Breakout Sessions – Series 1

ZOINKS! GENERATION Z JOINS THE WORKPLACE IN NUMBERS

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Presentation Outline
- Traditionalists
- Baby boomers
- Gen X’ers
- Millennials
- Generation Z
Traditionalists

Traditionalists – The Numbers

- Born before 1946
- Approximately 55 million
- They register as the largest voting population in the U.S.
- Majority are retired
Who Are The Traditionalists?

- Grew up during the Great Depression and WWII
- Either fought in WWII or were children
- Behaviors are based on experiences during the Depression and WWII
- Wealthiest generation
- Men typically worked while women stayed home to raise children
- Have the largest lobbyist group, AARP

Traditionalists’ Motivations

- Enjoy flexible arrangements so they can work on their own schedule
- Believe promotions, raises, and recognition should come from job tenure
- Loyal to employers and expect the same in return
- Possess superb interpersonal skills
- Measure work ethic on timeliness, productivity, and not drawing attention
Baby Boomers

Baby Boomers – The Numbers

- Born between 1946-1964
- Approximately 76 million
  - Largest generation
  - Created the term workaholic
- Make up 28% of Americans
- Less ethnically diverse than Gen X (73% white)
- 8,000 Boomers turn 60 each day
  - Empty nesters

“Fun Fact” ~ In 10 years, average Boomer age will be 70.
Influences on Baby Boomers

- Civil Rights, Women’s, and Environmental Movements
- Assassinations of JFK, Robert Kennedy, and Martin Luther King, Jr.
- Loosening of traditional values/Sexual Revolution
- Walk on the moon
- Vietnam War
- Nixon resignation

Boomer Work Incentives

- Hierarchical workplace environment (chain of command)
- Success = long hours (paid your dues)
- Tell me what to do, I will do it
- Teamwork is critical to success
- Corporate ladder climbed by hard work
- Relationship building is important
- Personal, face-to-face interaction
Generation X

Generation X – The Numbers

- Born between 1965-1984
- Approximately 52.7 million
- Single parent families
- Smallest portion of the workforce
Generation X – Who Are They, Anyway?

- Defined as “slackers”
- They have the “carpe diem” attitude
- First generation to develop ease and comfort with technology
- “X” described the lack of identity that members of Generation X felt, not sure where they belonged
- Experienced more divorces than any other generation
- Had to learn to fend for themselves

Generation X Influences

- Latchkey kids – more self-sufficient
- TV as babysitter
- End of Cold War
- Fall of Berlin Wall
- Reaganomics
- Desert Storm
- Challenger explosion
- Parents’ loyalty not rewarded – wary
- MTV
- AIDS
- Watergate
- Energy crises
- First generation not to do as well as their parents
- Grunge/hip-hop
- Nixon resignation
X’ers Work Environment Incentives

- Casual, friendly work environment
- Involvement
- Flexibility and freedom
- A place to learn
- Work smarter, not harder
- Want open communication regardless of position, title, or tenure
- Value control of their time
- Look for a person to whom they can invest loyalty, not a company

Millennials
Millennials – Who Are They, Anyway?

- Born after 1981
- Most racially diverse generation – only 56% Millennials are white
- “No collar workers”/Gen Y

Millennials – How Many Are There?

- Approximately 80 million
  - Between 40-50 million in the workforce
- Approximately 10,000 Millennials turn 21 every day
- By 2025, Millennials will account for 75% of the workforce
Influences on Millennials

- 9/11
- iPad
- Globalization
- School shootings
- Gulf oil spill
- Boston bombing
- Great recession

Parental Influence

- “Helicopter” parents
- Participation trophies
- Told Millennials they were special
- Overly involved in Millennials’ job search and work lives
Millennial Work Culture Incentives

- Nearly 9 in 10 Millennials want the workplace to be social and fun
- 74% want flexible work schedules
- 69% believe office attendance is unnecessary on a regular basis
- 81% think they should be able to make their own hours
- 79% think they should be allowed to wear jeans
- 93% want a job where they can “be themselves”
- 70% say they need “me time” at work

Culture vs. Money

- Prefer culture of community and transparency to a high salary
- 88% prefer collaborative work culture than a competitive one
- Half of Millennials would rather have no job than a job they hate
- 64% would rather make $40k at a job they love than $100k at a job they think is boring
- Millennials have high debt load
Millennial Work “Requirements”

- Need to know they are appreciated and their work matters
- Want to be able to be creative and to create own job
- Flexibility, paid sabbaticals, paid volunteer days
- Constant learning opportunities
- Snacks

Generation Z
Gen Z by the Numbers

- Born 1998 and after
- Age of adults in 2017: 20 years old
- How many are there? 72.8 million

Gen Z Influences

- Digital natives
- Globalization
- Social media
- Safety
Gen Z Workplace Motivations

- Stability and opportunities to advance
- Independent environment
- Run their own projects
- Want to feel valued and recognized

Incorporating a Culture of Inclusion

- Communication
  - Be transparent
  - Provide constant feedback and information to Generation X and Millennials
  - Explain how individual efforts fit into big picture
  - Ask how employees want to communicate
  - Set communication best practices; text, email, in person?
Incorporating a Culture of Inclusion

- Boomers like hierarchy, structure, and procedure
- Boomers apply experience to solve a problem
- Millennials to apply fresh, fast, technological approach to a problem
- Support the needs of different generations through flexible work arrangements
- Succession plan

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