

MULTIPLE GENERATIONS @ WORK

Five Generations Working Side by Side in 2020

TRADITIONALISTS Born 1900-1945	BOOMERS Born 1946-1964	GEN X Born 1965-1976	MILLENNIAL Born 1977-1997	GEN 2020 After 1997
Great Depression World War II Disciplined Workplace Loyalty Move to the 'Burbs Vaccines	Vietnam, Moon Landing Civil/Women's Rights Experimental Innovators Hard Working Personal Computer	Fall of Berlin Wall Gulf War Independent Free Agents Internet, MTV, AIDS Mobile Phone	9/11 Attacks Community Service Immediacy Confident, Diversity Social Everything Google, Facebook	Age 15 and Younger Optimistic High Expectations Apps Social Games Tablet Devices

Each generation brings its own view of the world, which creates both opportunities and threats to businesses. **This demands Generational Intelligence!**

MULTIPLE GENERATIONS @ WORK SURVEY

SURVEY DEMOGRAPHICS

200 Baby Boomers	
369 Generation X	
369 Millennials	
251 Gen 2020	
150 Managers with five or more direct reports	

OBJECTIVES

LEARN	What makes an employer attractive to each generation
UNCOVER	Skills each generation perceives as necessary for the future workplace
IDENTIFY	Career and training development methods preferred by each generation
SHARE	Predictions how workers' and managers' views diverge in the future workplace
PROPOSE	Employer recommendations

The 'Multiple Generations @ Work' survey of 1189 employees and 150 managers was conducted in 2012 by Penn Schoen Berland for Future Workplace.

MULTIPLE GENERATIONS @ WORK FINDINGS

1.	WORKPLACE FLEXIBILITY TRUMPS SALARY & CAREER PROGRESSION FOR EMPLOYEES <ul style="list-style-type: none"> Managers underestimate the primary importance of flexible working hours for all workers Younger employees also value the opportunity to express their creativity, corporate values that match their own, and employer assistance in paying off student loans
2.	WORKPLACE FLEXIBILITY IS A VALUED BENEFIT, BUT WORKING FROM HOME IS NOT <ul style="list-style-type: none"> 47% prefer to find a job where they can primarily work from any location (of their own choosing) 45% prefer to find a job where they go to work on-site, away from their homes, with colleagues 7% prefer to find a job where they can work from their homes most or all of the time
3.	WORKPLACE FLEXIBILITY IS A VALUED BENEFIT, BUT ALMOST HALF ARE UNAWARE OF COMPANY POLICY <ul style="list-style-type: none"> Only 44% of all employees are aware of telecommuting policies offered by their employers
4.	GENERATIONAL TENSION PERVADES THE WORKPLACE <ul style="list-style-type: none"> 66% of Millennials agree that "My personal drive can be intimidating to other generations in the workplace." 61% of Millennials cite opportunities for career progression among top three criteria that make an employer attractive
5.	BOOMER BUMMER: DISENGAGED IN THE WORKPLACE <ul style="list-style-type: none"> 22% of Boomers are somewhat or very dissatisfied with opportunities for career progression Boomers are least likely to think that workplace training provides opportunity to learn new skills
6.	SATISFACTION WITH CAREER PROGRESSION VARIES BY GENERATION <ul style="list-style-type: none"> 71% of Millennials are somewhat or very SATISFIED with their opportunities for career progression 19% of Generation Xers are somewhat or very DISSATISFIED with their career progression
7.	ALL GENERATIONS LOOK TO EMPLOYERS FOR LIFE SKILLS TRAINING, NOT JUST FOR CAREER DEVELOPMENT <ul style="list-style-type: none"> Financial planning was a priority for 23%, foreign language for 15% and health & wellness for 6%
8.	MORE GEN XERS THAN BOOMERS EXPECT TO WORK UNTIL AGE 70 <ul style="list-style-type: none"> 85% of Generation Xers – more than any generation – agree that they will work until age 70 78% of Boomers agree that they will be working until age 70
9.	MILLENNIALS/GEN 2020 DIVERGE IN COMMUNICATION AND LEARNING APPROACHES <ul style="list-style-type: none"> To communicate, they predict more use of video conferencing, texting and internal social networking To learn, they most value mentoring, formal classroom, tuition reimbursement, and peer collaboration
10.	MANAGERS RECOMMEND 9 KEY SKILLS FOR THE WORKPLACE OF THE FUTURE <ul style="list-style-type: none"> Leadership Development Managing Change Workplace Technology Skills Critical Thinking Innovation and Creativity Oral Communication Business Acumen Data Analytics Global Mindset

Want to address these trends NOW to better leverage your multi-generational workforce? Contact us to learn more about Future Workplace's **BUILDING GENERATIONAL IQ™** workshop. info@futureworkplace.com