

Crossing the Generational Divide

Understanding what young people
want from the workplace (and yes
that includes a commitment to green!)

With thanks to Jenny Williams

The Millennial World

How millennials can WOW at work

Jennywilliamscoaching.co.uk

How did I get here?

The employer, the mentor and the
mother

Who is in our workplace?

The bosses?

Traditionalists

1925 -19545

Baby Boomers

1946-1964

Generation Xers

1965-1979/80



Who is in our workplace?

The Future

Generation Y (The Millennials)

1981-1994



Generation Z

1995- 2012

Generation Alpha to come

Predictions



- ▶ By 2020 Global employment
- ▶ Baby Boomers 6%
- ▶ Gen X 35%
- ▶ Millennials 35%

TRADITIONALS



1900-1945

- loyal employees
- have willpower

Photos: Pixabay

BABY BOOMER



1946-1964

- strong work ethic
- team oriented

GENERATION X



1965-1980

- achieving
- work life balance
- entrepreneurial tendencies

MILLENNIALS



1981-1996

- information age
- digital technologies

GENERATION Z



1997-2015

- cool products over cool experiences
- entrepreneurial & tech-savvy



Non Millennials talk about Millennials being

- ▶ Obsessed with travel
- ▶ Lacking commitment
- ▶ Driven by work-life balance
- ▶ Demanding of manager's time
- ▶ Going above managers heads
- ▶ On one hand work shy on the other highly ambitious
- ▶ Over reliant on technology but reluctant to pick up the phone]
- ▶ Over- confident

Millennials may think of their older colleagues as

- ▶ Tech luddites
- ▶ Hierarchical and not collaborative
- ▶ Obsessed by experience
- ▶ Not spending enough time with them
- ▶ Giving them menial work
- ▶ Slow to support and nurture their talent
- ▶ Poor communicators
- ▶ Unsupportive of their career development

If you want to
know how a man
thinks imagine
the world when
they were young

Napoleon

We see the world as we are

- ▶ Child centric parenting and education v Time and place and hierarchy
- ▶ Giving feedback – Non millennial people expect criticism
- ▶ Everyone a winner – competition minimized
- ▶ The internet – influences access to knowledge, information and people
- ▶ Today's world - financially challenging causing a shift from status to experience

We see the world as we are

- ▶ Globalisation has made the world smaller with different opportunities

What do Millennials want from work

Skill Seekers

- ▶ Employers can help by defining expectations
- ▶ Defining functional and behavioural capabilities
- ▶ Giving regular feedback and praise
- ▶ To Be Short Term Sensations
- ▶ To be Society Contributors
- ▶ To be Collaborative Connectors

Attractive workplaces

Contribution – work that is meaningful

Why is the company here – what is its contribution – products or services, approach to decarbonisations and inclusion , community benefit

Culture

That embraces finding new solutions to challenges without the “ this is the way we have always done it mentality” – collaboration

Customise and personalise their life

Choice around benefits, career path– not just pay , holidays , sabbaticals , additional training , networking , experience

Deloitte report - The Millennial Majority is Transforming your Culture

Millennials are disillusioned by the fact that they do not see the promise of purposeful values -based careers .They have been disillusioned by the fact that their companies are seemingly devoid or disconnected from purpose – driven work , products and or societal good

2/3 Millennials cite that their organisation's purpose as the reason they choose to work there

Only 1 in 5 millennials in organisational cultures without perceived purpose are happy to work there

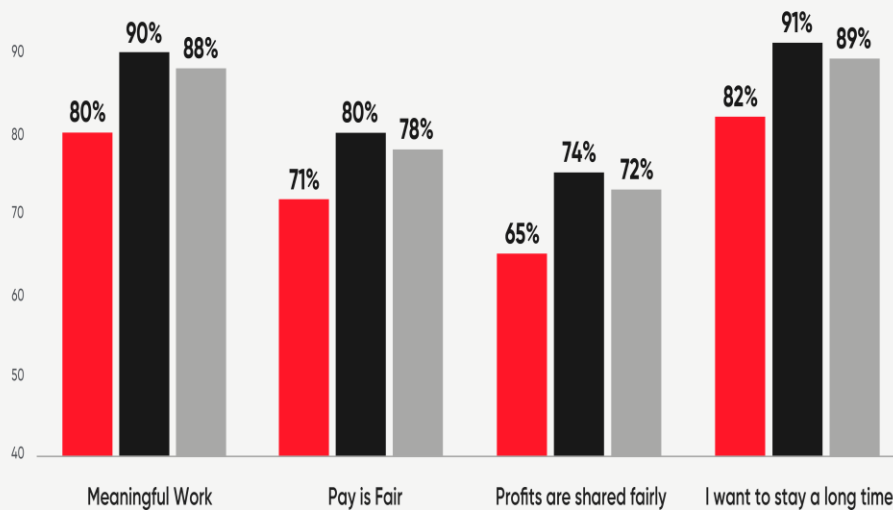
Millennials who don't experience meaningful work 3-4 x more likely to leave

Not the same for all generations

Compared to other generations, millennials' needs for meaning and fair pay are not being met

- Millenials
- Baby Boomers
- Gen X

% answering positive



Source: Great Place to Work®

The role of the Green Agenda

Good for the planet, good for your people

- ▶ Nearly half of millennials and Gen Z are more attracted to making a positive impact in society and communities than starting a family and having kids, Deloitte's 2019 Millennials Survey.
- ▶ Last year around 70% of millennials said they prefer to work in a company with a strong sustainability agenda, according to a Fast Company survey. And about three-quarters of them are even willing to take a smaller salary to work for an environmentally-responsible firm.
- ▶ “Risk mitigation, brand enhancement and talent attraction and retention are tangible and positive by-products of corporates doing the right thing by adopting greater sustainability measures,”

What support is there

Business Wales HR and Resource
Efficiency Advisers

Businesswales.gov.wales 0300 603012

Pledges, Economic Contract , Policy
Development and Monitoring

Accreditations

Codes of conduct

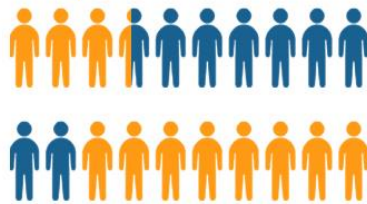
Volunteering opportunities

Closing Thought

Impact of COVID-19 on Gen Z

33%

Of Gen Z workers say it has negatively affected their work/life balance



80%

Are worried about their financial stability



50% are anxious that they will be left behind in their studies



Source: GenHQ (2020)

 **FinancesOnline**
REVIEWS FOR BUSINESS