

Wait...Can you just text me?

Multigenerational Workforces

ENVIRONMENTAL HEALTH SYMPOSIUM

AUGUST 2 2019

ASHEVILLE, NC

Objectives

Understand why it's important to recognize generations in the workplace

Understand the different generations and their influence

Identify perceived generation challenges in the workplace

Explore leadership in every generation

DISCLAIMER

Generational Study is a tool...not the gospel

An individual is made up of more than just a generation

- Religious views
- Race and Ethnicity
- Gender
- Political views
- Cultural values
- Socioeconomic experiences
- Educational journey

Age is just a number...right???



Generations and the Work Dynamic:

Impacts the work environment

Shapes how coworkers communicate with one another

Influences nature of conflict and their resolution (or escalation)

Shapes the values and expectations individuals place of work

Influences satisfaction (or lack thereof) with the workforce experience

Why are we talking about this?



3

Average EH
Job Posting
per week



25

New Health
Directors in
the last 5 years



22%

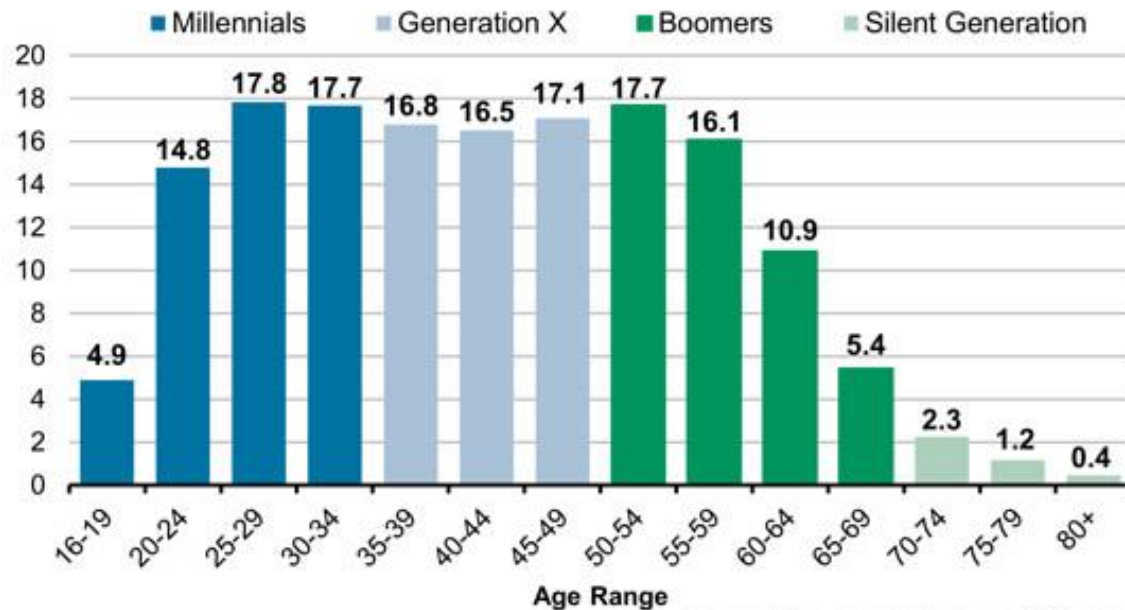
Planning to
retire in the
next 5 years

We the people...

National Generational Demographics

The Workforce in 2015

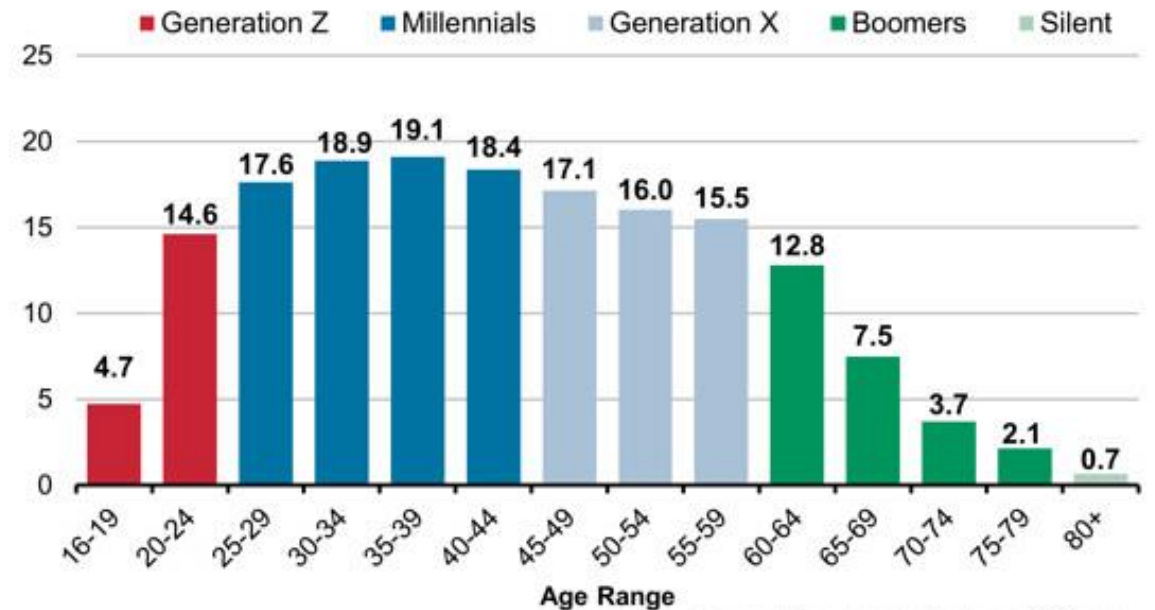
Projected size of U.S. labor force (in millions) by age, for the year 2015



