



The Multigenerational Workforce: It's as Easy as **X** **Y** and **B**!

In 1990, the U.S. labor force was growing at a rate of 11.9%. By 2025, the growth rate will shrink to just 0.2%. And, by 2030, American businesses will face a labor shortage of more than 35 million. So what can you do to address the resulting issues?

Research findings suggest a new work model of generationally-friendly practices is needed. With Generation X in short supply, companies must develop Generation Y and fully leverage the Baby Boomer workforce.

Generations in Today's Workforce

38%
Baby Boomers
born 1946-1964



23%
Generation X
born 1965-1980



39%
Generation Y
born 1981-2000



48 Million

77.7 Million
79.5 Million

The Fringe Generations:

- Traditionalists: Born 1922-1945
- Millennials: Born 1995-Today



General Characteristics

Core Values



Optimism
Involvement

Skepticism
Fun
Informality

Realism
Confidence
Social

Family



Disintegrating

Latch-key kids

Merged families

Education



A birthright

A way to get there

An incredible expense

Communication



Touch-tone phones
Call me anytime

Cell phones
Call me only at work

Internet
Smartphones
eMail

Money



Buy now, pay later

Cautious
Conservative
Always save

Earn to spend

In the Workforce

Work Ethic & Values



Hard work
Respect authority
Duty before fun

Eliminate the task
Self-reliance • Skeptical
Want direction

What's next?
Multitasking • Tenacity
Goal-oriented

View of Work



An exciting adventure

A difficult challenge
A contract

A means to an end
Fulfillment

Leadership Style



Consensual
Collegial

Everyone is the same
Ask why

TBD

Interactive Style



Team player
Loves to have
meetings

Entrepreneur

Participative

Feedback & Rewards



Don't appreciate
feedback
Money

Sorry to interrupt,
but how am I doing?

Whenever I want, at
the push of a button

Communications



In-person

Direct
Immediate

eMail
Voicemail

Messages that Motivate



You are valued
You are needed

Do it your way
Forget the rules

You will work with
other bright,
creative people

Work & Family



No balance
Work to live

Balance

Balance

A New Model for the Multigenerational Workforce

If you give a little, you can gain a lot. With special attention to generational factors, develop your new model by:

- Creating mentoring and reverse mentoring programs
- Providing information to empower and encourage your managers
- Defining your employment brand
- Developing sound recruiting practices
- Honing appropriate management styles

Decoding Gen Y

- Generation Y is loyal and will remain unemployed rather than take a job that isn't right for them
- They value the opinions and guidance of their elders



- They are not afraid to ask for what they are worth
- Gen Y does not want to waste time during the interview process
- Gen Y wants important job information upfront
- They view work relationships as partnerships

Flexible work
schedules

Gen Y is asking
for what all of
your other
employees want:

Better
communication

Timely
feedback

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Source: Hammill, Greg. "Mixing and Managing Four Generations of Employees." FDU Magazine Online (2005): n. pag. Web.