

Investing in Generational Workforce Development

Creating a culture of mentorship

Clinton Hicks | EWN



Prompt



Presentation

**There are 5 generations
in the workforce**

The **5** Generations



Traditionalists



Baby Boomers



Generation X



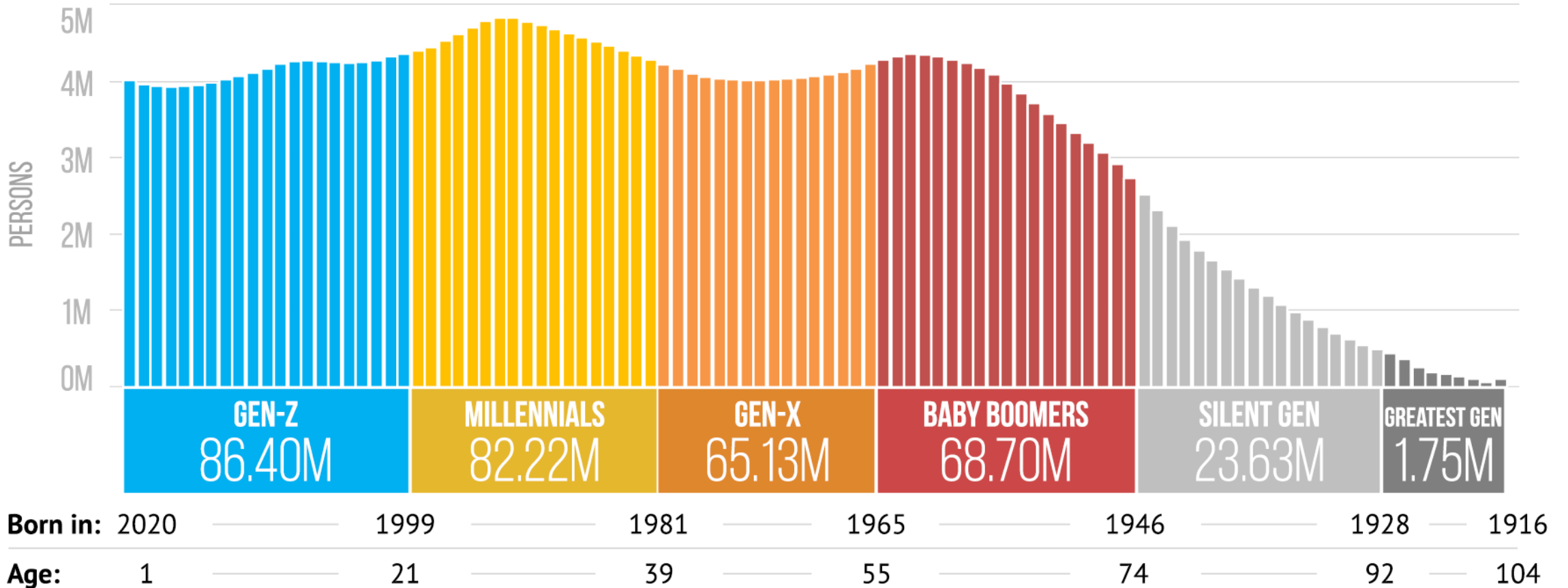
Millennials



Generation Z

Total US Population by Age and Generation

As of 2020



Understanding **generational differences**

We'll briefly explore:

- Baby Boomers (1946-1964)
- Generation X (1965-1980)
- Millennials (1981-1995)
- Generation Z (1996-2010)
- Generation Alpha (2011-present)





Baby Boomers

Born: 1946-1964

CHARACTERISTICS



Parents lived through Great Depression, Civil Rights Era, and Vietnam War.



Lived through invention/adoption of radios, cars, television, and rock and roll.



Tend to communicate via face-to-face, letters, and phone calls.



Strong work ethic and strong skilled trade focus as a generation.



