

Generations in the workplace and the changing view on work

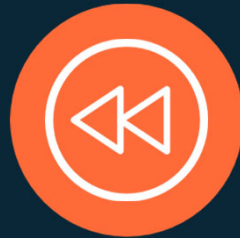
SUBStrong - 11/07/2023

hosted by ethOs



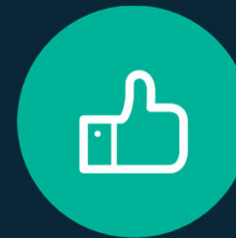
Changing Demands of the Workforce

Past



My Paycheck
My Satisfaction
My Boss
My Annual Review
My Weakness
My Job

Future



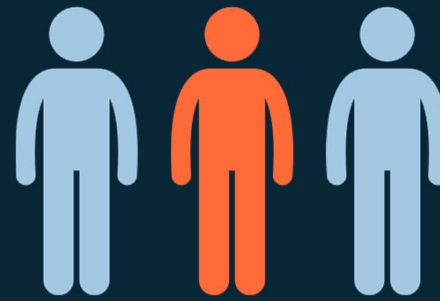
My Purpose
My Development
My Coach
My Ongoing Conversations
My Strengths
My Life

A 2022 Poll Reported:



Only 2 in 4 employees

strongly agree they feel
connected to their company's
culture



Only 1 in 3

strongly agree that
they belong at their
organization

Organizational success is directly linked to employee engagement and wellbeing.

EMPLOYEES WHO ARE ENGAGED AND THRIVING ARE MORE LIKELY TO:



Stay with their employer



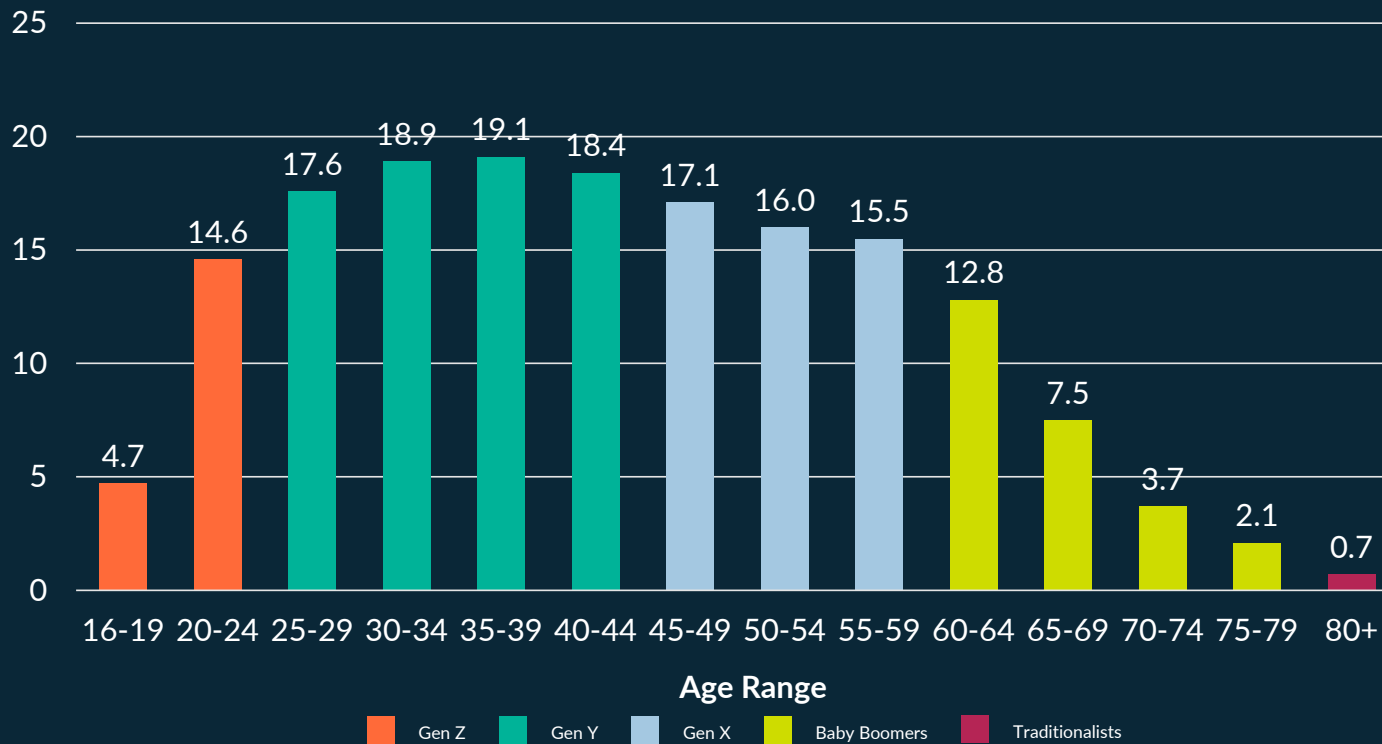
Achieve better business results



Improve customer satisfaction and loyalty

THE WORKFORCE IN 2025

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



Changes over my lifetime.....



