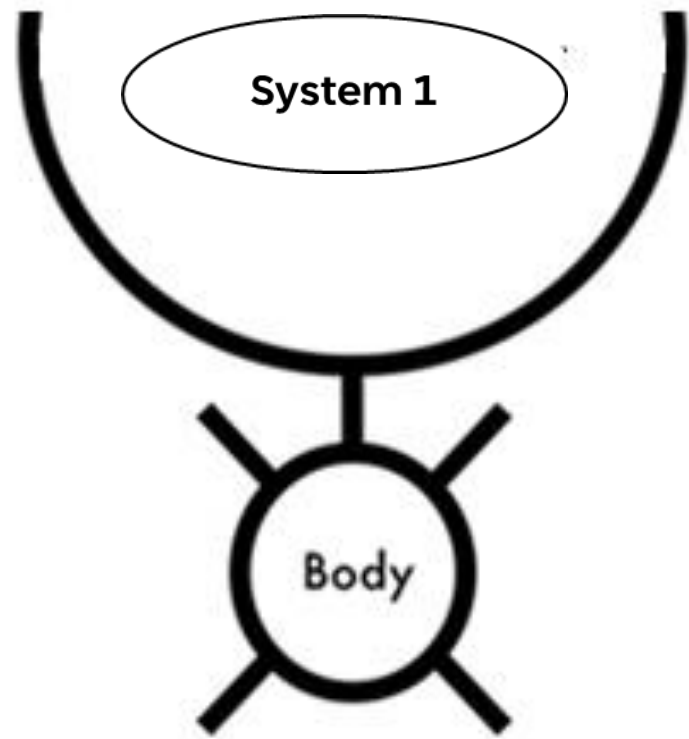


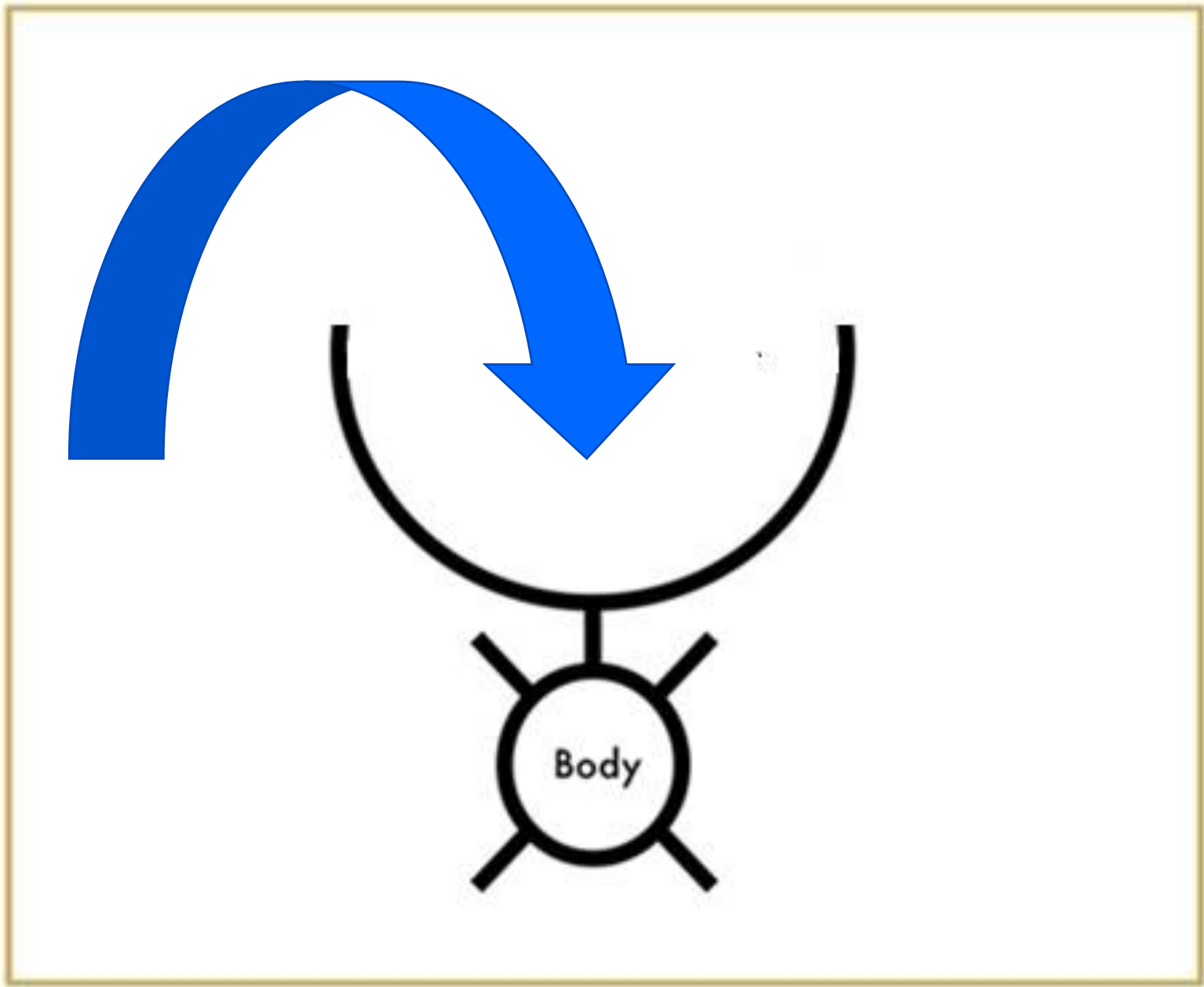
Bridging the Multigenerational Gap

Jenna Armato
Growth & Success Coach









Builders

Born between 1929 to 1945



Builders

Born between 1929 to 1945

Background:

Grew up during the Great Depression and World War II

Built their adult lives from very few resources

People maintained simplicity and gratitude,

Motivated by: Respect, Recognition, Providing long term value to the company

Contributions:

Resilience, Resourcefulness, Experiences, Values, Strong Work Ethic

Baby Boomers

Born Between 1946 and 1964



Baby Boomers

Born Between 1946 and 1964

76.4 Million People

Background:

Grew up during expansion, economic prosperity and consumer confidence

Grew up during Vietnam War & Civil Rights Movement

Started their careers believing in a clear managerial hierarchy & concept of climbing the corporate ladder

Working with Baby Boomers:

Show respect for their experience and allow for questions

Give them opportunities to coach and mentor

Motivated by: Recognition, title, acknowledgement and advancement, company loyalty

Contributions:

Dedicated, Disciplined, Work Ethic, Effective Decision Making



Generation X

Born between 1965 and 1980



Generation X

Born between 1965 and 1980

Background:

Rise in the number of both parents both working outside of the home and divorce rates

“latchkey kids” were responsible for themselves

Saw trust decrease when Vietnam War, political assassinations, and Watergate were all being discussed within the home

Working with Gen X:

Looking for “balance”/harmony between work and life

Loyalty to a manager is much more valuable to this group than loyalty to a company

Looking for a Keep it Real Approach in the workplace, it’s also what they bring to the table

Thrives on diversity, challenge, responsibility, honesty, and having creative input. Adaptable. Independent. Peer oriented

Motivated by: Freedom to work on their own terms

Contributions:

Self reliant, Hard-working, Problem solvers, Candid Communication, Collaborative Mindset



Millennials

Born between 1981 to 1996



Millennials

Born between 1981 to 1996

Background:

Currently the largest generation in the workplace according to Pew Research Center

Grew up in a protective culture when campaigns about child safety, self-esteem and status were prevalent

They were growing up as technology and social media were coming of age.

