The Changing Workforce A to Z
Presented by Safety Center Incorporated
Generations in the Workforce

- **Veterans**: Born prior to 1945
- **Baby Boomers**: Born 1945 to 1964
- **Generation X**: Born 1965 to 1976
- **Generation Y (Millennials)**: Born 1977 to 1994
- **Generation Z**: Born 1995 to 2004

Each generation brings unique experiences and perspectives to the workforce.
• In 1950, there were 7 working age people (age 15 – 64 years old) for every elderly person in the United States. By 2030, there will be only 3.

  • According to the US Census Bureau, the number of people aged 55 and older will increase 73% by 2020.
  
  • By 2030, with the last of the baby boom generation turning age 66, an unprecedented 20% of the population will be over age 65.
Projected Age Group Growth Rates - California

- **All Ages**
  - 2000-2010: 22.2%
  - 2010-2030: 88.7%

- **Under 65**
  - 2000-2010: 11.2%
  - 2010-2030: 13.3%

- **65 & Over**
  - 2000-2010: 12.4%
  - 2010-2030: 22.2%

- **85 & Over**
  - 2000-2010: 57.8%
  - 2010-2030: 72.5%
Veterans (Pre-1945)

This generation is currently retiring and not entering the work force. They have great interpersonal and organizational skills.

**Values:** Dedication, sacrifice, hard work, respect for authority

**Rewards:** Satisfaction of a job well done

**Motivation:** Honoring with plaques, photos, trophies
Veterans (Pre-1945)

• Lecture style is acceptable
• Respect experiences & opinions in case studies
• Training should align with company’s bottom line success
• Will be respectful with evaluation comments at end of training
• Interested in learning for leisure
• Will arrive early for class
• Wants their input acknowledged by trainers
The Older Workers

- The most compelling reason to work is economic.
- Work as a social outlet has become increasingly important.
- Older workers have a sense of accomplishment and responsibility.
- 28% of women and 38% of men age 62-74 are still working.
The Older Workers

• The 2018 unemployment rate for workers age 55 and over peaked at 3.4% for men and 3.2% for women. (Generally 2nd lowest among all ages)

• In 2017, more than half of workers age 45 and older reported that they had seen or experienced age discrimination in the workforce

• Age discrimination charges filed with EEOC fell from 18,376 in 2016 to 16,911 in 2017.
Baby Boomers (1945 – 1964)

This generation is currently the largest group of employees. The youngest of this generation, 50-somethings, are still entering the workforce.

**Values:** Team players, optimism, personal growth, invented 60-hour work week

**Rewards:** Money, title recognition, corner office

**Motivation:** Status symbols
Baby Boomers (1945 – 1964)

- Includes team activities in teaching methods
- Lets participants play different team roles
- Aligns training with company’s strategic plan
- Will want to evaluate at the end of sessions
- Wants deliverables that ensure job survival
- Wants social time during workshops
- Wants their input acknowledged by other participants
Baby Boomer Challenges

- Typically have smaller families – 1.8 children on average vs. their parents’ 3.5. (fewer family members to watch over them in their old age)
- Only ¼ of boomers will be financially comfortable in retirement.
- A quarter will end their years in poverty and the other half will fall somewhere in between.
- Biggest challenge for boomers will be their struggle with weight.
  - 1/3 are clinically obese and another one-third are over weight leading to diabetes, hypertension, osteoarthritis.
Generation X (1965 – 1976)

Gaining ground on the number of employees found in the work force.

Values: Diversity, balance, techno-literacy, informality, self-reliance, unimpressed with authority

Rewards: Freedom

Motivation: Lots of projects, time off for a job well done
Generation X (1965 – 1976)

- Includes activities & individual report outs
- “One solution” is unacceptable
- Align training with company’s goals
- Will provide feedback during sessions & won’t patronize trainer
- Want skills that are transferable to other companies
- Expect to start & end class on time
- Don’t need anyone’s acknowledgement


**Values:** Optimism, civic duty, confidence, diversity, morality, respects competency

**Rewards:** Work that has meaning

**Motivation:** Sense of purpose
Generation Y/Millennials (1977-1994)

- Uses technology & variety in teaching methods
- Wants casual discussions
- Focuses training on company’s values & image
- Will provide feedback & expect praise for it
- Wants fun skills that are transferable to other companies
- Expects to start on time but may want to be late or end early
- Expects frequent acknowledgement of their input by trainers
5 ways to effectively train Millennials:

1. **Keep it Brief**: Focus on the essential information as you have a limited amount of time to capture the attention of a millennial trainee.

