

Appreciating A MULTIGENERATIONAL WORKFORCE

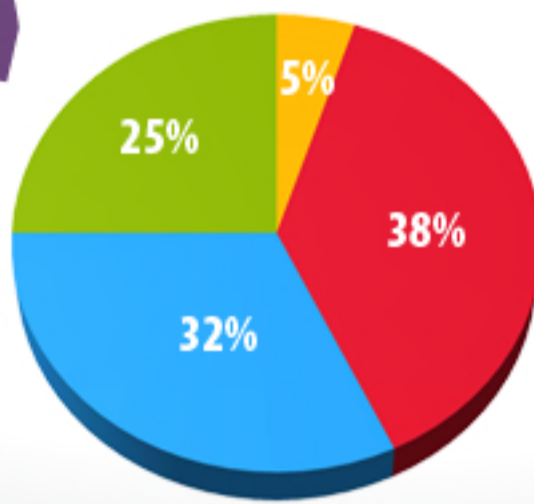
People At Work



154,316,000
people in the workforce

For the first time in history, we have four generations in the workforce.

Traditionalists.....5%
Baby Boomers.....38%
Generation X.....32%
Generation Y.....25%



By 2015,
Gen Y workers
will outnumber
Gen X &
Boomers



Distinctly Different

Each generation has different cultural backgrounds, goals, life influences and behaviors.

TRADITIONALISTS



1922-1945

Grew up in a "do-without" era
Believes in hard work and sacrifice
Uncomfortable with change

Dedicated

BABY BOOMERS



1946-1964

Grew up in a healthy economic era
Tend to be optimistic
Often defined by job

Team-Oriented

GENERATION X



1965-1978

Grew up in an era of distrust for national institutions
Tend to be cynical, pessimistic
Comfortable with change

Self-Reliant

GENERATION Y



1979-1997

Grew up in an era of financial boom
Used to instant gratification
Comfortable with multitasking

Tech-Savvy

Motivators

We can better appreciate our employees when we understand the factors that drive them.

Want their actions to connect with the good of the company.



- Sense of self-worth
- Good of the company
- Build a perfect personal legacy

Need to see how their actions make a difference.



- Sense of achievement
- Increased salary
- Build a perfect career

Need flexibility to get job done on their schedule.



- Sense of security
- Work to live
- Build a transferable career

Connect responsibility with personal goals.



- Sense of greater good
- Personal relationships
- Build parallel careers

Recognition

Each generation speaks their own language when it comes to appreciation.

TRADITIONALISTS



"Your experience is respected."
"We admire your perseverance."
"Your knowledge and perspective is important."

Reward service & loyalty with plaques

BABY BOOMERS



"Your opinion is valued."
"Your contribution is recognized."
"We need your leadership."

Rewards to promote & recognize performance

GENERATION X



"We provide you new technology."
"We'll invest in your training."
"We trust you to choose how you handle this project."

Rewards to recognize personal needs & goals

GENERATION Y



"You can save this project."
"You made a difference today."
"Let us know what you need to feel challenged."

Rewards equal tangible evidence of credibility



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Sources: IBM, Casey Carlson, Deloitte & Touche, Michael C. Fina, AARP, KPMG, US Census Bureau, Bureau of Labor Statistics