Source: Department of Labor | WSJ.com

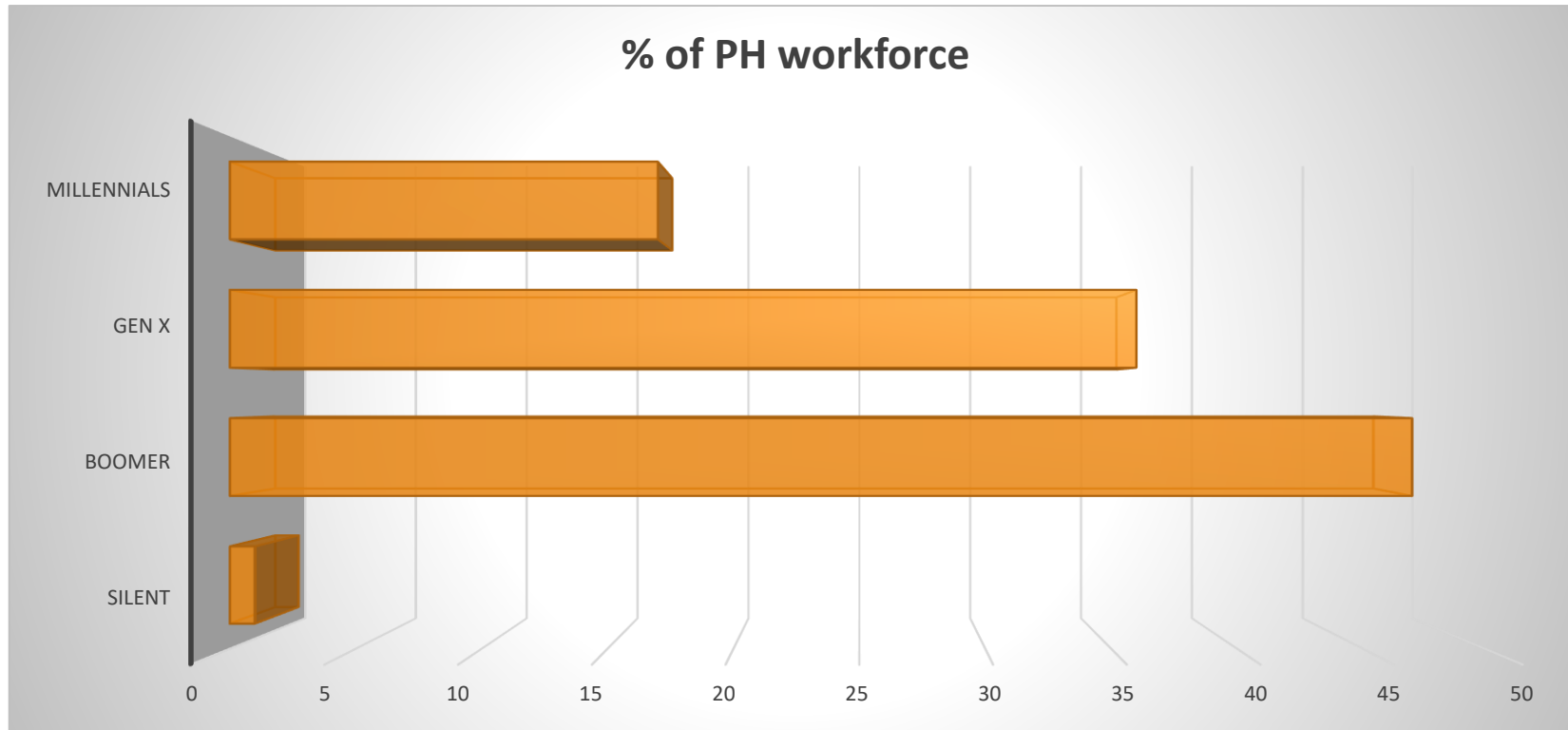
The Workforce in 2025

Projected size of U.S. labor force (in millions) by age, for the year 2025

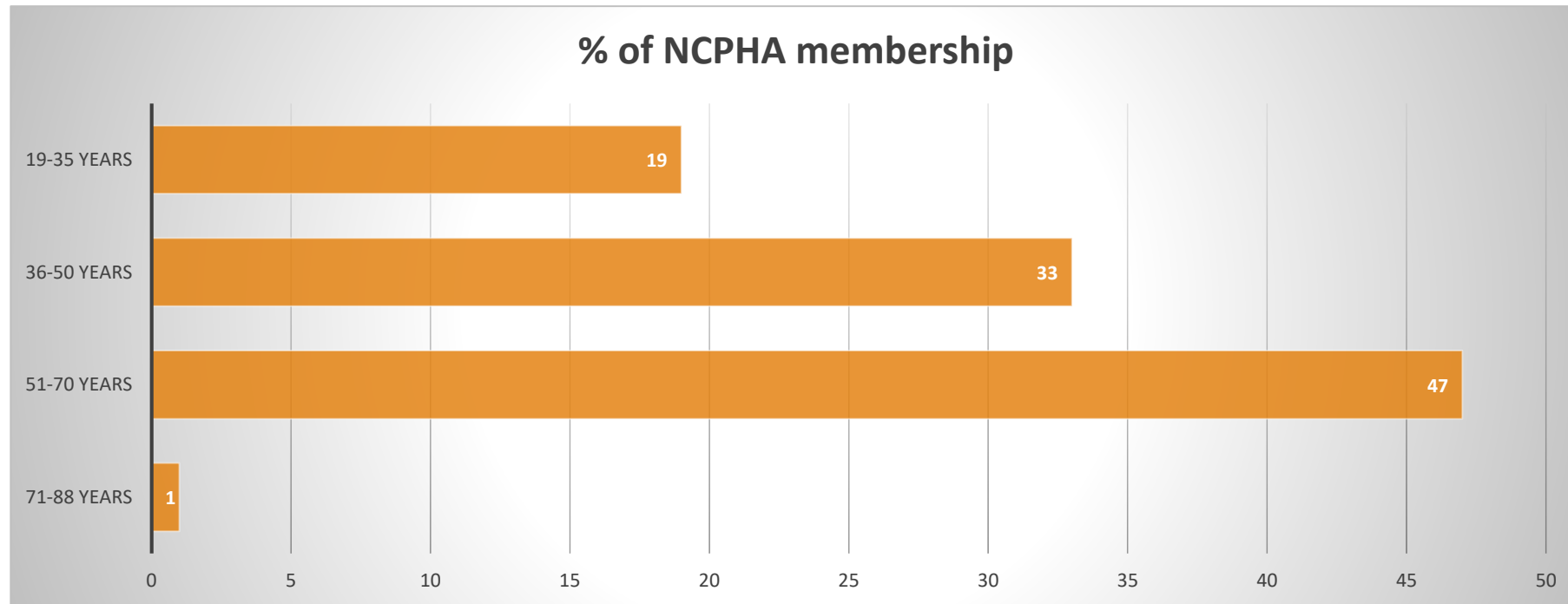


Source: Department of Labor | WSJ.com

National Public Health Workforce



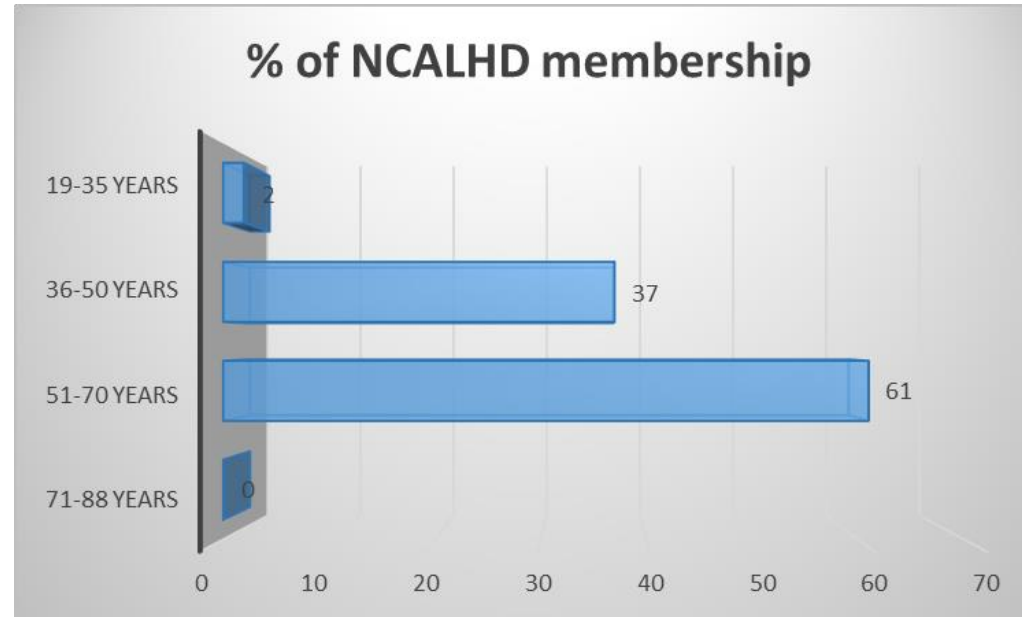
North Carolina Public Health Workforce



Local Health Department Leadership

Surveyed Local Health Directors via online survey

- 59 out of 85 completed survey (69%)



Generational Roll Call

Traditionalists (Before 1945)

The Boomers (1945-1964)

Generation X (1965-1980)

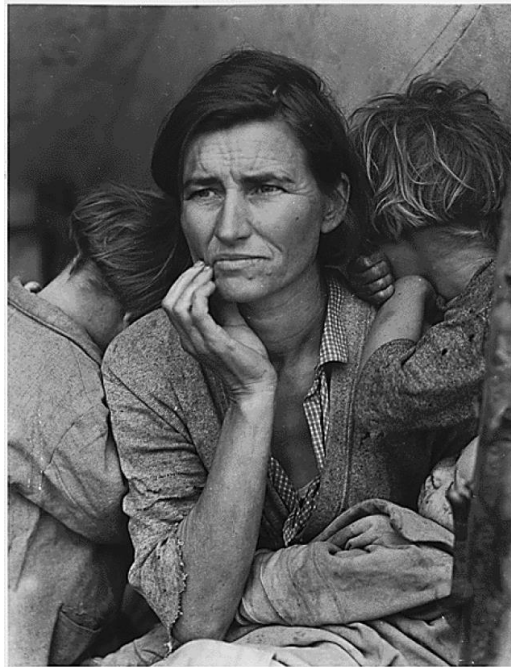
Xennials (1977-1983)

Millennials (1980-late 1990s)

