

“It’s Not your Father’s Workplace”

Winning the New War for Talent

NAED Eastern Region Conference

Diane Thieloldt

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Today’s economy is far different than the economy of the past!

- ▶ Technology
- ▶ Globalization
- ▶ Speed
- ▶ Competition
- ▶ Knowledge & Service based



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Today's workforce is different than the US workforce in the past!

- ▶ Demographics
- ▶ Working families
- ▶ Technology
- ▶ Mobility
- ▶ Downsizing / M&A



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Employees expect more from employers!

- ▶ Meaningful work
- ▶ Information transparency
- ▶ Life-long learning
- ▶ Flexibility
- ▶ Benefits menu
- ▶ "Contingent Loyalty"




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Employers need to invest more in employees!

- ▶ Recruit & Retain
- ▶ Empower
- ▶ Recognize
- ▶ Knowledge Management
- ▶ Train & Develop
- ▶ Communicate



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“It’s Not your Father’s Workplace”

the statistics agree

“80 million Baby Boomers will retire over the next 18 years, and there are only 43 million Gen Xers.


Millennials will dominate the workforce.”

Fast Company



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“It’s Not your Father’s Workplace”
the statistics agree

“Young professionals currently average 20 months on the job.”

Talent Management 2010




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“It’s Not your Father’s Workplace”
the statistics agree

“By 2014 half the employees in the world will be those born after 1980.”

Pricewaterhouse Coopers



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“It’s Not your Father’s Workplace”

the statistics agree

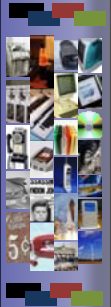
86% male employees work >40 hrs/week

67% female employees work >40 hrs/week



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“It’s Not your Father’s Workplace”


the statistics agree

- ▶ 1960 20% mothers worked
- ▶ 1970 30% mothers worked
- ▶ 2010 60% mothers worked
- ▶ Today **70%** of children live in households where both parents work.



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“It’s Not your Father’s Workplace”

the statistics agree

- ▶ 72% employees willing to take a back seat in their career for families




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“It’s Not your Father’s Workplace”

the statistics agree

- ▶ 74% employees want their company to support flexible schedules
- ▶ 74% organizations say their work life balance efforts improved retention




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“It’s Not your Father’s Workplace”

the statistics agree

- ▶ 88% employees say work life balance and fulfillment are **top career priorities**
- ▶ 90% organizations say their work life balance efforts **improved** employee satisfaction



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“It’s Not your Father’s Workplace”


the statistics agree

“More frequent communication increases job satisfaction.”

- Hewitt/IABC




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“It’s Not your Father’s Workplace”


the statistics agree



“ The number of text messages sent and received everyday exceeds the population of the planet.”



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“It’s Not your Father’s Workplace”

the statistics agree

“Only 38% of workers say they get the information they need to do their jobs well.”

- Towers Perrin




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“It’s Not your Father’s Workplace”
the statistics agree

11.7 billion  searches monthly.


 19 M iPods, 16 M iPhones, 7.3 M iPads


90 million registered  users

facebook has 500 million active users

28% college grads use  employment

7% use **facebook**







“It’s Not your Father’s Workplace”
the statistics agree


33% Gen X & Millennials say:
“I don’t think my manager truly knows she/he impacts me.”

66% Gen X & Millennials **strongly disagree**:
“I know where I stand with my manager.”

Pew Research









“It’s Not your Father’s Workplace”

the statistics agree

- ▶ 27% employees are actively engaged
- ▶ 60% are ambivalent
- ▶ 13% are actively disengaged




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“It’s Not your Father’s Workplace”

the statistics agree

- ▶ 10% > in employee commitment = **6%** increase in discretionary effort
- ▶ 10% > in employee commitment = **2%** increase in performance.



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the New Workplace demographics . . .

A horizontal timeline with a double-headed arrow above it, spanning from 1930 to 2010. The timeline is divided into four colored segments: a black segment for 'Silent' (1933 - 1945), a blue segment for 'Boomers' (1946 - 1964), a red segment for 'Gen X' (1965 - 1976), and a green segment for 'Millennials' (1977 - 1998). Below the timeline, '1930 Veterans <1933' is marked on the left, and '2010' is marked on the right. A vertical line labeled 'Cuspers 1960 - 1968' is positioned between the Boomer and Gen X segments.