Changes over my lifetime.....



Generations in the Workplace

The goal is not to *stereotype* but to *understand*



Gen Z

11-26 years old

Life paradigm

I'm coping and hoping

Technology

Hack it

View of authority

Not sure I need them

Role of work

It's my hobby

Sense of identify

I'm fluid

View of future

FOMO



Gen Y

27-42 years old

Life is a cafeteria

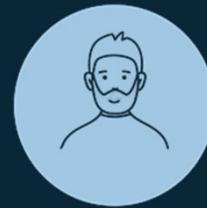
Enjoy it

Choose them

Place to serve

I am awesome

YOLO



Gen X

43-58 years old

Keep it real

Employ it

Endure them

Irritant

I am self-sufficient

Skeptical



Baby Boomer

59-77 years old

I want better

Master it

Replace them

Central focus

I am valuable

Create it



Traditionalists

78-95 years old

Be grateful you have a job

Hope to outlive it

Respect them

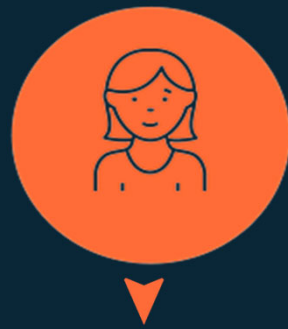
Means for a living

I am humble

Seek to stabilize



Source: A New Kind of Diversity



Gen Z

11-26 years old



View on Authority: Not sure I need them

Role of Work: It's my hobby (gig work)

Communication Style: IM or texts

Recognition: Frequent, in-person and through using an app or social media.

Rewards: Additional PTO, volunteer time off (VTO)



Gen Y

27-42 years old



View on Authority: Choose them

Role of Work: Place to serve

Communication Style: IM or texts

Recognition: Regular, informal communication through company chat or social media.

Rewards: Flexibility, Mentoring, Experiential rewards



Gen X

43-58 years old



View on Authority: Endure them

Role of Work: Irritant

Communication Style: Whatever is most efficient

Recognition: Informal and rapid

Rewards: Flexibility, Autonomy of projects,
Quality of life perks



Baby Boomer

59-77 years old



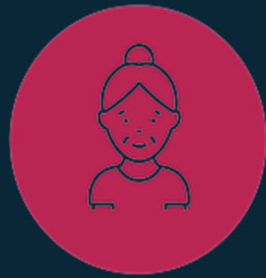
View on Authority: Replace them

Role of Work: Central Focus “Live to Work”

Communication Style: Whatever is most efficient
– phone calls, face to face

Recognition: Acknowledgement of expertise, job titles, tenure recognition

Rewards: Promotions, awards for accomplishments, Healthcare/wealth incentives



Traditionalists

78-95 years old



View on Authority: Be grateful you have a job

Role of Work: Means for a living

Communication Style: Whatever is most efficient
– phone calls, face to face

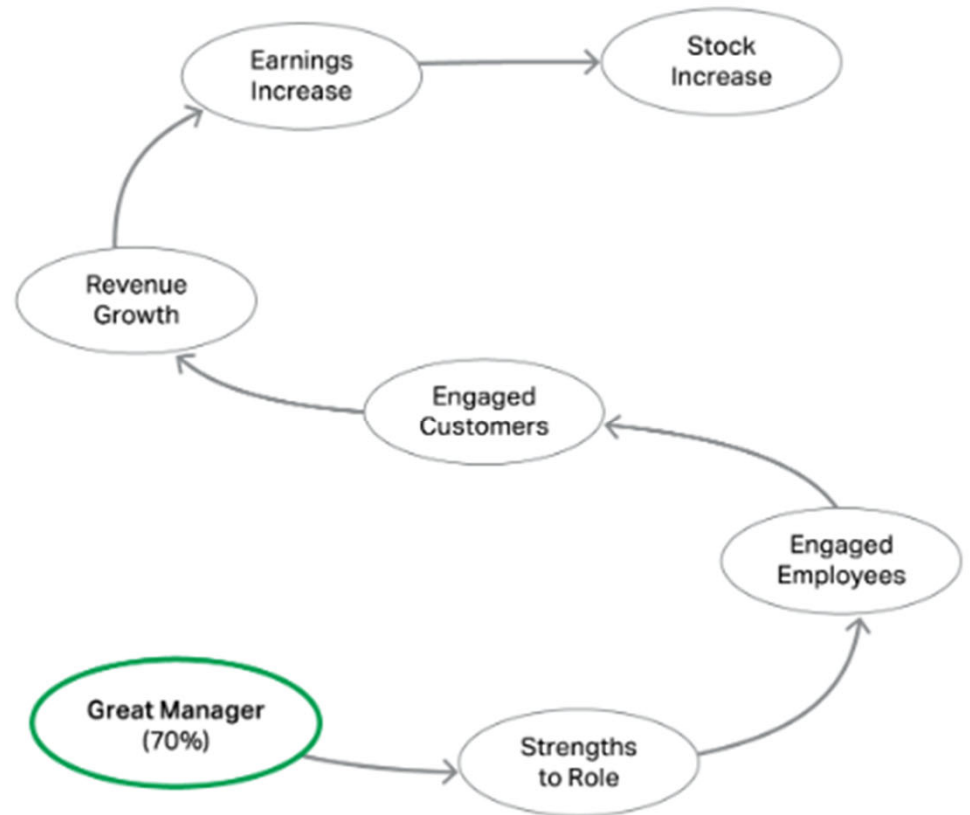
Recognition: Acknowledgement of expertise, job titles, tenure recognition