iGeneration (late 1990s-mid 2000s)

The Traditionalists (before 1945)

What was happening as they were growing up...



The Traditionalist Generation (before 1945): In the Workplace

Strong work ethic

Respectful, loyal and stable

Not likely to challenge the process

Connection to the common good

Will get through the hard times



The Boomers (1946-1964)

Defining moments as they were growing up...



The Boomers in Workplace

Team player

Optimistic

Highly productive and put in long hours

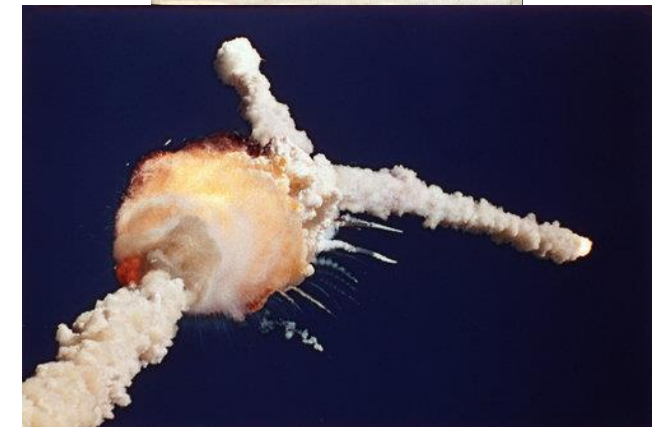
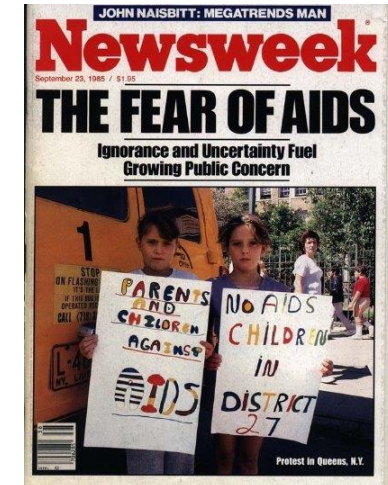
Desire to make a difference

More “WORK” than “LIFE” in the balance debate



Generation X (1965-1980)

What was happening in their childhood...



