The New Workforce:
Globals and Millennials

Paul M. Conrad
ASPIN Director of Training and Workforce Development
ARRC Program Director

© 2018 ASPIN
OBJECTIVES

1. Briefly review the different generations in the workplace
2. Discuss the differences between Millennials and Globals in the workplace
3. Examine what motivates these two generations
4. Discuss the long term impact of the changing workforce on the workplace in general
A review

DEMOGRAPHICS
# Branding the Generations:
## A Review

<table>
<thead>
<tr>
<th>Name</th>
<th>Baby Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
<th>Globals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Age in 2018</td>
<td>Age in 2018</td>
<td>Age in 2016</td>
<td>Age in 2018</td>
</tr>
<tr>
<td></td>
<td>54-73</td>
<td>37-53</td>
<td>38-23</td>
<td>22-8</td>
</tr>
<tr>
<td>Size</td>
<td>74.9 Million</td>
<td>66 Million</td>
<td>75.9 Million</td>
<td>Currently 23 Million and growing</td>
</tr>
</tbody>
</table>
## Distinguishing Workplace Characteristics

<table>
<thead>
<tr>
<th></th>
<th>Baby Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
<th>Globals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workplace Values</td>
<td>Passionate about participation in the workplace&lt;br&gt;Heavy focus on work as an anchor in their lives</td>
<td>Care less about advancement than about work/life balance&lt;br&gt;Have a work ethic that no longer mandates 10 hr. days</td>
<td>Believe that because of technology, they can work flexibly anytime, anyplace and that they should be evaluated on work product-not how, when or where they got it done.</td>
<td>Expect diversity&lt;br&gt;Emphasize the merits of ideas rather than the tenure of contributors&lt;br&gt;Technology is a given</td>
</tr>
<tr>
<td>Technology</td>
<td>Acquired</td>
<td>Assimilated</td>
<td>Integral&lt;br&gt;“The Internet of everything”</td>
<td></td>
</tr>
<tr>
<td>Work is:</td>
<td>Work and then Retire</td>
<td>Just a Job</td>
<td>Fulfilling yet Flexible work arrangements&lt;br&gt;The “gig” workplace concept</td>
<td>An adventure</td>
</tr>
<tr>
<td>Workplace View on Respect for Authority</td>
<td>Time = authority&lt;br&gt;Unimpressed by authority. Will test authority repeatedly.</td>
<td></td>
<td>Will test authority but often seen out authority figures when looking for guidance.</td>
<td>Authority must be earned</td>
</tr>
<tr>
<td>Workplace View on Time at Work</td>
<td>Invented the 50 hour work week&lt;br&gt;Visibility</td>
<td>Clearer balance between work and family</td>
<td>Not only balance with work and life, but balance with work, life and community involvement and self development.</td>
<td>Even greater work-life balance, and increased workplace flexibility</td>
</tr>
</tbody>
</table>
Update:

MEET THE GLOBALS
1996-2016
The Globals

• Oldest turning 22 in 2018
• Currently 60 Million (25% of population)
• Other names:
  – Gamer Generation
  – Digital Native
  – Generation Z
  – iGeneration
  – Centennials
The Globals – Some Facts

• They have never known a world without the Internet and smartphones.
• They have only known two presidents.
• Thirty-three percent watch lessons online, 20% read textbooks on tablets, and 32% work with classmates online.
• Two-thirds said they were “concerned” about being able to afford college
  – $100 monthly student loan payment most students said was manageable
• 72% expect to work for themselves in their career
• They save money
The Globals – More Facts

• To secure a job with a competitive salary, Globals is more willing to relocate or work nights and weekends than previous generations, a recent survey found.
• Globals are seeking more stability in their careers.
  – In fact, they only plan to change jobs an average of 3 or 4 times over the course of their careers, and prefer employers who are worth their loyalty.
• Free food and bean bags don’t motivate this generation.
• They like face to face communication
• Most Globals want to engage one-on-one with their leaders. So much so, that corporate mentorship programs fell only slightly behind health care on their list of most important benefits surveyed.
The Globals – Some More Facts

• Many Globals will be educated in environments that are very different from traditional college settings. If possible, you need to reevaluate formal education standards.

• They don’t want to be tracked. Apps like Snapchat and Whisper have seen explosive growth in the last few years. In contrast, Facebook has lost 25 percent of this demographic since 2011.

