

RECRUITING TO THE GENERATIONAL DIFFERENCES:

...is it really all that different?

While times change, we all seek the same basic qualities in our worklife—financial stability, a growth plan, flexibility, and feeling valued.

Baby Boomers

B. 1946-1964

- 73 million baby boomers in the U.S.
- As of Dec. 2018, 40% of Baby Boomers are in the workforce
- About 1/3 plan to work part-time after age 65

Gen X

B. 1946-1976

- 52.7 million in the workforce
- Bridge the gap between Baby Boomers and Millennials
- Experienced, mid- and senior-level hires in today's market

Millennials

B. 1977-1995

- Largest generation in U.S. workforce at 56M (in 2016)
- Projected to make up 75% of the U.S. workforce by 2025
- BLS.gov: "the average millennial has held 7.8 jobs between the ages of 18 and 30."

Gen Z

B. 1996-

- 61 million Americans
- Born 'wired' and connected by wifi
- Top priorities include opportunities to learn and for personal growth in the workplace



Financial

Can I sustain myself financially as I live longer, therefore pro-longing retirement? In 2018, Americans 55 and over made up 1/2 of employment gains

Growth Plan

To stay competitive, I plan on "actively investing in new skills", as do "60% of all ages after 45" surveyed in a study featured in Harvard Business Review

Flexibility

While money is a motivator, we also consider a "flexible work schedule" to be an important factor as indicated by 42% respondents in a Deloitte survey of boomers.

Valued

I value "making an impact" as do 52% of workers surveyed aged 55-64 and I have experience and knowledge to transfer to younger generations. (Deloitte Study)



Financial stability is important to me, as I experienced instability during the Great Recession Of 2008

Corporations must recognize that we value mentorship, bridging the gap between Boomers and Millennials, and we will be responsible for finding the talent that will lead upon our retirement.

As the "sandwich generation" – caring for kids and aging parents at the same time - our priority is flexibility.

We expect to be empowered and provide meaningful work to alleviate our concerns considering "only 54% of Gen X workers feel empowered in the workplace while just 62% feel respected."



While I value purpose, a number one reason I'll accept a new job is because of better pay and benefits according to a LinkedIn survey

I am open to job movement and new opportunities since "93% of millennials are interested in hearing about new job opportunities and 66% are open to talking to a recruiter." (LinkedIn Survey)

A flexible schedule could benefit my productivity. In fact, a Bentley University study indicated that 77% of millennials believe that a flexible schedule would make them more productive.

It is important to be recognized for accomplishments. For 60% of millennials, this helps to provide a sense of belonging in an organization according to a LinkedIn survey.



What kind of retirement plans do you offer? Watching the uncertainty of our parents financial issues during the Great Recession left an impact on us.

When evaluating potential jobs, "a top priority of 64% of my generation is opportunity for growth" so that will be an important part of the discussion. (Robert Half Study)

A "balanced lifestyle", with flexibility and schedule control is important to me. (According to a Deloitte study)

Contrary to the notion that we are buried in our phones, my generation welcomes collaboration with co-workers and 39% prefer in-person communication according to a Randstad study.