
Traditionalist to Millennials: Who they are, how to get, how to grow and keep them!

Grace Vazquez, Director of Career Outreach

Kathy Kissinger, Employment Manager



Who are the generations in the workforce?

- **Traditionalists**
- **Baby Boomers**
- **Generation X**
- **Generation Y**
- **Millennials, Generation Z, etc.**

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Multiple generations that define workplace

■ Traditionalists

- Born between 1927- 1945.
 - Sometimes called “the Veterans”.
 - Many came from traditional nuclear families with two parents, usually the mother was a stay at home mom.
 - Grew up during tough economic times (Great Depression).
 - Respect authority, and are likely to be loyal to employers.
 - Many of these individuals are in the workforce to supplement retirement income or gain social interaction.
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Multiple generations that define workplace

■ Baby Boomers

- Born between 1946-1964.
 - Are the children of Traditionalist generation.
 - Had access to better education. Were more political involved.
 - Very competitive.
 - Feel the younger generations need to pay their dues before being considered for advancement.
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Multiple generations that define workplace

■ **Generation X**

- Born between 1965-1980.
- Typically known as latch key kids. Both parents may have worked, or perhaps divorced.
- Very independent, may be skeptical of organizations or question the intentions.
- Easy access to education.
- Like to work independently, and don't like micromanagement. Want work life balance. Have adapted to technology as it has changed.

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Multiple generations that define workplace

■ **Generation Y**

- Born between 1981-1995
- Comes from an era of Technology. It is woven into every aspect of lives.
- Group is highly sociable and known for tolerance of others.
- Many have come from merged families.
- Enjoy teamwork and want to feel like a valuable member of team.
- Enjoys feedback and can be very loyal to an organization.

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Multiple generations that define workplace

- The Next Generation- Millennial, Generation Z, etc.
 - Born after 1995.
 - This generation is starting to join the work force.
 - Very entrenched in technology.
 - Want flexible work environments and to use technology in all aspects of their work.

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How do we find them?

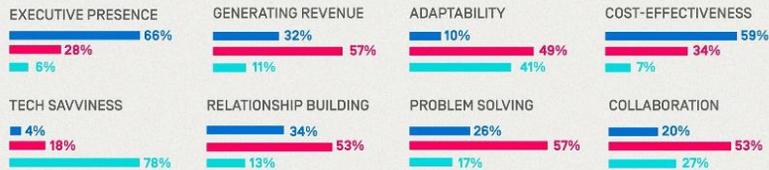
- **Traditionalists-** Who you know, word of mouth
- **Baby Boomers-** Newspaper, networking
- **Generation X-** Job boards, search engines
- **Generation Y-** Social Media, the web
- **Millennials, Generation Z, etc.-** Text me

Your best source is your current staff

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THE GENERATIONS IN THE WORKPLACE

BASED ON A SURVEY OF 1,200 WORKERS ACROSS DIFFERENT GENERATIONS MEASURING THEIR STRENGTHS & WEAKNESSES



BABY BOOMERS

BORN: <1963

PROS: Productive, hardworking, team players, mentors

CONS: Less adaptable, less collaborative



GEN X

BORN: 1963-1980

PROS: Managerial skills, revenue generation, problem solving

CONS: Less cost-effective, less executive presence



MILLENNIALS

BORN: 1980-1995

PROS: Enthusiastic, tech-savvy, entrepreneurial, opportunistic

CONS: Lazy, unproductive, self-obsessed



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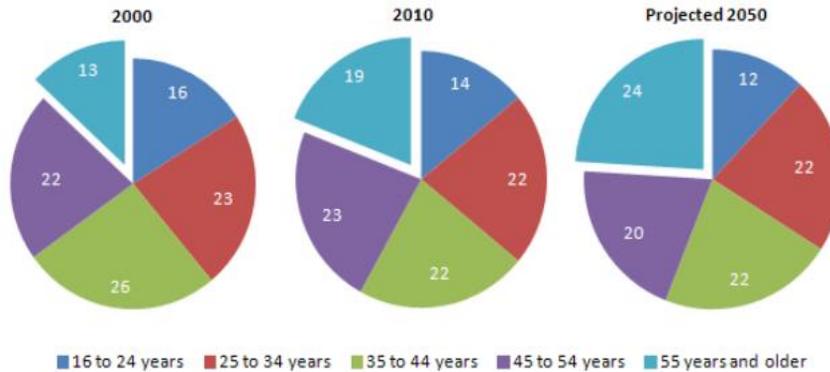
Why are multiple generations important?

- Different ideas create a diverse workforce through collaborative efforts.
- The baby boomers make-up the largest portion of the work force. Many will be retiring over the next few years. This will create more space in the workplace and allow for more generations than ever to be working side by side.
- Multiple generations working together allow the strengths of each to blend into a cohesive unit which will move company objectives forward.
- We have no choice but to work together.

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Workforce by the numbers

Percent of labor force by age, 2000, 2010, and projected 2050



Source: U.S. Bureau of Labor Statistics.

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What does this mean to the workforce?

- Many different types of individuals who are working together and need to be able to create an environment of respect.
- Each generation brings their own set of experiences that make them who they are, the key is sharing that experience and bridging them together.
- Different perspectives allow for a diverse teamwork environment.
- All of these together create a highly productive workforce.

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How do we keep them?

- Understanding what is important to each generation
- What motivates each generation
- Do you have advancement opportunities? Career Paths, promotion from within
- Flexibility as an employer
- Open lines of communication

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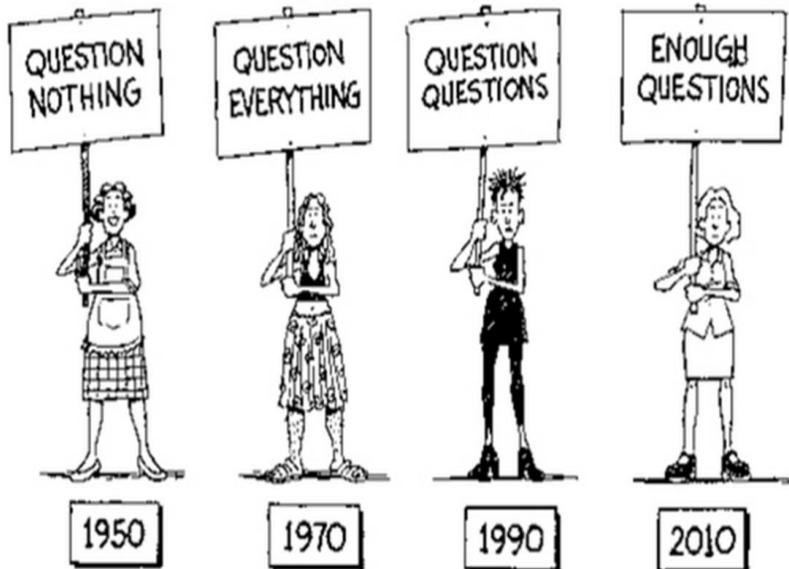


Photo from blogspot.com

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Any Questions?

Thank you!

Grace Vazquez- gvazquez@countrymeadows.com

Kathy Kissinger- kkissinger@countrymeadows.com

Telephone 717-533-2474



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