

The Changing Rules of Workplace Engagement

Welcome



Introduction



Case Story



Each Generation's Approach



The Changing Rules of Workplace Engagement

Welcome



Introduction



Case Story

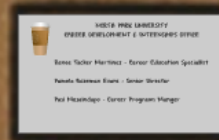


Each Generation's Approach



The Changing Rules of Workplace Engagement

Welcome



Introduction



WELCOME



NORTH PARK UNIVERSITY
CAREER DEVELOPMENT & INTERNSHIPS OFFICE

Renee Tucker Martinez - Career Education Specialist



**NORTH PARK UNIVERSITY
CAREER DEVELOPMENT & INTERNSHIPS OFFICE**

Renee Tucker Martinez - Career Education Specialist

Pamela Bozeman Evans - Senior Director

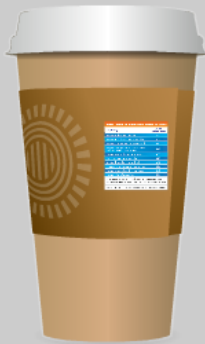
Pasi Musaindapo - Career Programs Manger

Introduction



The Multi-Generational Workforce

Demographic Group	Born: Age Range	Values, Traits, Characteristics	Learning Styles
Traditionalists	1928-1945 (61+ years old)	Hierarchical, loyal to institutions, motivated by financial rewards and security	Traditional, instructor-led, reading, homework <i>"teach me"</i>
Boomers	1946-1964 (42-60 years old)	Idealistic, competitive, striving to achieve	Traditional, group effort, expert-driven, self-driven, <i>"lead me to information"</i>
Generation X	1966-1980 (26-41 years old)	Self-reliant, willing to change rules, tribal and community oriented	Team-driven, collaborative, "wisdom of crowds," peer-to-peer <i>"connect me to people"</i>
Millenials	1980-2000 (6-26 years old)	Confident, impatient, socially conscious, family centric, technology savvy	Give context and meaning, make it fun, search and explore, entertain me <i>"connect me to everything"</i>



The Multi-Generational Workforce

Demographic Group	Born: Age Range	Values, Traits, Characteristics	Learning Styles
Traditionalists	1928-1945 (61+ years old)	Hierarchical, loyal to institutions, motivated by financial rewards and security	Traditional, instructor-led, reading, homework <i>"teach me"</i>
Boomers	1946-1964 (42-60 years old)	Idealistic, competitive, striving to achieve	Traditional, group effort, expert-driven, self-driven, <i>"lead me to information"</i>
Generation X	1966-1980 (26-41 years old)	Self-reliant, willing to change rules, tribal and community oriented	Team-driven, collaborative, "wisdom of crowds," peer-to-peer <i>"connect me to people"</i>
Millennials	1980-2000 (6-26 years old)	Confident, impatient, socially conscious, family centric, technology savvy	Give context and meaning, make it fun, search and explore, entertain me <i>"connect me to everything"</i>

Figure 1: Employers rate the importance of candidate skills/qualities

Skill/Quality	Weighted average rating*
Ability to work in a team structure	4.55
Ability to make decisions and solve problems	4.50
Ability to plan, organize, and prioritize work	4.48
Ability to verbally communicate with persons inside and outside the organization	4.48
Ability to obtain and process information	4.37
Ability to analyze quantitative data	4.25
Technical knowledge related to the job	4.01
Proficiency with computer software programs	3.94
Ability to create and/or edit written reports	3.62
Ability to sell or influence others	3.54

*5-point scale, where 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; and 5=Extremely important

Source: *Job Outlook 2014*, National Association of Colleges and Employers

Case Story



FEDERAL MANDATE: ANTI-BULLYING PROGRAM

- No additional funding
- Customize your prevention program
- Engage educators and community



FEDERAL MANDATE: ANTI-BULLYING PROGRAM

- No additional funding
- Customize your prevention program
- Engage educators and community

Each Generation's Approach

Hierarchical
Traditionals



Team Oriented
Boomers

Communication, Collaboration, Crisis, Creativity

**Hierarchical
Traditionals**



**Team Oriented
Boomers**

Communication, Collaboration, Crisis, Creativity

Each Generation's Approach

Community
Oriented
Generation X



Socially
Connected
Millennial

Communication, Collaboration, Crisis, Creativity

The multi-generational workforce



Traditionals

- Born 1945 or before
- 5% of workforce
- About 7 million employees
- Technology that shaped era: Radio

Concrete

Baby Boomers

- Born 1946 to 1964
- 38% of workforce
- About 60 million employees
- Technology that shaped era: TV

Conscientious

Gen X

- Born 1965 to 1980
- 32% of workforce
- About 51 million employees
- Technology that shaped era: PC

Compassion

Millennials

- Born 1981 to 2000
- 25% of workforce
- About 40 million employees
- Technology that shaped era: Internet

Capable

Source: AARP *Leading a Multigenerational Workforce*



Figure 1: Employers rate the importance of candidate skills/qualities

Skill/Quality	Weighted average rating*
Ability to work in a team structure	4.55
Ability to make decisions and solve problems	4.50
Ability to plan, organize, and prioritize work	4.48
Ability to verbally communicate with persons inside and outside the organization	4.48
Ability to obtain and process information	4.37
Ability to analyze quantitative data	4.25
Technical knowledge related to the job	4.01
Proficiency with computer software programs	3.94
Ability to create and/or edit written reports	3.62
Ability to sell or influence others	3.54

*5-point scale, where 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; and 5=Extremely important

Source: *Job Outlook 2014*, National Association of Colleges and Employers



BENEFITS OF GENERATIONAL DIFFERENCES IN THE 2020 WORKFORCE