Generation X in the Workplace

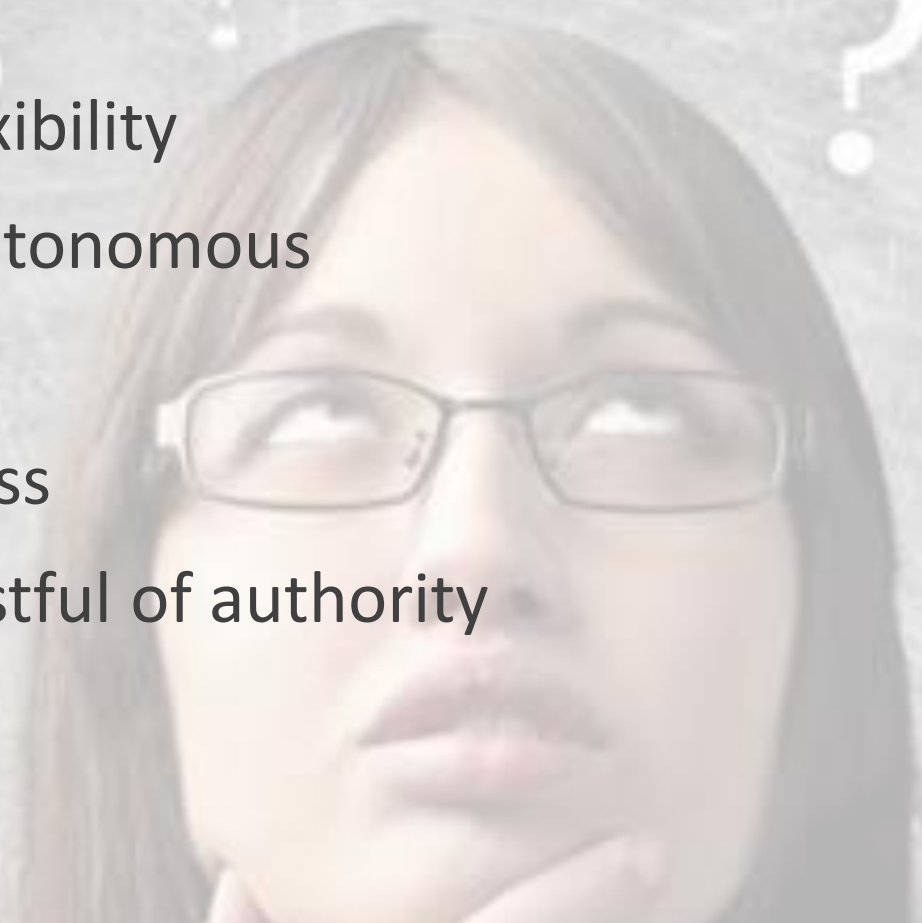
Adaptability and flexibility

Independent and autonomous

Creative

Challenge the process

Skeptical and distrustful of authority



Xennials (1977-1983) Microgeneration



Xennials in the Workplace

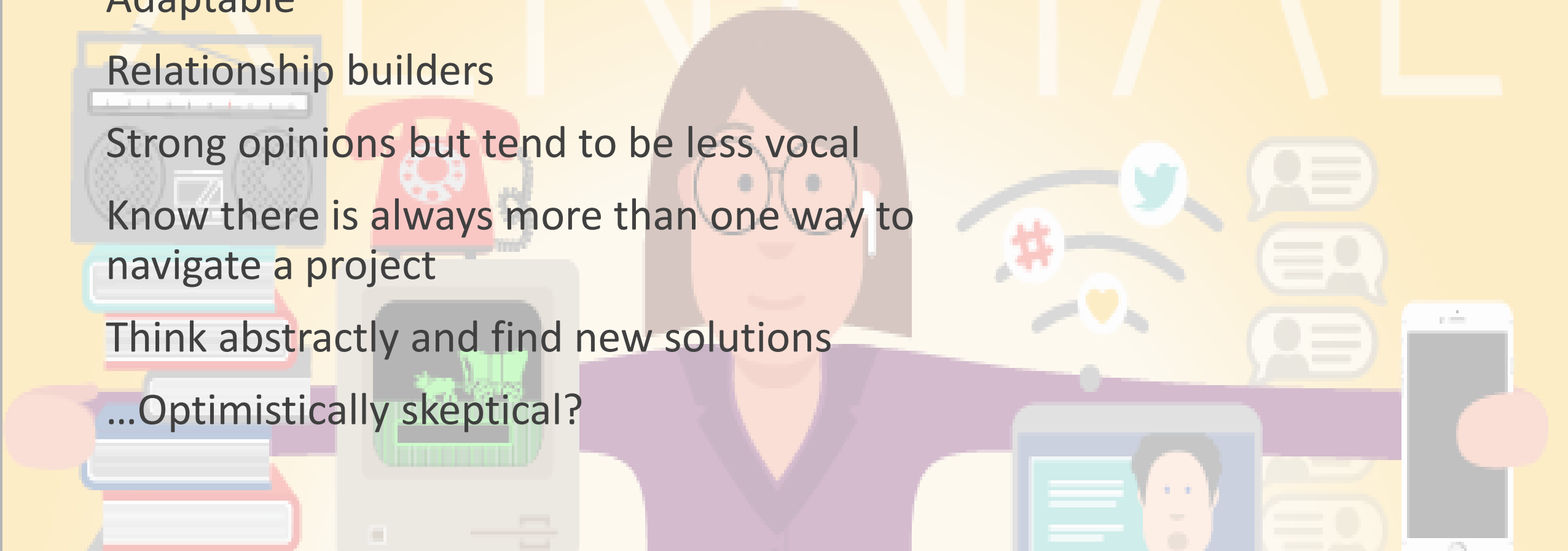
Adaptable

Relationship builders

Strong opinions but tend to be less vocal
Know there is always more than one way to
navigate a project

Think abstractly and find new solutions

...Optimistically skeptical?



Millennials (1980-late 1990s)

Defining moments in their youth...





Millennials in the Workplace

Tech savvy

Optimistic

Service oriented

Passionate

Need for structure and supervision (frequently)

iGeneration (late 1990s-mid 2000s)

Oldest are in their early 20s

Youngest are high schoolers

Significant events

- Marriage equality
- Great Recession
- Barack Obama elected
- Mass Shootings
- Election 2016

Why they matter today?

- They might be your children and grandchildren
- They WILL be your new employees



iGeneration in the Workplace

Always “ON” and Connected

Global

Go-getters and Creative

Dream big yet cautious

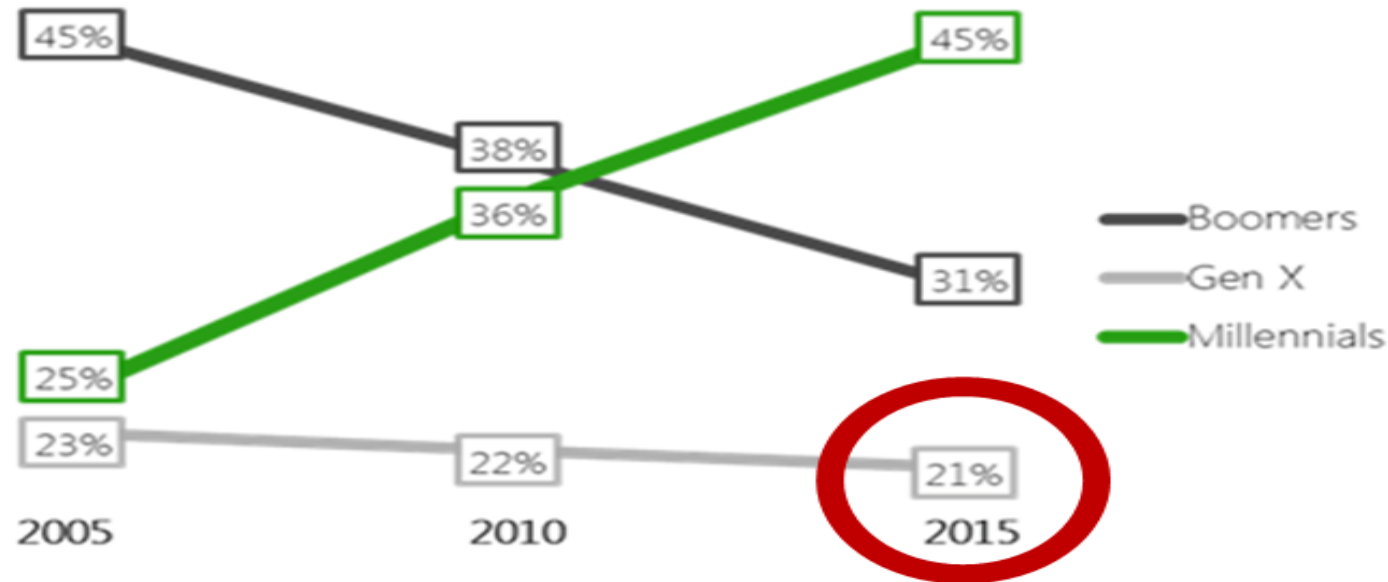
Activists

Storytellers

Visual

Shun conformity – living their best life, not yours

Filling their Shoes...Leadership Roles



Millennials will soon be the largest generation in the workplace –
But it's Generation X that will step into leadership roles.