Generation X

Born: 1965-1980

CHARACTERISTICS



They were the original “**latch-key**” kids, lived through **Great Recession**, and were sometimes called **Yuppies**. Watched the fall of the **Berlin Wall** on **cable TV**.



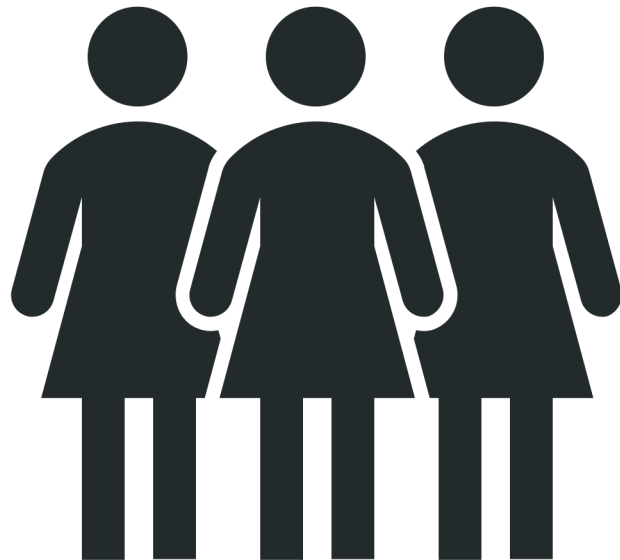
First home computers and the adoption of computers across the world.



Communicate best one-on-one or via phone if an option. **Big on email and faxing**.



Generation was pushed to go to college by Boomer parents and therefore **one of the highest generations of debt**.



Millennials

Born: 1981-1995

CHARACTERISTICS



Grew up in the digital age, 24-hour news, and entered the workforce during the Great Recession.



Home computers were the norm and were first to see high speed internet fully adopted.

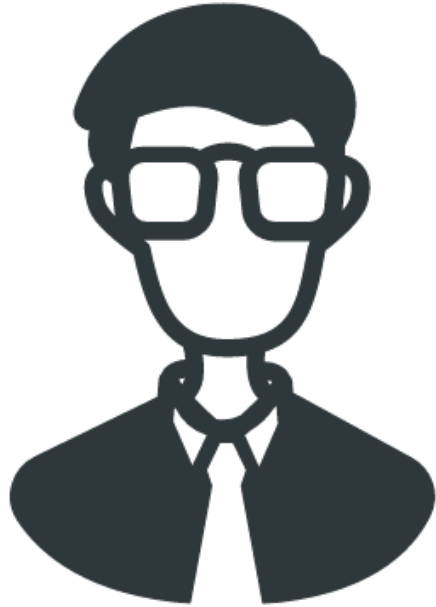


Communicate via text, phone calls if necessary. **Email is OK, first generation to adopt and promote texting.**



Due to their parents' failure with debt, chose more **affordable college options** and most **postponed major life events** (kids, home ownership).

Least amount of debt of previous generations.



Generation Z

Born: 1996-2010

CHARACTERISTICS



Smart phone proliferation (even in classrooms). **Voice-activated EVERYTHING is the norm.** Streaming becomes a thing.



“Google it”, Alexa, Siri, Amazon, and YouTube are **standards in daily life.**



Email is considered “formal communication,” and video calls are considered normal (although face-to-face isn’t).



Generation Alpha

Born: 2011-present

CHARACTERISTICS



Will be the most **educated** generation in history.



Will be the most **tech-savvy** generation in history.



Artificial Intelligence will be their reality.



Social media and other **not-in-person interactions** will be the norm.