1930 Veterans <1933

Boomers 1946 - 1964

Gen X 1965 - 1976

Millennials 1977 - 1998

Cuspers 1960 - 1968

2010

A photograph of a sculpture titled "Generations" by Ann LaRose. It depicts three people of different ages sitting on a wooden bench outdoors, looking at a book together.

"Generations"
sculpture by Ann LaRose

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A collage of black and white images representing the Silent Generation. It includes a vintage car, a rotary telephone, a soda fountain sign with a '5¢' price tag, a newspaper headline 'SALK'S VACCINE WORKS!', a newspaper headline 'POLIO ROUTED!', a vintage bus, a vintage radio, and a vintage washing machine.

'33 - '45

Came of age with the sacrifice and conformity demanded by the Great Depression and WWII.

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'46- '64



Born between '46 and '64 they were raised amid post WWII prosperity and Cold War nuclear threat. Older Boomers strongly affected by Vietnam War.

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**G
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'65- '76



The first generation to be latch-key kids, they grew up amidst divorce. They witnessed their parents sacrifice greatly for the "firm" only to get summarily downsized.

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'77- '98



"Born as an economic slump ended, markets boomed and communism collapsed. The first internet generation."

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Thx 4 the gr8 intrvu :)



"I hate talking on the phone. It takes so long. My parents want to talk a lot, so I taught them how to text." Millennial Employee

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S *find common ground: engage the gap*

i Show respect

l Communicate in person

e Appreciate formality and protocol

n Say what you mean, mean what you say

t Clear linear agenda

Focus on work

May not share feelings

Phone calls signal urgency

Organizational loyalty is important

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B *find common ground: engage the gap*

O Focus on work

O More formal than informal

m Politically correct

e Relationship oriented

r Consider feelings

S Want options and flexibility

Phone calls signal urgency


Prefer in person communication

Meetings are to discuss & dialogue

Pay attention to body language and non-verbals

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G *find common ground: engage the gap*

e Informal

n Self-starters

X Want options

Task oriented

Entrepreneurial

Expect work-life balance

Meetings are potential time wasters

Listen for the bottom line – net it out

Random, non-sequential and evolving is ok

Communicate via technology: email, text, IM, web

Learn their language & communicate w/candor

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M *find common ground: engage the gap*

i Accomplish, achieve and advance

l Confident, conventional and collaborative

l Careers that challenge, stimulate and stretch

e Work is informal, fun and team oriented

n 'always on' or 'always connected'

n Prefer technology & speed – text vs email

i Don't ask until you've "googled" it

a Meetings are social & forum to communicate

s Networking, multiprocessing, and global minded


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engagement drivers


Silent	Boomer	Gen X	Millennial
Challenging, stimulating, varied work	Challenging, stimulating, varied work	Challenging, stimulating, varied work	Challenging, stimulating, varied work
Making a difference	Making a difference	Career growth, learning	Career growth, learning
Appreciation	Appreciation	Work-life balance	Enjoyable environment
Autonomy	Enjoyable environment	Making a difference	Pay
Bad boss	Lack of appreciation	Bad boss	Boredom, no challenge
Boredom, no challenge	Bad boss	Micromanagement	Lack of appreciation
Inability to learn, grow	Boredom, no challenge	Lack of appreciation	Bad boss
Lack of appreciation	Micromanagement	No work-life balance	Inability to learn, grow


"All employees want to feel valued, empowered, and engaged at work. This is a fundamental need."




Employers need to invest in employees!

- ▶ Recruit & Retain
- ▶ Empower
- ▶ Recognize
- ▶ Transfer knowledge
- ▶ Train & Develop
- ▶ Communicate








Thank you!

The future belongs to those who can learn, and our greatest learning asset is other people.

Linda, Luiza, Matthew, Paul and Diane thank you.

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The things that we share in our world are far more valuable than those which divide us.

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