



Rocking the Workplace: Leading and Managing the Workforce of the Future

Greater Tallahassee Chamber of Commerce — August 12, 2012

Who are the Generations?

GENERATION	INFLUENCES	TRAITS
TRADITIONALISTS: Born prior to 1946	The Great Depression, World War II, the Cold War,	Patriotic, loyal, desiring to leave a legacy, fiscally conservative, faith in institutions
BABY BOOMERS: Born 1946–1964	Booming birthrate, economic prosperity, recession, Cuban missile crisis, anti-war protests, women's and civil rights movements, sex, drugs, and rock 'n' roll	Competitive, questioners of authority, eager to put their own stamp on institutions, sandwiched, optimistic
GENERATION XERS: Born 1965–1981	<i>Sesame Street</i> , MTV, personal computer, divorce, Title IX, AIDS, crack cocaine, missing children on milk cartons	Eclectic, resourceful, self-reliant, skeptical of institutions, highly adaptive, independent
MILLENNIALS: Born 1982–2000	Terrorism, fall of the Berlin Wall, expansion of technology and the media, mixed economy, violence, drugs and gangs	Globally concerned, integrated, cyber-literate, media savvy, realistic environmentally conscious, collaborative

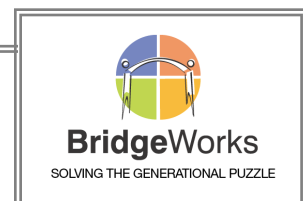
The Coming Talent Gap

- Worldwide, 40% of employers are having difficulty filling positions due to the lack of suitable talent available in their markets; in the near future, the U.S. will likely have a shortage of some 10 million knowledge workers.
- Young students in the United States are not enrolling in science, technology, engineering or mathematics in large enough numbers to fill available positions.
- Companies are losing leaders at a much faster pace than they are producing them. More than 30 million managers across the US and Latin America will be retiring within the next five years.
- Organizations that become “employers of choice” now will have the advantage in finding and keeping skilled employees in the future.

© 2012. BridgeWorks. Lynne Lancaster, David Stillman and Kim Lear. Our books, *When Generations Collide* (HarperCollins 2000), and the newly released *The M-Factor: How the Millennial Generation is Rocking the Workplace* (HarperBusiness 2010) are available in bookstores and online.

Check us out at www.generationexperts.com.

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7 Trends you need to know to survive and thrive.

KEY TRENDS	FACTOIDS/MOR'S	TIPS
<p>Parenting: <i>Connected Via the Cordless Umbilical</i></p>	<ul style="list-style-type: none"> 40% of all respondents said they had witnessed a parent getting involved in an employee's career in a way that seemed inappropriate. 	<ul style="list-style-type: none"> Be specific about boundaries. If you can't beat 'em, invite parents in!
<p>Entitlement: <i>A Generation on a Silver Platter?</i></p>	<ul style="list-style-type: none"> When respondents were asked which generation is the most entitled, Millennials won by a landslide! 	<ul style="list-style-type: none"> Millennials want to contribute from day one. Don't confuse entitlement with engagement. Differentiate between style and what they are asking for.
<p>Meaning: <i>Who Am I, and Why Am I Here?</i></p>	<ul style="list-style-type: none"> 90% of Millennials said having opportunities to give back via their company was important, but only 26% agreed their company did a good job addressing it during the recruiting process. 	<ul style="list-style-type: none"> Help Millennials understand how what they are doing makes a difference. Go beyond just offering opportunities to give back, make sure you're actively promoting and encouraging it.
<p>Great Expectations: <i>Is What You See What You Get?</i></p>	<ul style="list-style-type: none"> Nearly 70% of Traditionalists, Boomers, and Xers agreed that Millennials are "lacking" in some basic skills. 	<ul style="list-style-type: none"> Remember Millennials may need more basic training. Practice what you preached during recruitment.
<p>The Need for Speed: <i>Managing Worklife in the Fast Lane</i></p>	<ul style="list-style-type: none"> "We've gone from 28k to 56k to dial-up to DSL and beyond. The web influences us, and we influence it—and we're the next in line in terms of shaping the way the world communicates and does business." -MOR Dale Till, 20 	<ul style="list-style-type: none"> Just because "it ain't broke" doesn't mean it can't be more efficient. Utilize the Rubik's Cubicle model for career pathing.
<p>Social Networking: <i>Gathering Around The Virtual Water Cooler</i></p>	<ul style="list-style-type: none"> More than 70% of Boomers and Xers agreed personal behavior on social networking sites would influence their decisions to hire or promote someone. 	<ul style="list-style-type: none"> Don't assume its all fun and games. Make sure all know the rules. Be clear about who an acceptable "expert" might be.
<p>Collaboration: <i>Managing the "We" Generation.</i></p>	<ul style="list-style-type: none"> More than 1 in 3 respondents strongly agree that they are good about sharing info with other generations. However, only 1 in 8 agree that the other generations are good at sharing knowledge with them. 	<ul style="list-style-type: none"> Explore how physical space can encourage collaboration. Allow Millennials a forum to voice opinions and ideas.