COMMUNICATION

boomers

I scheduled
a bi-weekly
meeting so
we can stay
on top
of this



millennials

I set up a group
chat so we can
talk 24/7, plus
my animated GIFs
weren't working in
email



SCHEDULE

boomers

Monday 9am - 5pm

Tuesday 9am - 5pm

Wednesday 9am - 5pm

Thursday 9am - 5pm

Friday 9am - 5pm

millennials

Monday 10am - 8pm

Tuesday 2pm - 12am

Wednesday 11am - 5pm

Thursday 3am - 2pm

Friday 10am - 4pm

ATTENTION SPAN

boomers



I only have
5 minutes

millennials



I only have
5 seconds

EMAIL

boomers

Hi Alan,

How are you?

I just wanted to get in touch. Please let me know when a good time to meet would be. Feel free to let me know at your convenience, or if you'd just like me to set something up on your calendar.

Best,
Joe

millennials

hey,
hi when can we meet?



100

joe



COMPLAINING

boomers

I really think
this is something
HR should look
into...



millennials

I'm gonna post
this on YouTube.
THAT will get
their attention.

(later fired)



**Not a problem to solve,
but a tension to manage**

**Not a one size fits
all conversation**

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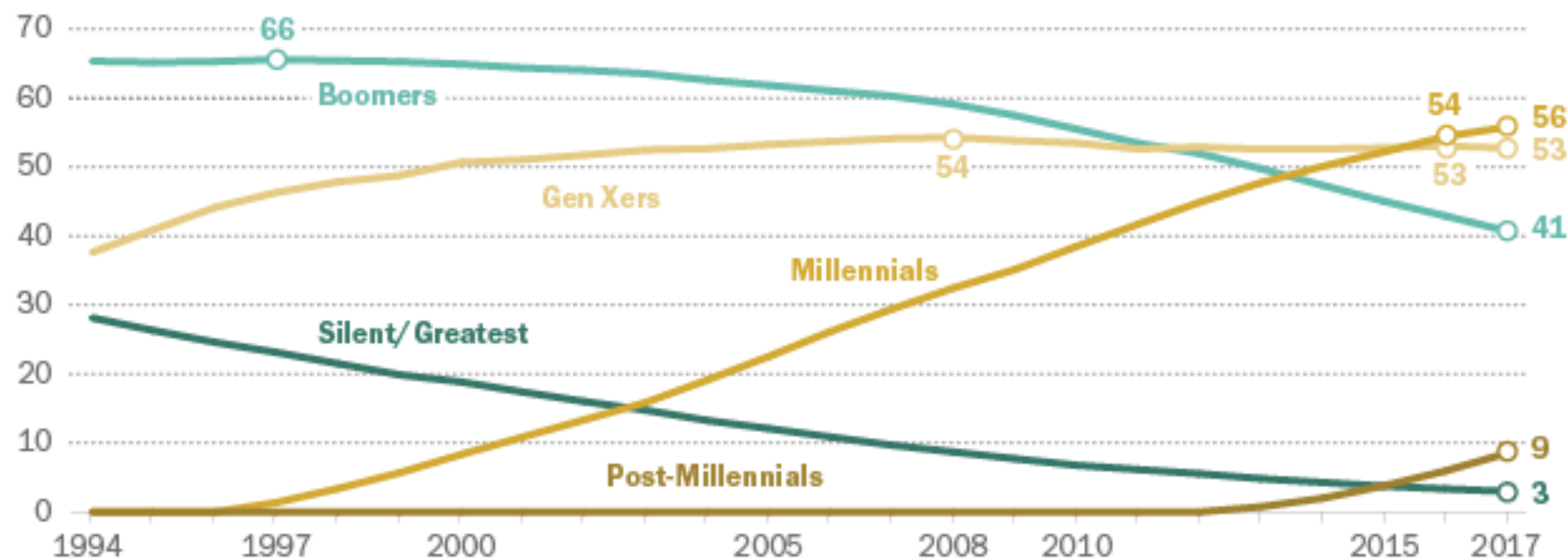
Current State of the Workforce

- Global pandemic has **changed the workforce**
 - **The Great Resignation**
- Older generations are **retiring & working longer**
10,000 Baby Boomers turn 65 every day. About 5,900 retire.
- Less work-aged people are **replacing retirees**
- Demographic shifts are a **continuing trend**



