The Changing Rules of Workplace Engagement
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Welcome

Introduction
Welcome

NORTH PARK UNIVERSITY
CAREER DEVELOPMENT & INTERNSHIPS OFFICE

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CAREER DEVELOPMENT & INTERNSHIPS OFFICE

Renee Tucker Martinez - Career Education Specialist

Pamela Bozeman Evans - Senior Director

Pasi Musaindapo - Career Programs Manager
Introduction

The Multi-Generational Workforce

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<tr>
<th>Demographic Group</th>
<th>Born: Age Range</th>
<th>Values, Traits, Characteristics</th>
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*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 Study

FEDERAL MANDATE: ANTI-BULLYING PROGRAM

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

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

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

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

**Concrete**

**Conscientious**

**Compassion**

**Capable**

Source: AARP Leading a Multigenerational Workforce

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BENEFITS OF GENERATIONAL DIFFERENCES IN THE 2020 WORKFORCE

“You can be my coach and mentor”

COMMON TRAIT
excellent performers

“I have a lot of experience to share.”

- efficiencies
- collaboration
- work-life balance
- independent

- whatever it takes
- added-value

MILLENIALS

BABY BOOMERS

- tech savvy
- ambitious
- entitlement

- self-reliance
- dedication
- sacrifice
THANK YOU