


## Generational Diversity

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## By the Numbers



- ✓ On average, 10,000 Baby Boomers retire every day.
- ✓ Nearly 60% of Generation Y has switched careers at least once already.
- ✓ 70% of college grads leave their first job after graduation within two years
- ✓ Only 1/3 of Millennials say their current job is their career.
- ✓ 3 out of 5 students expect to be able to work remotely.
- ✓ 60% of Millennials don't feel they make enough money.
- ✓ 43% of Millennials think they could easily find another job if they lost their current one.
- ✓ 18% of employees are looking for new job opportunities in the next 3 months.
- ✓ More than half of 18-44 year olds are looking for a job with a company that offers flexible work options.
- ✓ 69% of Millennials want more freedom at work.

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## By the Numbers



- ✓ 67% of Gen Y admit that on day one of a new job, they're already thinking about looking for another job.
- ✓ 72% of Gen Y employees entering the workforce want to make a direct social and environmental impact.
- ✓ 75% of Gen Y employees want mentors
- ✓ 91% of Gen Y employees don't expect to stay more than three years at any given job.
- ✓ 91% of Gen Y expects to stay in their current job fewer than three years.
- ✓ 89% of Gen Y wants to choose when and where they work.
- ✓ 88% of Gen Y considers positive culture to be essential for a dream job.
- ✓ 94% of employers are using social media for recruiting talent.

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are the  
**people**  
you communicate with  
**different**  
than you?



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### Gender Differences



**Women tend to...**

- Use listening noises
- Seek rapport
- Get closer to listener or speaker
- Avoid interruptions



**Men tend to...**

- Interrupt
- Seek to report
- Use volume to dominate

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### Generational Differences

Traditionalist	Baby Boomers
Discrete	Diplomatic
Present your story in a formal, logical manner	In person
Show respect for their age/experience	Speak in an open and direct style
Use good grammar and manners	Use body language to communicate
Use formal language	Avoid manipulative /controlling language
Use inclusive language (we, us)	Establish friendly rapport
Focus on words not body language	Present options
Slow to warm up	OK to use first names
Like hand-written notes, less email & more personal interaction	

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### Generational Differences

Generation X	Millennials
Blunt / Direct	Polite
Immediate	Communicate in person if the message is very important
Straight talk, present facts	Don't talk down to them- they will resent it
Email as #1 tool	Use action verbs
Informal communication style	Be humorous- show you are human
Talk in short sound bites	Be careful about the words you use and the way you say it (they are not good at personal communication)
Share information immediately and often	Be positive
Use direct, straightforward approach	Use language to portray visual pictures
Lean their language & speak it	

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### Millennials

**The Millennials are here!**

- Millennials span 1982-2004 and have already surpassed Generation X to be the largest make up within the labor force.
- According to the Bureau of Labor Statistics 53% of all managers say it's difficult to find and retain Millennials.
- 58% of Millennials expect to stay in their jobs less than 3 years (Generation X has averaged 5 years and Baby Boomers average 7 years)
- 69% of Millennials stated they would choose to freelance if they knew that they could find enough work.

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### Millennials

**What Motivates Millennials**

- According to Deloitte's Millennial Survey, 78% of Millennials are strongly influenced by how innovated a company is.
- Flexibility in the workplace and non-traditional schedules
- Millennials like collaborative environments
- Motivated by career growth and development opportunities
- Look for organizations that give back to the community
- Money, surprisingly, isn't their biggest motivator.

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## Ask Yourselfs



- Do we have any current hiring needs?
- Are there any planned team loses or changes we anticipate over the next two years?
  - Jeopardy employees, retirement, job creation, succession planning, reduction in force?
- Do we invest enough in development and technology (would it excite someone to work here)?
- Do we have a culture that people want to be a part of?
- What do we do for the community?
- Why do we have to ask these questions??????

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## Building Trust



Leaders can build trust through:

- Competence
- Benevolence
- Integrity

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## Challenges to Communicating Well



- Tone
- Humor
- Profanity or yelling
- Slang, acronyms, or buzzwords



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## Challenges to Communicating Well



- Innuendo or hidden meanings
- Failing to ensure understanding
- Wrong method
- Personal space




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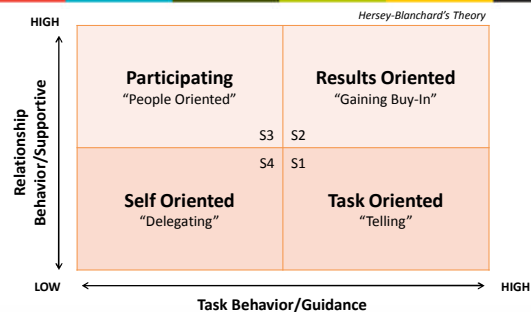
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## Situational Leadership




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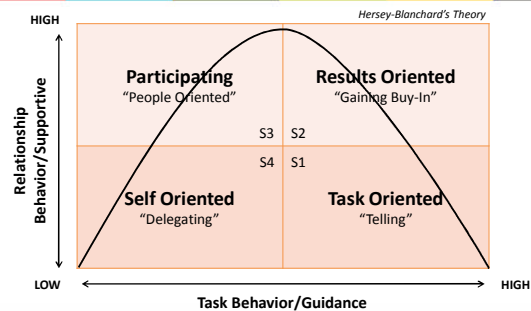
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## Situational Leadership



Task Readiness			
R4	R3	R2	R1

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## Action Steps



- Put more focus on communication- make it a higher priority
- Provide training at all levels on communication norms and styles
- Refocus on some of the softer skills- don't forget they matter
- Understand and acknowledge your own style and what are your own barriers to success



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## Thank you!



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