



GET READY FOR **GENERATION**

How Businesses Can Prepare
for an Increasingly Diverse
Multigenerational Workforce

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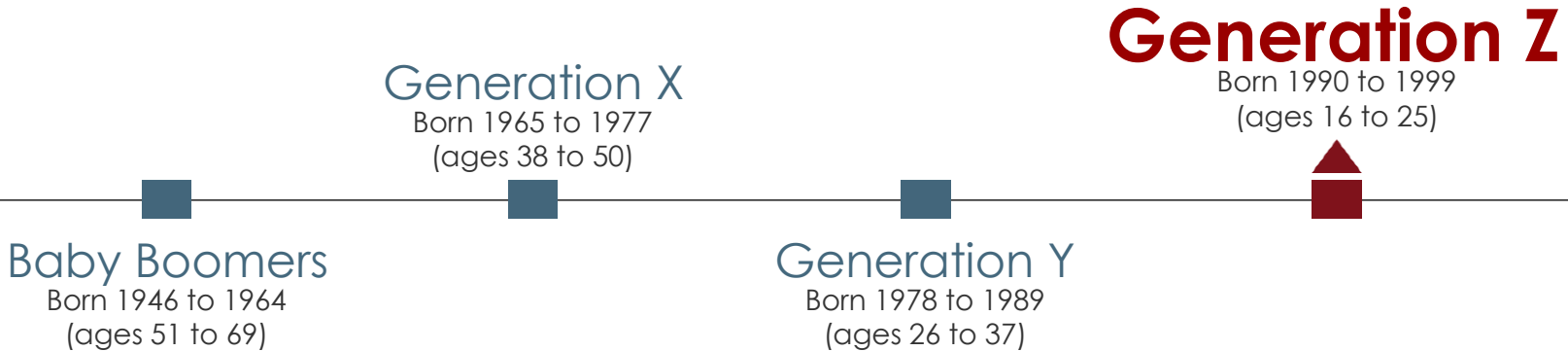


RAINMAKER **THINKING**[®]

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



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

Baby Boomers	Generation X	Generation Y	Generation Z
Challenge the rules	Change the rules	Create the rules	Customize the rules
Change = caution	Change = opportunity	Change = improvement	Change = expected
Guarded communication	Hub and spoke communication	Collaborative communication	Face-to-face communication
Unilateral leadership	Coach leadership	Partner leadership	Teaching leadership
Horizontal problem-solving	Independent problem-solving	Collaborative problem-solving	Entrepreneurial problem-solving

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

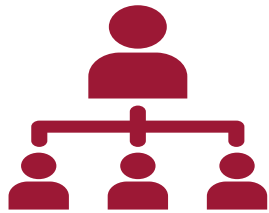


Career Expectations

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 in five years out of college?*



32%

Managing or supervising employees in a corporate environment



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

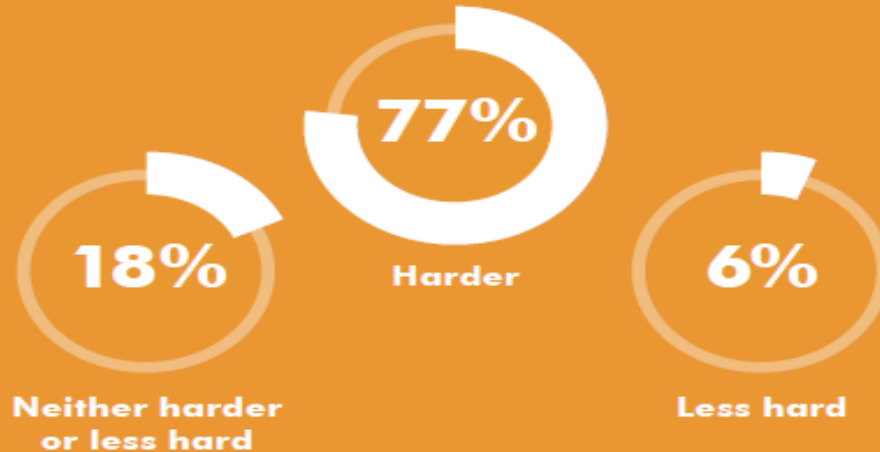


Gen Z's Career Expectations

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?*



* 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%

Honest/
integrity



21%

Mentoring ability



18%

Passion



9%

Vision



7%

Compassion



6%

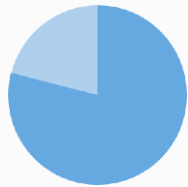
Intelligence



Keys to Retaining Gen Z

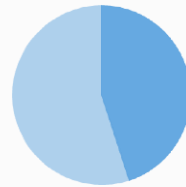
- Offer ongoing training and learning opportunities.
- Show them a path to advancement.
- Embrace diversity in the workplace.
- Offer performance-based compensation.

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?

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