Source: Bureau of Labour Statistics Employment Projections

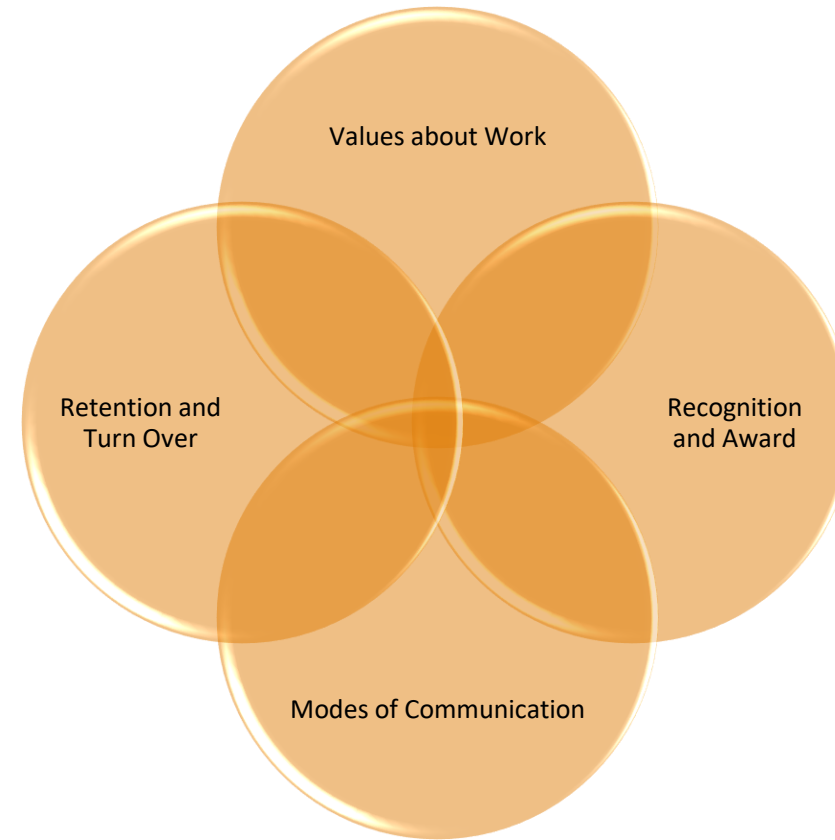
Generational Challenges & Opportunities

Values regarding work

Recognition and award

Retention and turn over

Modes of Communication



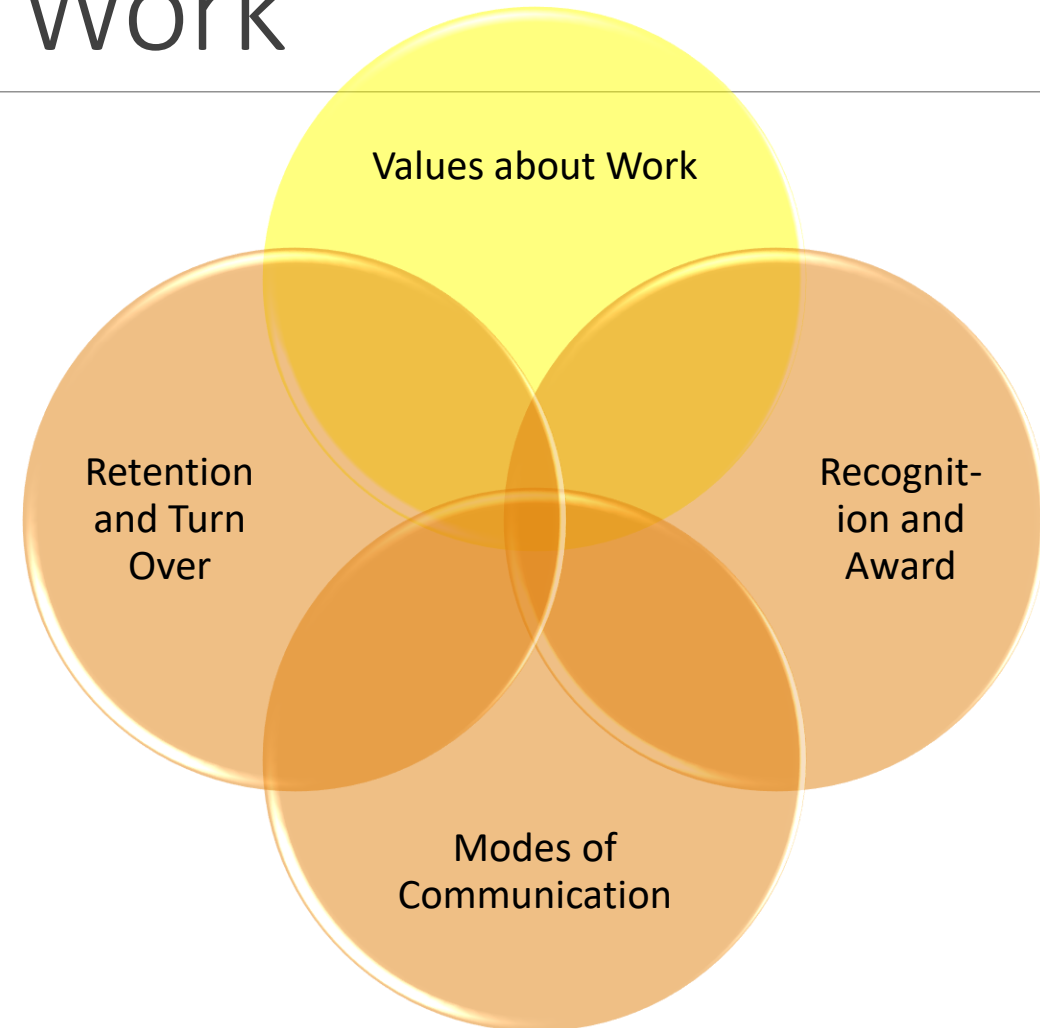
Values Approaching Work

Office space or coffee house?

9-5 or flex time?

I am my job or My job is a job?

One place or many experiences?