2. **Keep it Real**: Use real life scenarios, stories and examples, and don’t forget to keep the material current.

3. **Plug into their Values**: As a socially conscious generation, millennials are more likely to believe in, work for, and support socially conscious leaders & organizations. Appeal to this group by using diversity in narratives and visuals.

4. **Make it About Them**: Make training personal.

5. **Use Gamification**: The use of common game playing elements, design, and thinking to engage & motivate learners is a very effective training strategy w/millennials. Gamification can change behavior and increase retention of information.

Graduating from high school. They have had a life-long use of technology. It is predicted that they will make up 32% of the workforce by 2020.

**Values:** Optimism, confidence, speed demons, expect instant gratification, life-long learning

**Rewards:** Time off, tuition reimbursement, employee recognition.

**Motivation:** Flexible work hours and locations, recognition for achievements

- Keep it short – most use text messages to communicate
- Focuses on social media
- Emphasizes knowledge attainment over professional advancement
- Focuses training on company’s value and image
- Conducts casual discussions
- Uses technology and variety
- Provides adequate tools and latest technology
• Finds email intolerable – too slow
• Little interest in job titles and hierarchy
• Short/limited attention spans
• Less concern for responsibility, accountability & understanding of consequences; preference for speed over accuracy
• Not team players
• Individualists - may have difficulty handling interactions with customers or other employees
• SIMYC. I am still SMHID. TMOT its TMTH. SIG2R T:)T

**Translation:** Sorry I missed your call. I am still scratching my head in disbelief. Trust me on this. It’s too much to handle. Sorry I’ve got to run. Think happy thoughts.
• WDALYIC? Need to SUAM ASAP. WAH today. WRYDT? Reply AYEC

**Translation:** Who died and left you in charge? Need to set up a meeting as soon as possible. Working at home today. What are you doing tomorrow? Reply at your earliest convenience.
Why should employers care if employees in different generations respect and understand each other?

RETENTION!!
• Costs associated with employee turnover are enormous
  • Training
  • Loss of employee morale
  • Advertising for applicants
  • Interviewing
  • Productivity

• Estimated costs to replace an employee may total up to 150% of the employee’s annual salary, depending on skill level

• Only 9% of Generation Z interested in construction
Identify desires of different generations & address accordingly:
- Flexible work schedules for those near retirement
- Rotational job change for younger workers

Address communication issues:
- Younger workers think older workers don’t value their ideas
- Older workers think younger workers lack work ethic and have no respect for institutional practices and authority
Be Aware

• Consider your workforce make-up and needs

• Do you currently have multiple generations; will you in the future?
Be Enlightening

- Educate your employees regarding:
  - The strength of the differences in generations
  - Diversity of thought
  - Diversity of approach
Be Open

- Talk about generational issues in a friendly environment
- Let employees share their experiences & viewpoints
- Discuss & learn how to manage these differences
- Engage in frequent discussions about this topic
Be A Good Example

- Model respect & understanding from the top down
- Create a flexible cultural environment
Be Creative

• Establish multiple incentive programs tailored to your various generations

• Toss out the idea that one benefit package fits all

• Determine what employees want and reward them with it
• Identify the generations in your workforce & their needs
• Identify the communication barriers
• Think “outside the box” to create incentives & benefit packages
• Listen to your employees
• Show genuine care & concern
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Generation Z
• Born 1995 to 2010

Generation Alpha
• Born 2010 to 2025
Generation Alpha (2010 – 2025)

- The children of millennials
- Prefer communication via images and voice control
- Fully engulfed in modern technology (screens are the new pacifiers)
- Expected to be more educated and diverse and have even shorter attention spans
Questions?
More Information?

Safety Center Incorporated
Safetycenter.org

3909 Bradshaw Road
Sacramento, CA 95827
800-825-7262