

# **AGENDA**

- Generational Overview
- Common Needs for all Generations
- Differences
- Recruiting Various Generations
- Building Cohesion Between the Generations
- Generation Z: A Preview of What's to Come!

1	GENERAT	IONS
Name	Born	Age
Silent	1927 – 1945	69 – 98
Baby Boomer	1946 – 1964	50 – 68
Gen X	1965 – 1981	33 – 49
Gen Y (Millennial)	1982 – 1994	20 – 32
Gen Z	1995 – 2010	4 - 19
Helping You Get There. G	reat <b>A</b> merica.	

# COMMON NEEDS • Impact • Recognized • Good Work Environment • Developed • Consulted • Remembered Helping You Get There. Great America.

DIFFERENCES					
A					
Attribute*	Baby Boomers	Gen X	Gen Y		
Money	Work hard for it	It's not everything	Give it to me		
Respecting Elders	No question	Is polite	Whatever!		
Change	Resist it	Accept it	Want it		
Technology	Basics	Comfortable	Masters		
Character	Workaholic Principled Hierarchical	Creative Independent Pragmatic	Life centered Informal & Impatien Skeptical		
Work Style	Competitive Task Oriented	Collaborative Fewer formal rules	Career fits lifestyle Experience vs. learning		
Communication	Print Face to Face	Phone Email	Multi-media Informal		

# RECRUITING

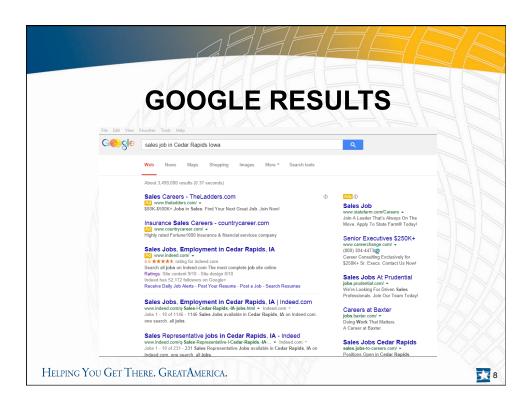
- Top Sources: Referrals, friends and family, and past experience
- Additional Recruiting Sources
  - Google
  - Job Specific Websites
  - Company Websites
  - College / Alumni Websites
  - Social Media

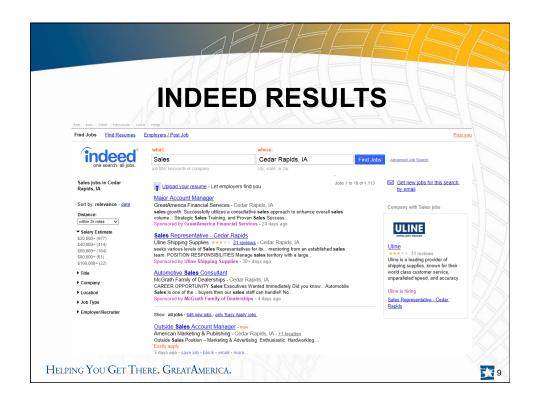


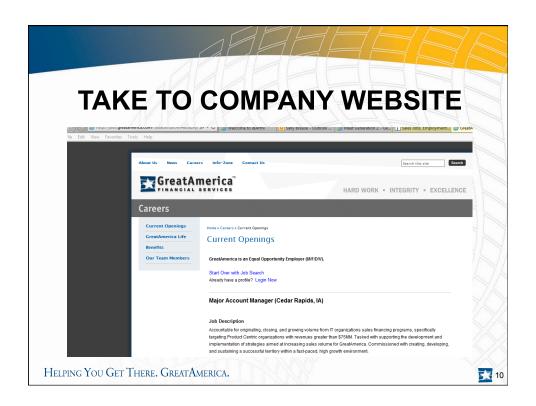
## **USING THE WEB**

- Scenario: Looking for a sales job in Cedar Rapids, IA
- · Steps a candidate is likely to take
  - Google
  - Pick top 2-3
  - Look at top jobs
  - Google company in which he/she is interested









### **JOB AD: SPEAK TO AUDIENCE** You don't choose your passion, your passion chooses you. Start today building a career with a growing company! At Company we have the culture, the Technology sales are where the growth is! Are you looking for: ☑ Stability? Company has been providing office technology solutions for 40 years. ☑ Growth? Company is growing (and kept growing even during a down economy). ☑ Local company with a feeling of family? At Company your contributions matter and you have access to local decision-makers to help you close sales fast! The resources and technological innovation of a large national organization? In a technology-driven world it pays to work for a company that has multiple product lines so you can increase your sales and takegood care of your customer base. Company carries a full product suite of office technology products. We're growing and are looking for Sales Representatives to join our winning team! In this role Build a career, nota job. Your hard work cold calling and prospecting new customers will allow you to build a base of business. Combine that with developing new busines opportunities within existing customers in your territory and you're on the road to long-term financial success! Market the latest technology, Use our complete office and IT technology solutions to grow a portfolio of profitable business. Use our outstanding reputation, resources and long-standing support of the local HELPING YOU GET THERE. GREATAMERICA. 11

# ONCE THEY' RE HIRED .. Now the real fun begins! Multiple generations in the workplace .....

### **EVER HEAR THESE?**

- "I' m tired of them picking on me because of my hours."
- "He wants a promotion and yet he is walking out the door every day at 5:00."
- "They' re so rude. They sit in meetings and play on their phones."
- "I don't appreciate the constant interruptions."
- "Why is she sending me emails on the weekend?"

HELPING YOU GET THERE. GREATAMERICA.



# **IMPROVING TEAM COHESION**

- Know own bias rule #1!
- Set clear expectations (i.e. dress, hours of work, how to communicate)
- Focus on outcomes (vs. activity)
- · Seek out ideas and opinions ... then discuss
- Develop mentor relationships
- · Assign "buddy"
- Provide basic training (i.e. business communications and writing, etiquette, crucial conversations, etc.)



### **EXAMPLES**

- "I' m tired of them picking on me because of my hours."
- "He wants a promotion and yet he is walking out the door every day at 5:00."
- "They' re so rude. They sit in meetings and play on their phones."
- "I don't appreciate the constant interruptions."
- "Why is she sending me emails on the weekend?"

HELPING YOU GET THERE. GREATAMERICA.



# PREVIEWING GEN Z

- 60% want to be entrepreneurs vs. employees
- Looking for alternate professions as college costs rise
- IQ scores are higher
- Use U-Tube like Google to learn
- Constantly connected



### PREVIEWING GEN Z

- Instant feedback is expected
- · Expect to work anytime, anywhere
- Expect quick promotions
- Constant multi-taskers
- · Accepting of diverse people
- More socially responsible
- · Will "back" bosses IF bosses "back" them

HELPING YOU GET THERE. GREATAMERICA.



# **CONTACT INFORMATION**

Sally Brause
Director, Human Resources Consulting
GreatAmerica Financial Services

sbrause@greatamerica.com 866-629-5119 www.greatamerica.com/pathshare

