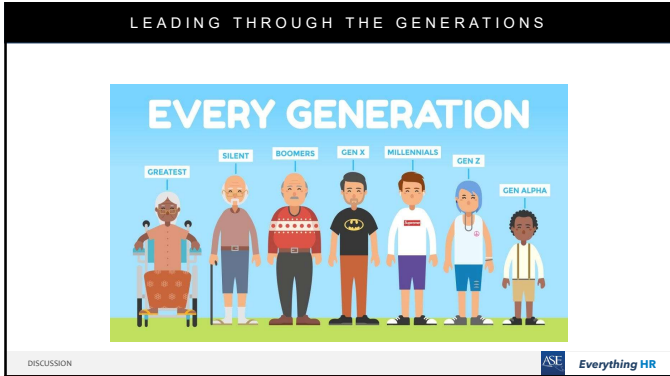




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LEADING THROUGH THE GENERATIONS

Quick Facts

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GENERATIONS PRE-1900

Transcendental
1792-1821
"Awakening Period"

Slave Revolts
Rise of Political Parties
Abolitionist Societies

Gilded Generation
1822-1842
"Civil War Period"

Fighting off Unitarianism
Immigrant influx
Establishment of Elite Society

Progressive Generation
1843-1859
"Reconstruction and Gilded Age"

Old Money v. New Money
Industrialization of America

Lost Generation
1883-1900
"WWI and Roaring Twenties"

Establishment Politics
Worker definition
Alcohol, Unions, Depression

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LEADING THROUGH THE GENERATIONS

EVERY GENERATION

| Generation | Born |
|----------------------------|-----------|
| Greatest | 1901-1927 |
| Silent | 1928-1945 |
| Baby Boomer | 1946-1964 |
| Generation X | 1965-1980 |
| Millennials (Generation Y) | 1981-1996 |
| Generation Z (i-gen) | 1997-2010 |
| Generation Alpha | 2010-2024 |

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Key Events:
Surge of births after WWII
Robust economic expansion
Television
Civil rights movement (1955-68)

Baby Boomers
Do Your Own Thing
Born 1946-64

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Baby Boomers

What Makes Them Unique?

What makes unique?

- Work ethic (17%)
- Respectful (14%)
- Values/morals (8%)
- "Baby Boomers" (6%)
- Smarter (5%)

Top TV Shows

- Gunsmoke (1955-75)
- Bonanza (1959-73)
- Andy Griffith Show (1960-68)
- All in the Family (1971-76)

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Baby Boomers
What should supervisors do?

- Show respect
- Choose face to face conversations
- Give people your full attention
- Learn the corporate history
- Get them involved/collaborate

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Key Events:
 Aids (1981)
 MTV (1981)
 Household borrowing grows twice as fast as income (mid 1980s)
 Berlin Wall torn down (1989)

Gen X
 Get Real
 Born 1965-80

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What makes Gen X unique?

- Technology use (12%)
- Work ethic (11%)
- Conservative and traditional (7%)
- Smarter (6%)
- Respectful (5%)

Generation X

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Top TV Shows:
 Dallas (1980-84)
 Cheers (1982-93)
 Cosby Show (1985-89)
 The Simpsons (debuts 1989)
 Friends (debuts 1994)
 Seinfeld (1989-98)

Generation X

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Get to the point
Share why
Use email
Give them space
Get over the notion of dues paying

Generation X
What can supervisors do?

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Key Events:
Columbine shooting (1999)
Y2K nonevent (2000)
Sept 11 attack (2001)
MA legalizes gay marriage (2004)
Obama first black president (2009)

Millennials
Can we fix it? Yes, we can!
Born 1981-2001

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What Makes Millennials Unique??

- Technology use (24%)
- Music/pop culture (11%)
- Liberal/tolerant (7%)
- Smarter (6%)
- Clothes (5%)

Millennials


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Top TV Shows:
 ER (debuts 1995)
 Family Guy (debuts 1999)
 Survivor
 Friends
 CSI
 American Idol

Millennials



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Challenge them
 Ask for their opinion/collaborate
 Encourage finding a mentor
 Provide timely feedback
 Have fun

Millennials
 What should supervisors do?



