

MANAGING A MULTI-GENERATIONAL WORKPLACE

Today, people from many generations are working alongside each other, all trying to contribute to the same mission. Use this infographic to help better understand your employees and to improve things like work environment, management style and employee productivity.



BABY BOOMERS (1946-1964)

Work Ethic: Workaholics, competitive

Preferred Work Environment: Democratic

Interactive Style: Team player, loves meetings

Motivated By: Recognition, being valued and monetary rewards

For HR managers, baby boomers best respond to:

- Honest, simple language on benefits programs and financial planning
- Financial scenarios versus conversations
- Messages about how to conserve/pass on their wealth to the next generation



GENERATION X (1965-1981)

Work Ethic: Efficient, self-reliant

Preferred Work Environment: Flexible and fun

Interactive Style: Entrepreneur

Motivated By: Freedom, removal of rules and time off

For HR managers, Gen X-ers best respond to:

- Casual informational sessions
- Benefits offerings to help build a secure future
- Information on retirement and employers matching 401(k) contribution amounts



MILLENNIALS (1982-1994)

Work Ethic: Ambitious, multi-tasking, tenacious

Preferred Work Environment: Collaborative, creative and continuous feedback

Interactive Style: Participative

Motivated By: Autonomy, trust and time off

For HR managers, millennials best respond to:

- Frequent feedback on performance, both good and bad
- Open communication lines with HR and managers
- Multi-platform employee-facing communications about benefits offerings, open enrollment, etc.



GENERATION Z (1995-2012)

Work Ethic: Intense, pragmatic, project-oriented

Preferred Work Environment: Collaborative, fun, flexible and clearly defined chain of commands

Interactive Style: Entrepreneurial, face-to-face, teamwork

Motivated By: Opportunity for advancement, participatory decision-making and being involved

For HR managers, Gen Z-ers best respond to:

- Honest and open communications from HR and managers
- Expansive voluntary benefits offerings
- Messages about how to plan for their financial and physical well-being

When acknowledging generational differences in your workforce, you should remember that regardless of age, individuals generally desire similar benefits (e.g., job security and stability, respect). Finding a balance between noting and accommodating the apparent generational differences is crucial for successfully managing a multi-generational workplace.