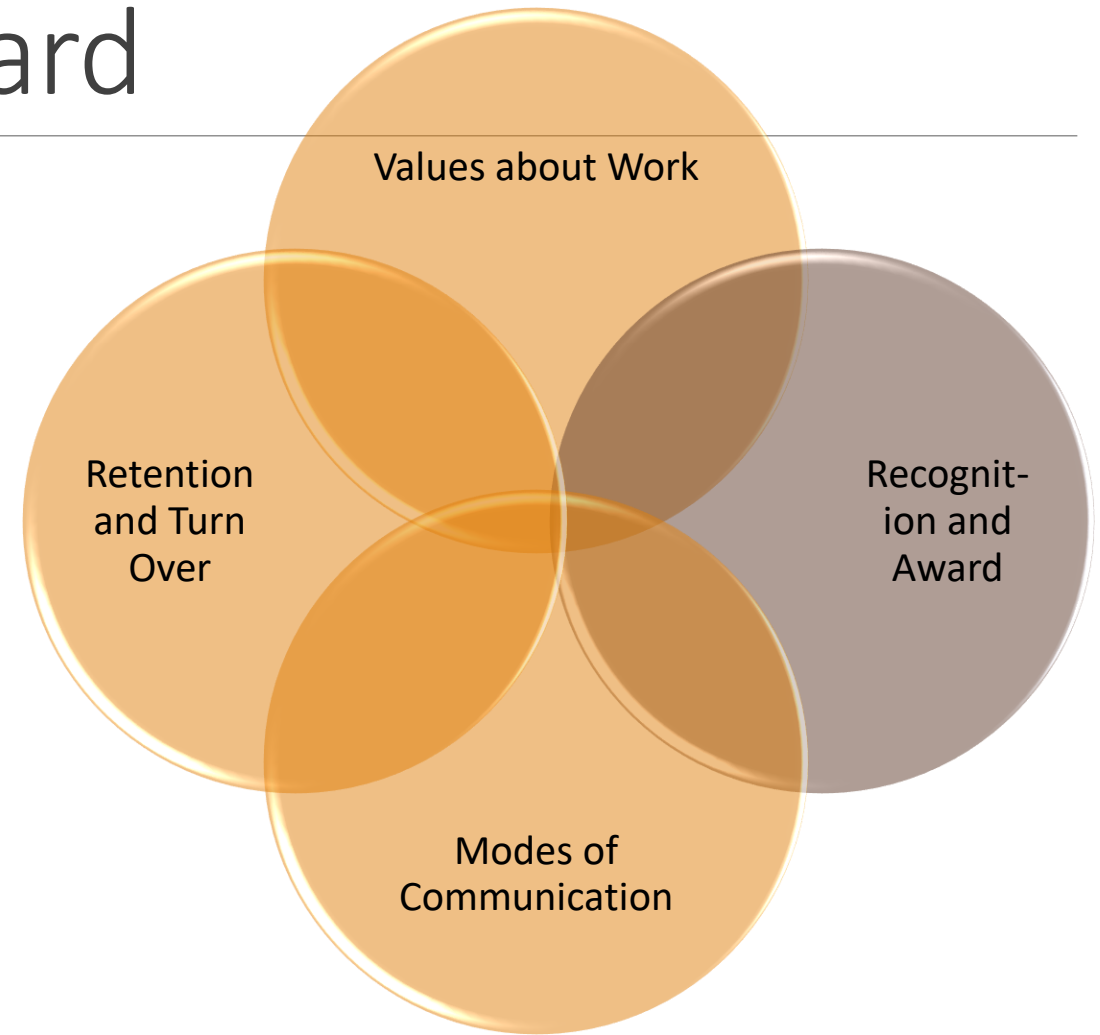
Recognition and Award

Working is a privilege

Annual performance appraisal is enough

I don't need recognition just let me do my job

I need you to meet with me everyday



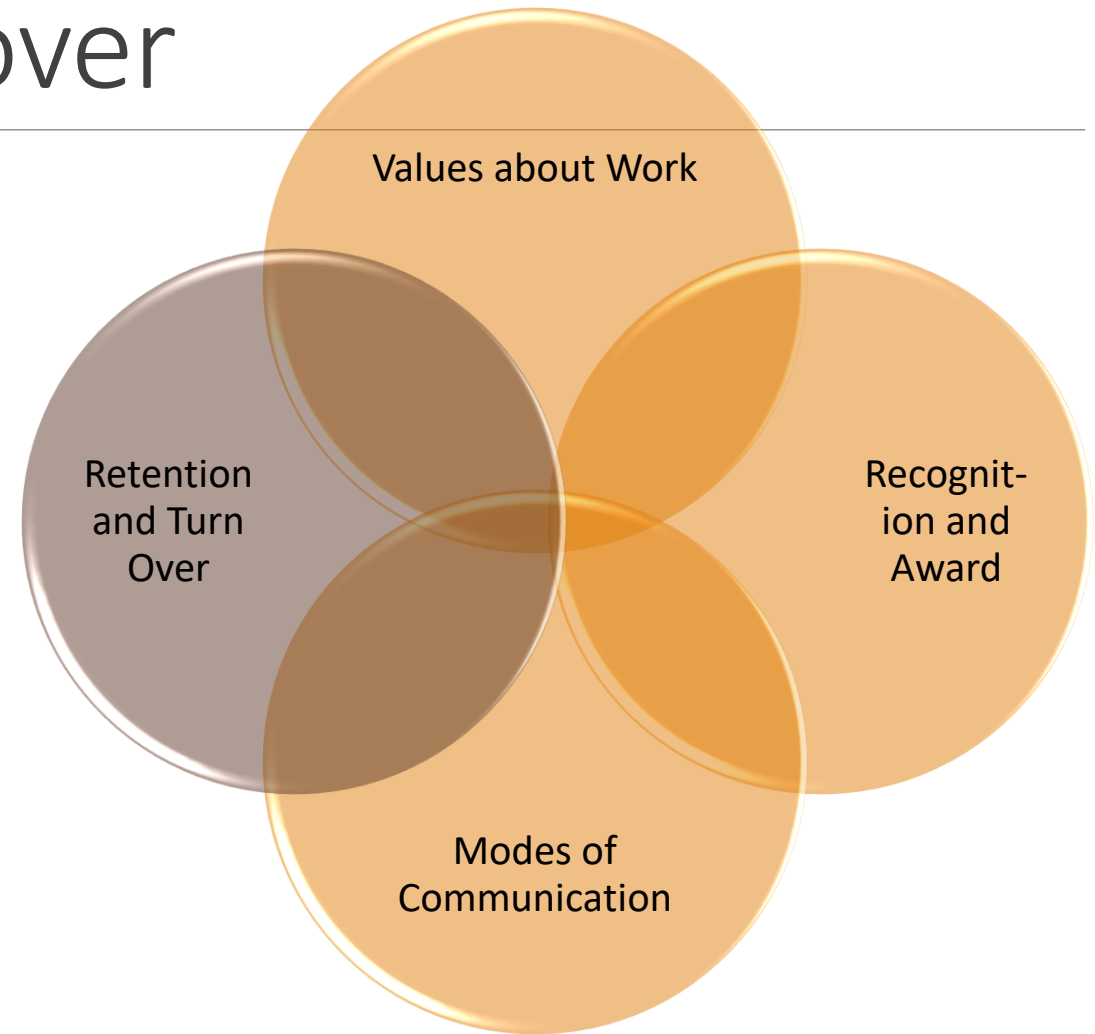
Retention and Turnover

Longevity, one place

Climbing the ladder and stability

