

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.