Millennials became the largest generation in the labor force in 2016

U.S. labor force, in millions



Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.
Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

PEW RESEARCH CENTER

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The Challenges

- Communication **differences**
- Varying employee **expectations**
- Younger workers are **unqualified/unskilled**
 - **Knowledge Gap**
- Employee Engagement **is changing**
- Negative **Stereotypes**



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The Challenges – Unqualified/Unskilled

- Younger generations **entering the workforce**
- Not knowing the potentials for **issues or dangers**
- A desire to perform, or **prove themselves**
- At least 5 years of experience **before competence**



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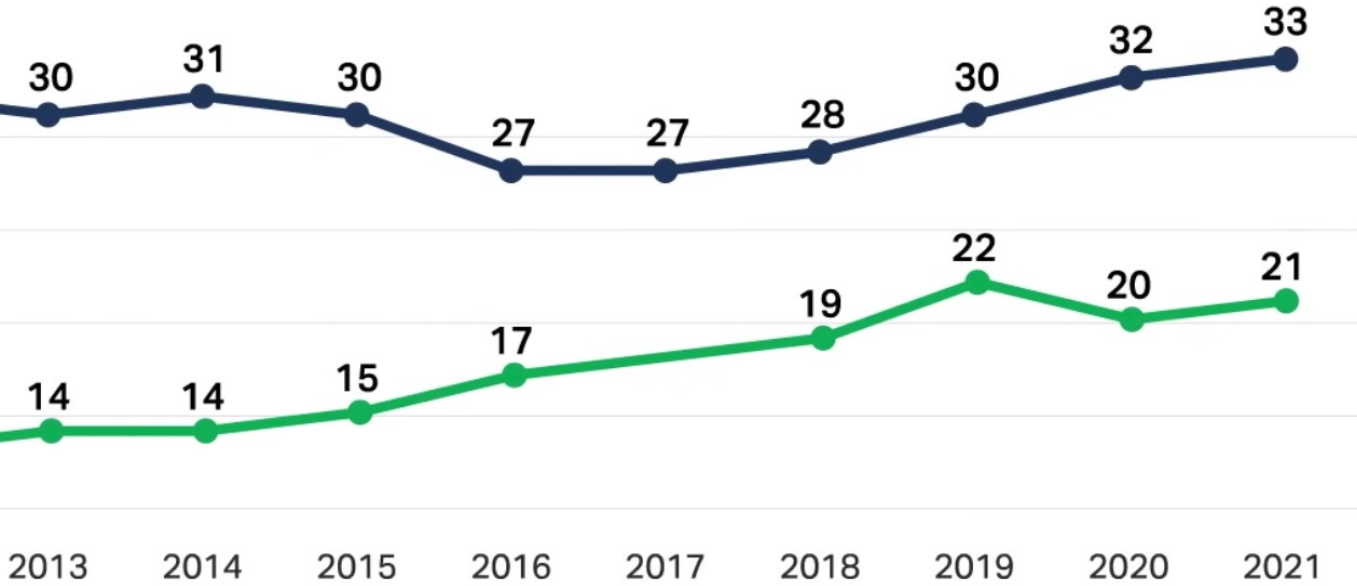
The Challenges – Employee Engagement

- Turnover & Job Hopping
 - **48 million people quit their jobs in 2021**
- Career advancement