Variety is marketability

Follow the journey



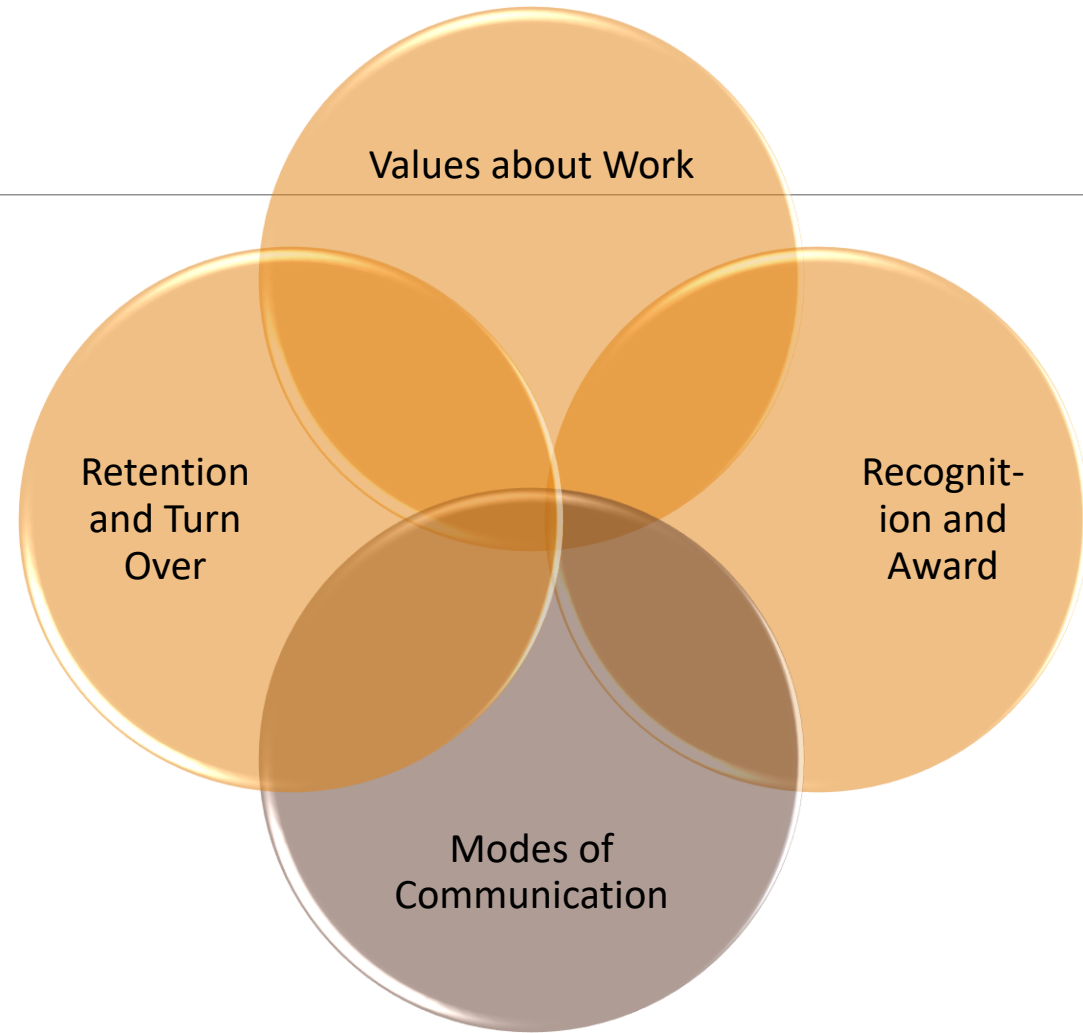
Communication

Letters and memos

Face to face and phone calls

Emails, Only when needed

Texting, Quick and Often



What Different Generations Look for When Applying for a Job

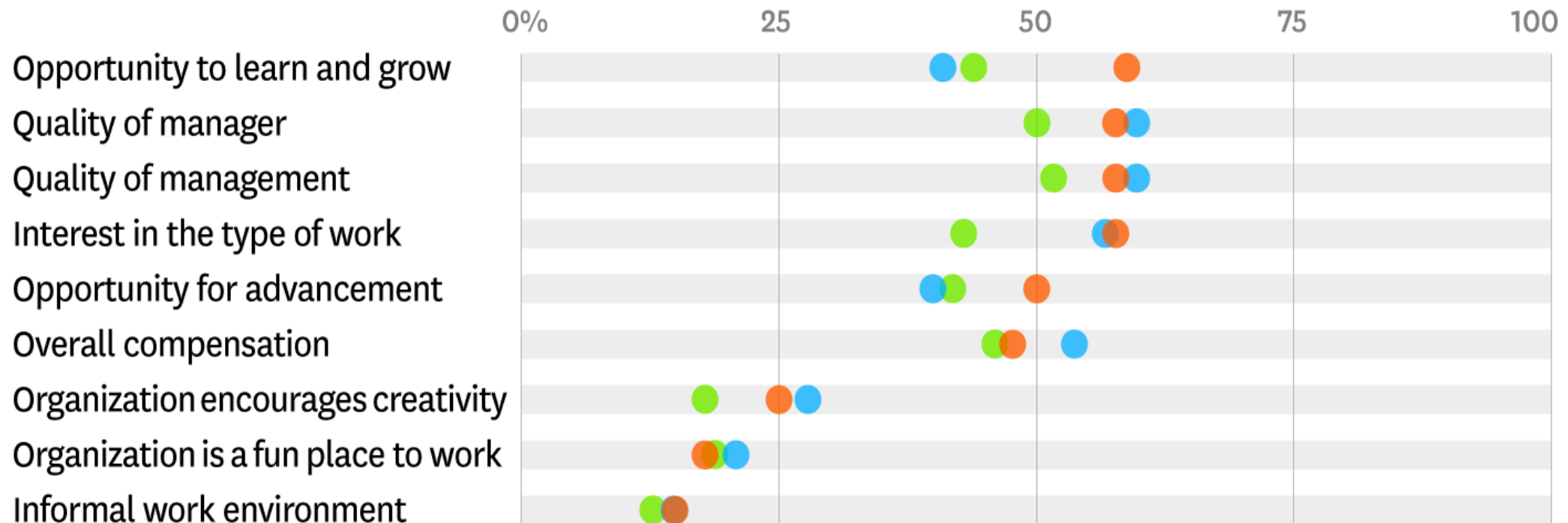
According to a survey of 1,700 U.S. workers.