Rewards: Promotions, awards for accomplishments, Healthcare/wealth incentives

The Gallup Path

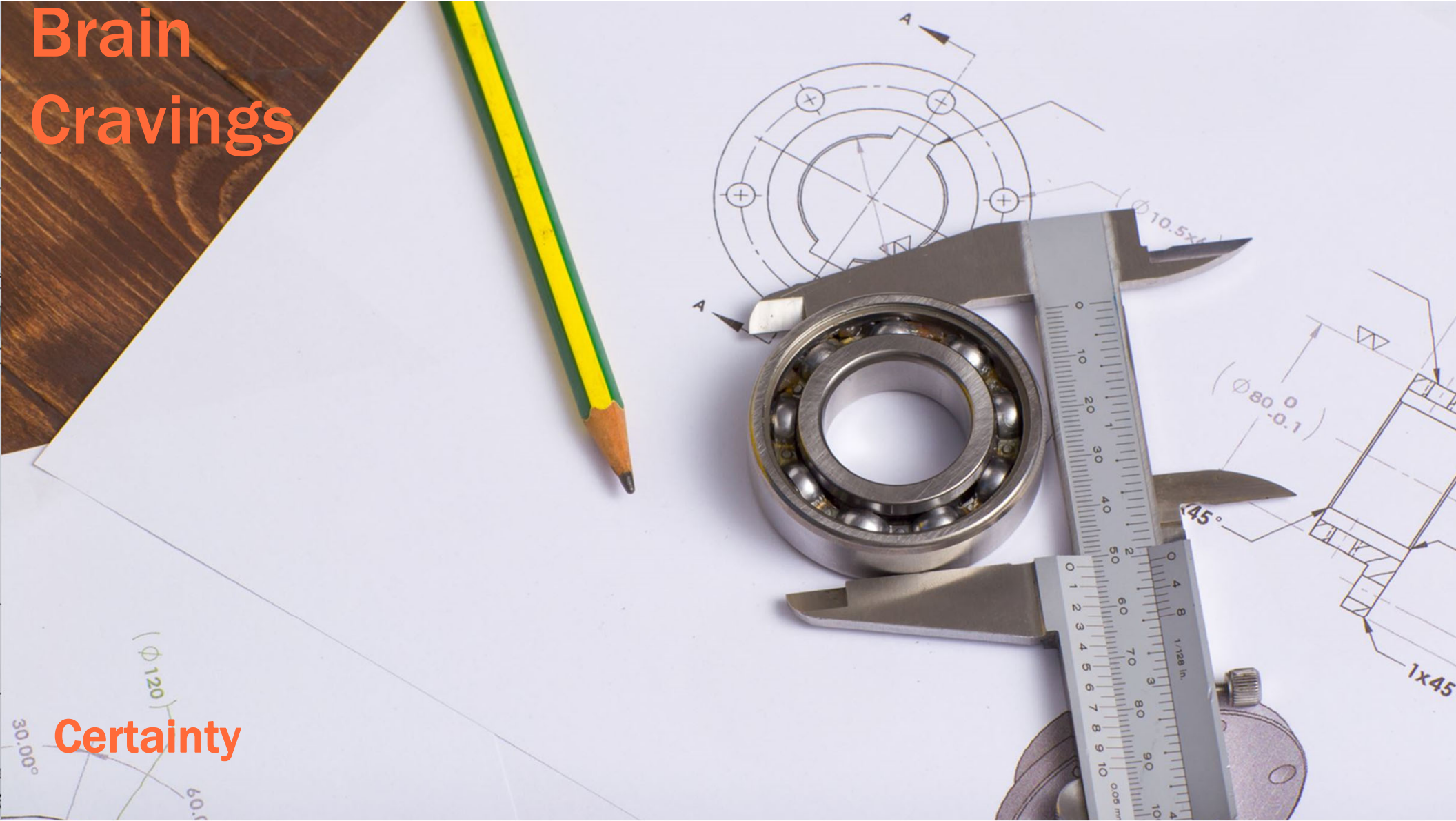
The Gallup Path®

The role human nature plays in financial outcomes



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Brain Cravings



Certainty

Brain Cravings



Autonomy

Brain Cravings

Meaning



Brain Cravings

Progress



Brain Cravings



Social Connections

Seen, valued, and heard



Thank you!



ALI PAYNE | ethOs President
Apayne@yourethos.com



MICHELLE WEIL | ethOs Consultant
Mweil@yourethos.com