Employee Engagement and Life Evaluation

● % Engaged ● % Thriving



33%

OF EMPLOYEES ARE
THRIVING IN THEIR
OVERALL WELLBEING

32% in 2020

21%

OF EMPLOYEES ARE
ENGAGED AT WORK

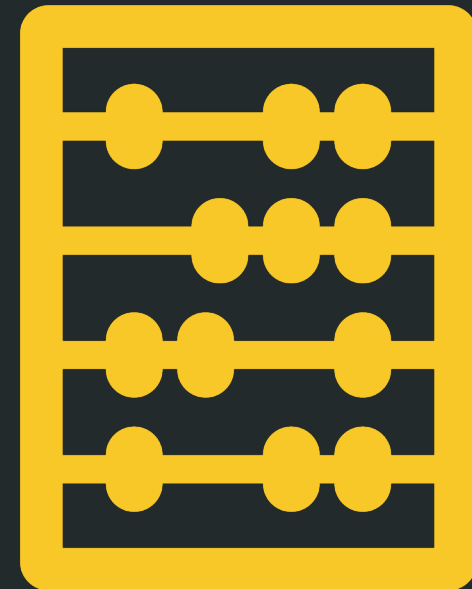
20% in 2020

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Turning Problems into Opportunities

Tools, Techniques & Methodologies

- Intentional **cross-generation recruiting**
- Addressing the **differences in training needs**
- Establishing a **culture of mentorship**
 - **This can work both ways**



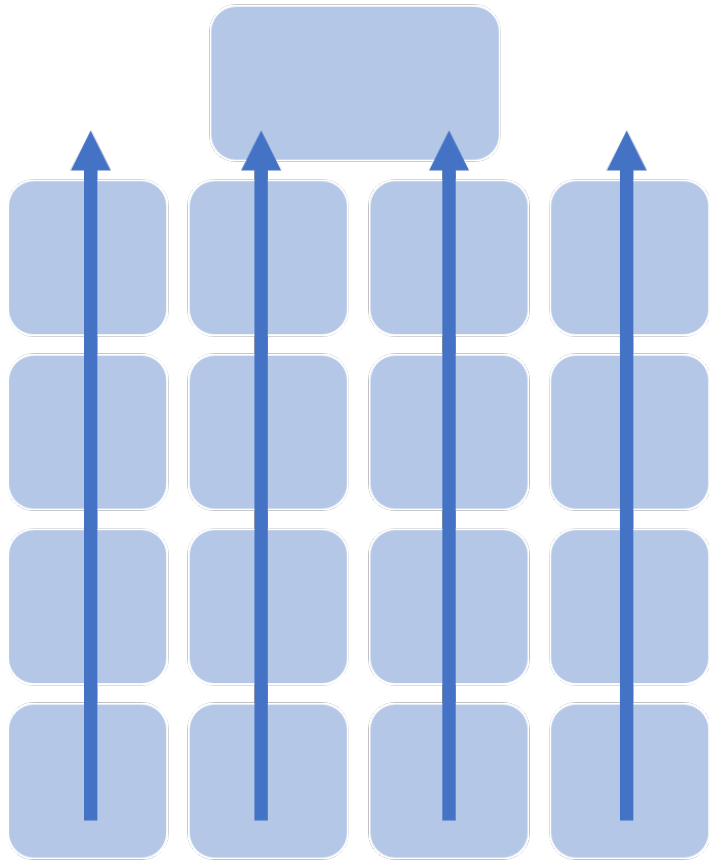
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Cross-Generation Recruiting

- Plan to capitalize on **available experience**
 - **Leverage experience of retired professionals not ready to fully quit**
 - **Hire with mentorship in mind**
- Update and maintain **your look**
 - **Leads to 50% more in qualified candidates**
- Advertise career **advancement**