PERCENTAGE RESPONDING “EXTREMELY IMPORTANT”

Baby Boomers

Gen Xers

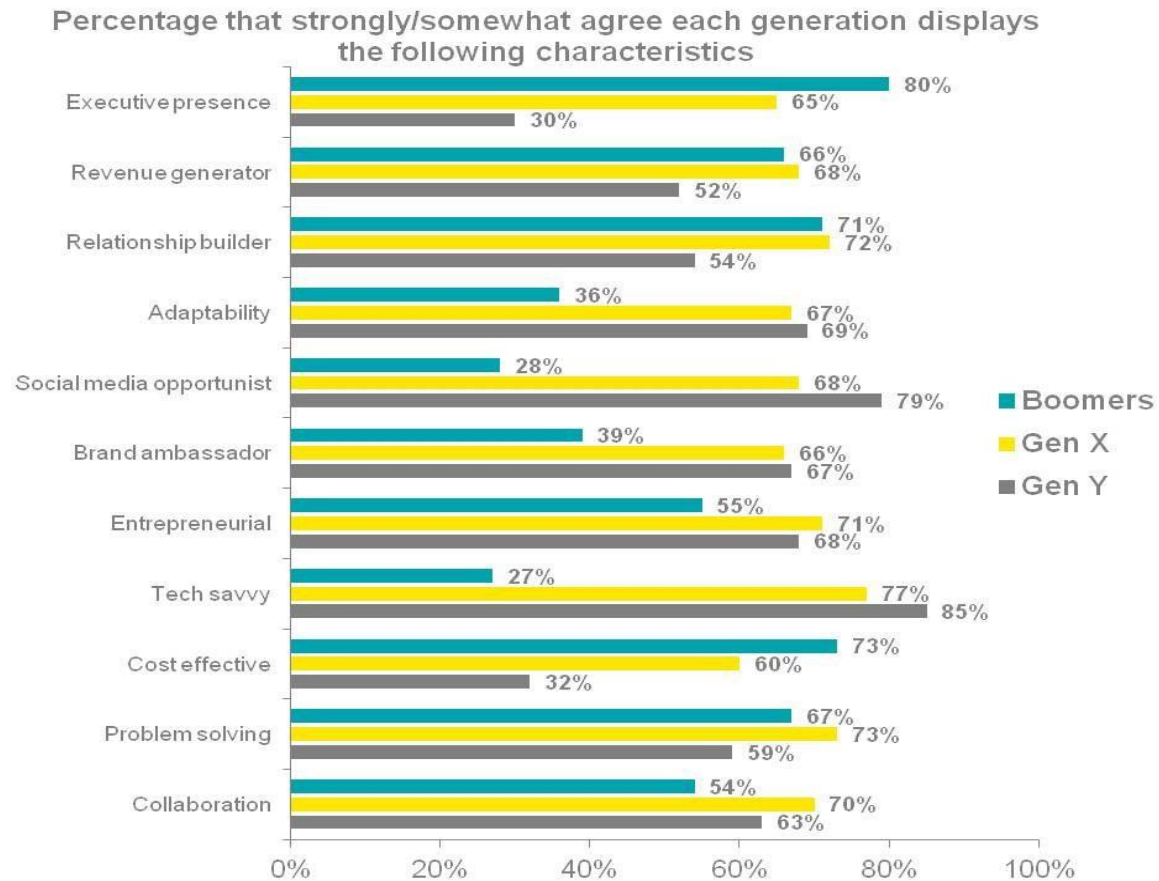
Millennials



SOURCE GALLUP

© HBR.ORG




2013 Ernst and Young study



At the End of the Day...

Figure 1

Millennials place much the same weight on many of the same career goals as older employees do

Top career goals	 Millennials	 Gen X	 Baby Boomers
Make a positive impact on my organization	25%	21%	23%
Help solve social and/or environmental challenges	22%	20%	24%
Work with a diverse group of people	22%	22%	21%
Work for an organization among the best in my industry	21%	25%	23%
Do work I am passionate about	20%	21%	23%
Become an expert in my field	20%	20%	15%
Manage my work/life balance	18%	22%	21%
Become a senior leader	18%	18%	18%
Achieve financial security	17%	16%	18%
Start my own business	17%	12%	15%

Source: IBM Institute for Business Value Millennial Survey 2014, Millennials n=1,153, Gen X n=353, Baby Boomers n=278.
Q15: Select the 2 long-term career goals that are most important to you.

Changing Generational Tide

Work ethic of Silent Generation can inspire us...especially in the tough times

The optimism of Boomers can help us see the positives in organizations and our work

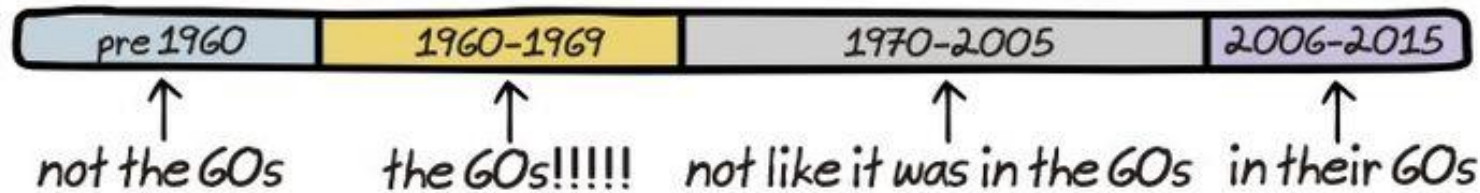
The skepticism of Gen X will challenge us and keep us honest

The enthusiasm and self confidence of Millennials is infectious and powerful

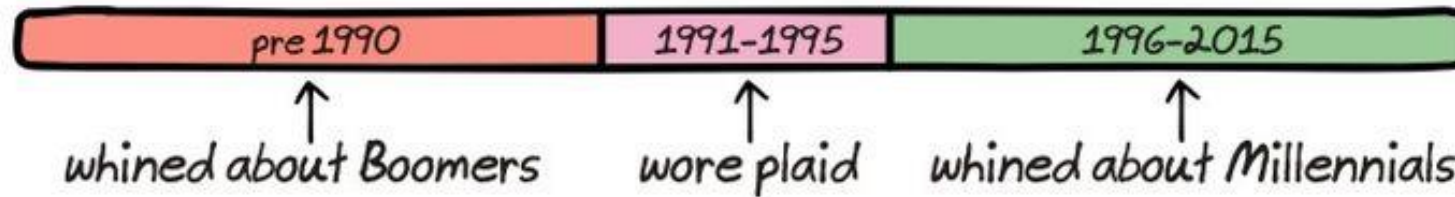
anatomy of generations

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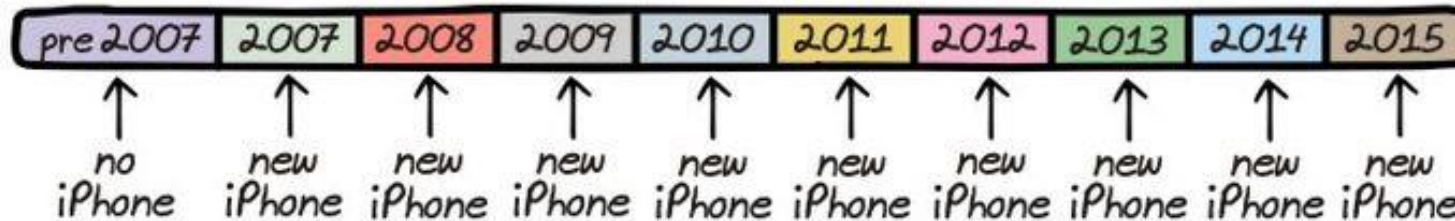
Boomers



Gen Xers



Millennials



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Thank You!

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