• Seventy-nine percent of Generation Z consumers display symptoms of emotional distress when kept away from their personal electronic devices.
MOTIVATORS
Millennials

Monetary:
• More time off
• Continual Learning- multiple channels
• Travel
• Flexible schedules

Non – Monetary Motivational Factors:
• Mentoring
• Provide instant feedback
• Emphasize relationships more than structure
• Experiential rewards and recognition
• “Healthy Workspace”
• A stimulating, fun workplace

© 2016 ASPIN
Globals

Monetary:
• Health Insurance
• Mentoring
• Competitive Salary

Non–Monetary Motivational Factors:
• Boss they respect
• Face to face communication
• Ability to pursue their passion
• Challenges/excitement of the job
• Experiential rewards
• Access to up to date technology
Don’t Be This Office!

Both generations will run from old tech......
The Differences of Globals

• Globals tend to be less “focused”.
• Globals are better Multi-Taskers.
• Nearly 92% of Gen Z has a digital footprint.
• HIGHLY dependent on their devices
The Differences of Millennials

• Millennials have generally been focused on the present, Globals are future-focused

• Their choice and method of communication—
  –Globals: 5 screens, images
  – Millennials: 2 screens, text

• Globals has higher expectations than Millennials
The Differences

<table>
<thead>
<tr>
<th>MILLENNIALS</th>
<th>GLOBALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text Messages</td>
<td>Images</td>
</tr>
<tr>
<td>Optimists</td>
<td>Realists</td>
</tr>
<tr>
<td>Want to be discovered</td>
<td>Work hard for success</td>
</tr>
<tr>
<td>Prolonged adolescence</td>
<td>“Up-ageing”</td>
</tr>
<tr>
<td>Flexible variety</td>
<td>Flexible stability</td>
</tr>
</tbody>
</table>

Adapted from Colorado State University Infographic - Credit: Summer Shaffer
© 2018 ASPIN
75 % of the 2025 global workplace will be Millennials and Globals

THE EFFECT ON THE WORKPLACE
Globals & Millennials vs Everyone else

Globals & Millennials

Everyone Else
It’s GOING to Change

• Modes of communication will begin to shift (hope you know how to text and “snap”).
• HR departments will need offer more tools clearly inspired by social media, such as video services and real-time feedback programs.
• They will be looking for ways to cut out the middleman in regards to workflow and question “standing relationships”.
• You need to be aware of your company’s online presence.
Change

• Millennials are vocalizing the change they want. Millennials are eager to go to work for organizations where they want, not need, to show up.

• Organizations MUST keep a pulse on employee engagement and in a way that's consistent with how the emerging generations communicate.

• The way we evaluate these generations is going to change.

• The concept of the “Gig” workforce.
Predictions: The Future

• Less layers of management
• The workplace of the future will be hybrid and flexible
• The workforce of the future will be tech dependent, and tech savvy
• The environment will change quickly
• The way things are done will always be changing
Thank You!

Paul Conrad
Director of Training and Workforce Development
pconrad@aspin.org

ASPIN
8440 Woodfield Crossing Blvd.
Suite 460
Indianapolis, IN 46240
Phone: 317.471.0000
Resources

- Millennials overtake Baby Boomers as America’s largest generation – Richard Fry - Pew Recourse Center – 4/25/16
- What Motivates Your Workers? It Depends on Their Generation – Kathy Gurchiek – SHRM – 5/9/16
- Millennials vs. Gen Z: 5 Ways They're Totally Different – Salesforce – 10/9/17
- It’s Time to Prepare for the 2020 Workplace – Erin Binney – SHRM 1/4/16
- 8 Key Differences between Gen Z and Millennials – Huffpost – 11/05/17
- 4 Ways To Engage And Retain Millennial Employees - Taryn Barnes – 2016
- Millennials at work Reshaping the workplace – PWC – 2013
- 2018: What does the millennial generation want from their employers? People matters 12/26/17
- Motivating Gen X, Gen Y Workers Dr. David Javitch Entrepreneur Online 2015
- What Do Millennials Really Want at Work? The Same Things the Rest of Us Do, Bruce Pfau Harvard Business Review 4/7/16
- We Need to Talk About (and to!) Gen Z, Chelsea Pratt RISE Online 4/16/16
- You, me, and Generation Z: How CSU welcomes and supports its youngest students Anne Manning, 8/17

© 2018 ASPIN