

It's not your father's workplace!

Winning the New War for Talent

NAED Western Region Conference

Diane Thieloldt

The LearningCafé



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

Technology
globalization
Speed **competition**
Knowledge & Service based

Today's workforce is far different than the workforce of the past!

Demographics
Working families
Technology
Mobility
Downsizing / M&A

Today's employees expect more from employers!

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

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...it's not your father's workplace...it's not your father's workplace...it's not your father's workplace...
and the statistics agree...and the statistics agree...and the statistics agree...

80 million Baby Boomers will retire over the next 20 years, and there are only **43 million** Gen Xers.
Millennials will dominate the workforce.
Fast Company


By 2014 **half** the employees in the world will be those born after 1980.
Pricewaterhouse Coopers

Young professionals currently average 20 months on the job.
Talent Management 2010

86% male employees work 40+ hrs/week
67% female employees work 40+ hrs/week
Families & Work Institute

1960 20% mothers worked
1970 30% mothers worked
2010 60% mothers worked
Today 70% of children live in households where both parents work.
Families & Work Institute

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



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74% employees want their company to support flexible schedules
74% companies say their work life balance efforts improved retention
Fast Company


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

More frequent communication increases job satisfaction.
Hewitt/IABC

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



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



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11.7 billion Google searches monthly.

19 M iPods, **16 M** iPhones, **7.3 M** iPads

90 million registered LinkedIn users

facebook has **500 million** active users

28% college grads use LinkedIn to seek employment

7% use facebook

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the New Workforce . . .

“Work First” “Live to Work” “Work to Live” “Life Style, Work Style”

Silent 1933 - 1945	Boomers 1946 - 1964	Gen X 1965 - 1976	Millennials 1977 - 1998
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1930 Veterans <1933 Cuspers 1960 - 1968 2012

The workforce is changing; beliefs about work life balance, career growth, and one's control over career sets emergent workers worlds apart from their more traditional peers.

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'33 – '45

Post Depression, First Computer, FDR, Social Security, WWII, Pearl Harbor, Korean War, American Dream

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Defined by events & experiences

- Dedicated**
- Courteous**
- Disciplined**
- Conservative**
- Defer gratification**
- Make a difference**
- Ability to innovate**
- Belief in common good**
- Appreciate formality**
- Organizational loyalty is important**

"I grew up in the aftermath of the depression. I believe in an honest and hard day's work. And I respect authority."

Mike McConnell, DNI May '07

1933 – 1945

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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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Defined by events & experiences

- Ambitious**
- Tolerant**
- Optimistic**
- Competitive**
- Individuality**
- Improvement**
- Agents of change**
- Strong work ethic**
- Relationship oriented**

Nuclear families, social unrest, civil rights, new frontiers; a time of novelty and experimentation, a culture of unlimited possibility.

1946 – 1964

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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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'65- '76

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Defined by events & experiences

	<i>Flexible</i>	<i>Independent</i>
	<i>Informal</i>	<i>Task oriented</i>
	<i>Resilient</i>	<i>Self sufficient</i>
		<i>Skeptical</i>
	<i>Pragmatic</i>	
	<i>Adaptable</i>	<i>Life now not later!</i>
	<i>Self-starters</i>	

Came of age as the economy stagnated, inflation and oil prices soared. In opposition to the hard driving Boomers who live to work, they work to live and view the world with a little cynicism and distrust.

1965 – 1976

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- Gen Y
- Net Gen
- Digital Gen
- Click-a-ratti
- Echo Boomers
- Gamer Generation
- Nintendo Generation
- iGeneration
- Trophy Generation
- Millennials

Mark Zuckerberg, Michael Phelps, LeBron James, Taylor Swift, Danica Patrick, Prince William, Carrie Underwood, Sarah Hughes
1977– 1998

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

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Defined by events & experiences

M *Informal*

i *Inclusive*

l *Educated*

l *Optimistic*

e *Digital Natives*

n *Team Oriented*

n *High Expectations*

i *Accomplishment oriented*


a *Coddled, Cocooned, Chauffeured*

Brought up during the "empowerment years" where everyone won and no one lost. Raised by parents who nurtured and structured their lives, drawn to their families for safety and security.

S 1977– 1998

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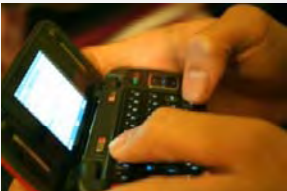
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thx 4 the gr8 intrvu :)



"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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"I'll have someone from my generation get in touch with someone from your generation."

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Meet our Panel

<p>Andrew Jones <i>Director of Operations Sonepar USA Energy Solutions</i></p>	<p>Nicole Leonardi <i>SW & SC Region Sales & Marketing Coordinator Border States</i></p>
<p>Dustin Logston <i>Manager Sales Development Group Encore Wire</i></p>	<p>Stephanie Weaver <i>Western Regional Sales Manager Halco Lighting</i></p>

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Your Questions?

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engagement drivers

Silent	Boomer	Gen X	Millennial
✓ Challenge, stimulation, variety	✓ Challenge, stimulation, variety	✓ Challenge, stimulation, variety	✓ Challenge, stimulation, variety
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.

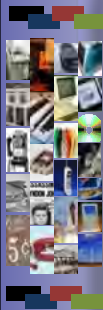
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In 2012 Employers must invest in employees!

Recruit & Retain
Empower
Recognize
Share knowledge
Train & Develop
Communicate

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Thank you!

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

Andrew, Nicole, Dustin, Stephanie 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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