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Born after 2000
 50% will be a minority / ethnic group
 Digital Natives - post internet
 Economic influence
 Financially conservative

Generation Z
 Work to live, not live to work
 Born after 2000




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Generation Z
Work to live, not live to work
Born after 2000

<https://youtu.be/Y8mZx4o32vs>



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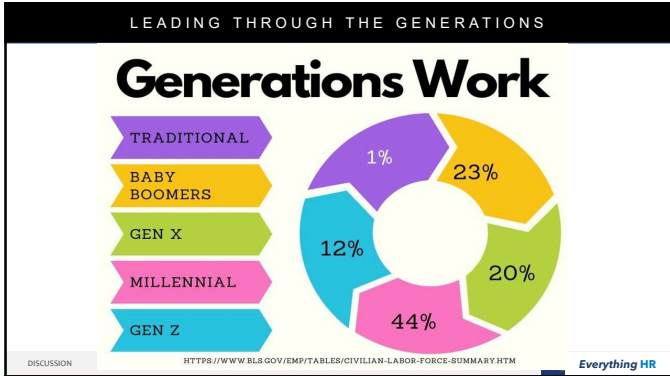
Generation Z
Work to live, not live to work
Born after 2000

VIDEO



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What Generations Have In Common

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Benchmarking Data 2022-2023

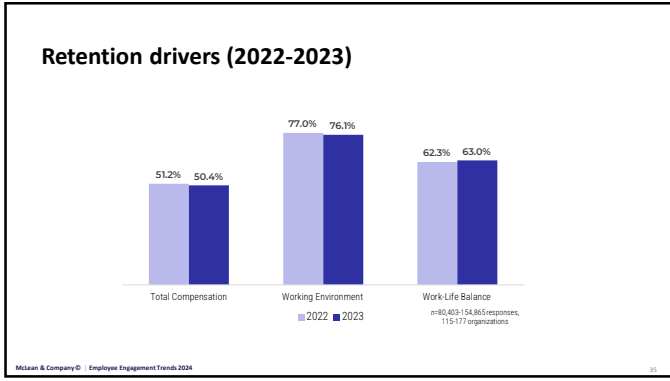
For benchmarking data from 2021-2022 see McLean & Company's 2023 Employee Engagement Trends Report.

Engagement driver comparisons

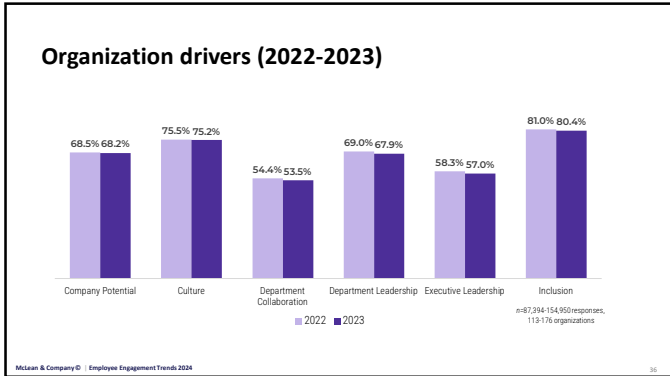
- Sex comparisons
- Tenure comparisons
- Age comparisons
- Organization size comparisons
- Work style comparisons

Notes:
Due to updates to McLean & Company's engagement survey question set in 2022, the 2022 driver values in this benchmarking data set may differ from those reported in the benchmarking data set in the 2023 Engagement Trends Report. This is because the 2022 benchmarking data set used a condensed data set that only contained questions in common with the 2021 data set to allow a like-to-like comparison. However, the 2022-2023 engagement surveys used the same question set, so a condensed data set was not required for like-to-like comparison.

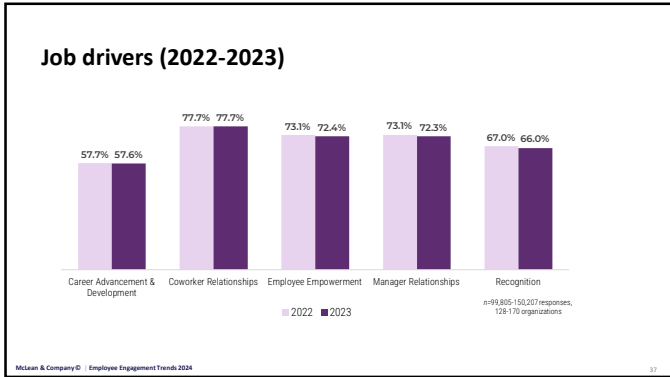
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Engagement drivers (2022-2023)