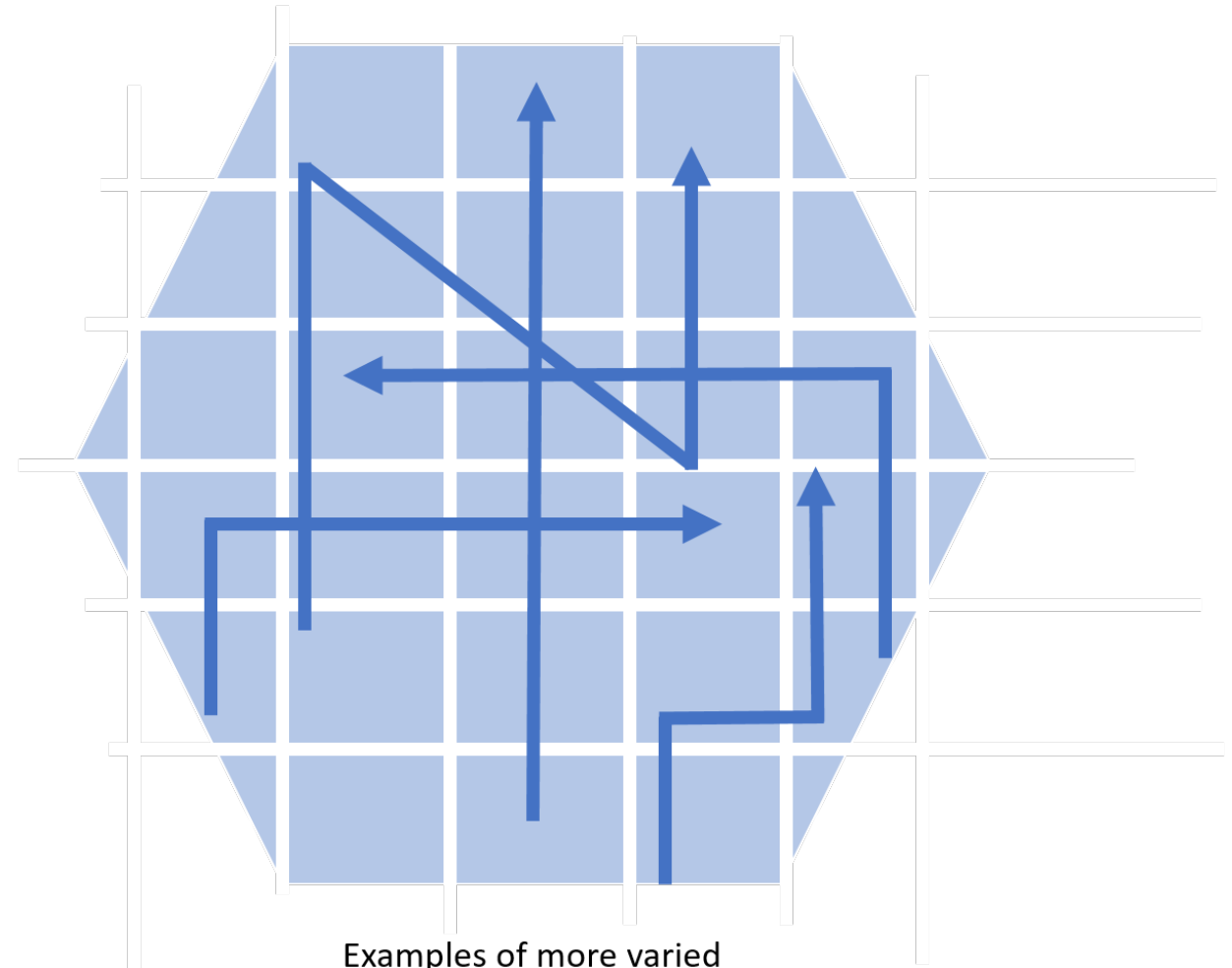


Ladder progression



Examples of linear career paths

Ladder pathways



Examples of more varied paths for growth and development

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Differences in Training Needs

- Manuals, classroom training, & **E-learning**
 - **Younger generations are craving hands on training.**
- Hands-on skills training & **simulations**
 - **VR/AR becoming a popular training method**



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Establishing a Culture of Mentorship

- Assign experienced workers as **mentors**
- Allocate time and energy to **foster partnerships**



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Current Work Force Analysis

- Look at your **current workforce**
- Who will be **leaving soon?**
- Can you **replace them?**



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Questions & Discussion



Thank You!

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