Working with Millennials:

Define the role they will take on, clearly map out what your expectations are while allowing them to ask “why”

Looking for meaningful work and will want to know exactly what working for your company will be like.

Prefers a work environment that allows for professional growth, teamwork, and interaction with others.

Looking for transparency – and input on decision making.

Motivated by: Meaningful work that makes a difference / Opportunities for Professional Growth and Development

Contributions:

Multi-taskers, Less formal, Open to Change, Embrace Teamwork, Tech Savvy,

Growth Oriented



Gen Z

Born between 1997 to 2012



Gen Z

Born between 1997 to 2012

Background:

Have never known a world without internet / technology

Grew up in the wake of 911, with the largest # of mass shootings, and a global pandemic

Saw the impact the great recession of 2008 and the pandemic had on their families

Working with Gen Z

Likely prefer a job with flexibility, remote work options, and shared values

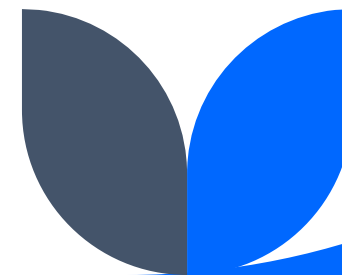
Value stability and flexibility: health insurance, student loan repayment plans, retirement plans, and paid leave

Value honesty and integrity. More than any previous generation, they want to know that you care about them and can relate to issues important to them.

Motivated by: Flexibility, Values Alignment and Authenticity / Transparency

Contributions: Tech Savvy, Innovative, Embrace Diversity,

High awareness related to mental health and wellness



Gen Z

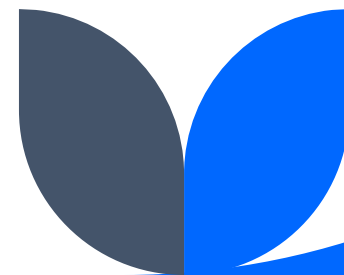
Work to live approach vs. Live to work.

73% of Gen Z employees want flexible work options

80% of Gen Z employees are looking for companies with values that align with theirs

By 2030, Gen Z will make up 30% of the workforce

*World Economic Forum *Fortune *LinkedIn Workforce Confidence Report *Forbes *Purdue Global



Engaging Gen Z in the Workplace

Hiring / Onboarding / Retention Strategies:

- ❖ **Get to know team members as individuals**
- ❖ **Clearly articulate Performance Management Process including advancement and compensation**
- ❖ **Leverage Your Culture as a Differentiator**

Engaging Gen Z in the Workplace

Take a Values Based Approach:

Flexibility and Wellness

Sustainability and Social Responsibility

Diversity, Equity, and Inclusion

Career Growth & Advancement Opportunities

Communication and Connection Opportunities and Training

Organizational Opportunities:

- * **Connection Events**
- * **Onboarding Processes**
- * **Reverse Mentoring**

When connecting one to one:

Align on common ground.

Focus on the person not the perception.

Adjust to communication style.

Coaching & Training

Leadership Development
Effective Communications
Entrepreneurship

Jenna Armato, Growth & Success Coach

Jenna@AttractEngageInspire.com

www.JennaArmato.com

Communication Reminders:

Baby Boomers: Bottom Line

Gen X: Keep it real

Millennials: Make it interactive

GenZ: Keep it short

Feedback and Evaluation

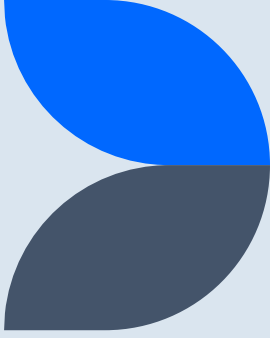
Baby Boomers: Annually/Documentation

Gen X: Steady & Honest / Pros & Cons

**Millennials: Immediately, Frequently,
Strengths, Accomplishments based**

GenZ: Short & Onscreen then In Person

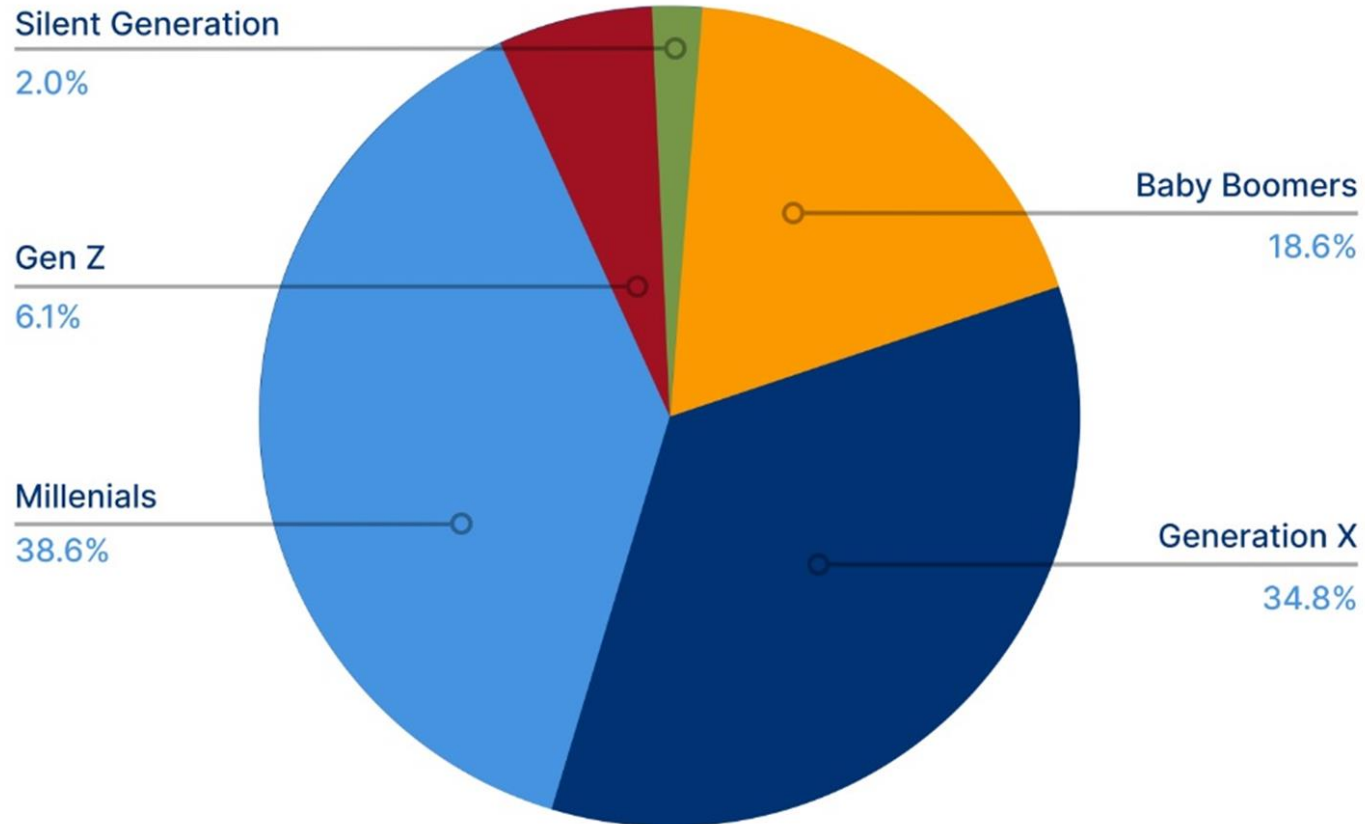
Workforce by Generation



Workforce Numbers in the U.S. (%)

HIRE HOPKINS

Source: Purdue Global, 2020



Source: Purdue Global as shared by Johns Hopkins University