| | | 2022 | 2023 | Net change (2022-2023) |
|------------------------|----------------------------------|-------|-------|------------------------|
| Retention Drivers | Total Compensation | 51.2% | 50.4% | -0.8 |
| | Work-Life Balance | 62.3% | 63.0% | +0.7 |
| | Work Environment | 77.0% | 76.1% | -0.9 |
| Organizational Drivers | Department Collaboration | 54.4% | 53.5% | -0.9 |
| | Executive Leadership | 58.3% | 57.0% | -1.3 |
| | Company Potential | 68.5% | 68.2% | -0.3 |
| | Department Leadership | 69.0% | 67.9% | -1.1 |
| | Culture | 75.5% | 75.2% | -0.3 |
| | Inclusion | 81.0% | 80.4% | -0.6 |
| Job Drivers | Career Development & Advancement | 57.7% | 57.6% | -0.1 |
| | Recognition | 67.0% | 66.0% | -1.0 |
| | Employee Empowerment | 73.1% | 72.4% | -0.7 |
| | Manager Relationships | 73.1% | 72.3% | -0.8 |
| | Co-Worker Relationships | 77.7% | 77.7% | 0.0 |

Net changes reported are percentage point differences.

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Organization size comparisons

| Engagement Level | 2022 | | | 2023 | | |
|------------------|---------------------------|---------------------------------|-----------------------------|---------------------------|---------------------------------|-----------------------------|
| | Small (≤250 employees) | Medium (251-1,000 employees) | Large (≥1,000 employees) | Small (≤250 employees) | Medium (251-1,000 employees) | Large (≥1,000 employees) |
| Engaged | 66.8% | 63.0% | 59.7% | 63.4% | 62.3% | 62.3% |
| Almost Engaged | 19.1% | 19.1% | 19.8% | 19.1% | 19.7% | 18.8% |
| Indifferent | 6.7% | 8.2% | 8.6% | 8.1% | 8.6% | 8.3% |
| Disengaged | 6.7% | 8.2% | 8.6% | 9.5% | 9.4% | 10.6% |

n=4,960-122,950 responses, 48-72 organizations | n=14,321-61,304 responses, 62-81 organizations

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Work style comparisons

| Engagement level | Work style* | 2022 | 2023 | Net change |
|------------------|----------------|-------|-------|------------|
| Engaged | Onsite | 65.7% | 66.4% | +0.7 |
| | Offsite/hybrid | 66.3% | 65.1% | -1.2 |
| Almost Engaged | Onsite | 18.8% | 17.4% | -1.4 |
| | Offsite/hybrid | 19.6% | 20.3% | +0.7 |
| Indifferent | Onsite | 7.1% | 6.9% | -0.2 |
| | Offsite/hybrid | 6.2% | 7.7% | +1.5 |
| Disengaged | Onsite | 8.4% | 9.3% | +0.9 |
| | Offsite/hybrid | 7.9% | 6.9% | -1.0 |

*Respondents select from either onsite or offsite/hybrid. Results are based on responses from a small number of organizations. n=5,951-11,294 responses, 22-25 organizations | n=21,570-92,004 responses, 31-93 organizations

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LEADING THROUGH THE GENERATIONS

1

KNOW YOUR EMPLOYEES' WORK STYLES

CliftonStrengths

DISCOVER
YOUR TOP 8 STRENGTHS

ISTP

ISFP

ISFJ

INTJ

ISTP

ISFP

ISFJ

INTP

ISTP

ISFP

ISFJ

INTJ

ISTP

ISFP

ISFJ

INTJ

DISCUSSION
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LEADING THROUGH THE GENERATIONS

2 Ensure Your Team Knows Each Other

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LEADING THROUGH THE GENERATIONS

3 Create Your Culture

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ANY QUESTIONS

Leading through the generations

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Future-ready HR: shaping tomorrow's campus workforce

April 3 - 4, 2025
 The Henry - Dearborn, Michigan

Registration
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Lodging
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BONUS CONTENT: GENERATION ALPHA (2010-2025)

Early On Traits

- Digital Natives 2.0
- Diverse and Inclusive
- Diverse Education and Learning Styles
- Social and Emotional Awareness
- Consumer and Brand Awareness

Get Ready For Them

- Embrace Emerging Tech and Stay Ahead
- Build a Learning First Workplace
- Lead with Empathy, Purpose, and Flexibility

DISCUSSION

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