



Partnering for Excellence

Expand. Connect. Simplify



A high-angle, top-down photograph of a man in a blue business shirt and tie, leaning over a desk. He is pointing with a black pen at a computer monitor. The monitor displays a complex chart with a green line graph and a bar chart. The desk is cluttered with various papers, including spreadsheets and documents with charts. A white computer keyboard is visible on the desk. The overall scene suggests a professional setting focused on data analysis and business operations.

Effective Ways to Recruit & Retain Talent in a Multigenerational Workforce

Cheryl Ryan
Bala V. Sathyanarayanan

 Driving Growth



The Business Case

10K

...Baby Boomers retiring at a rate of 10,000 per day

\$5K

The average cost per hire
1.5X-2X for smaller companies

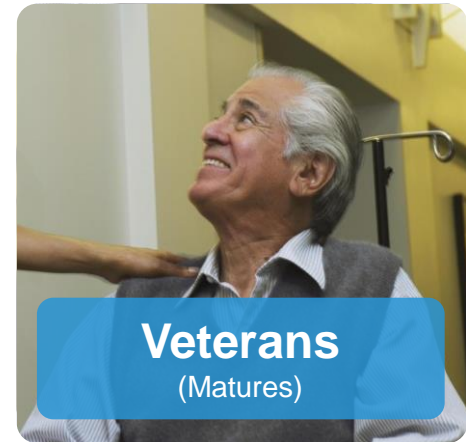
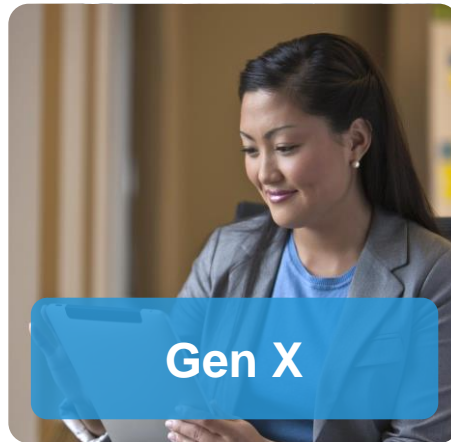
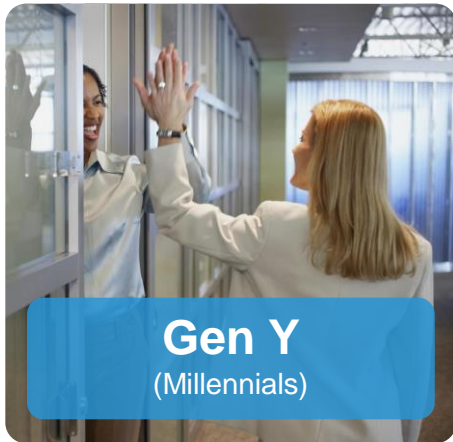
20%

Cost of turnover for employees
\$30K-\$50K

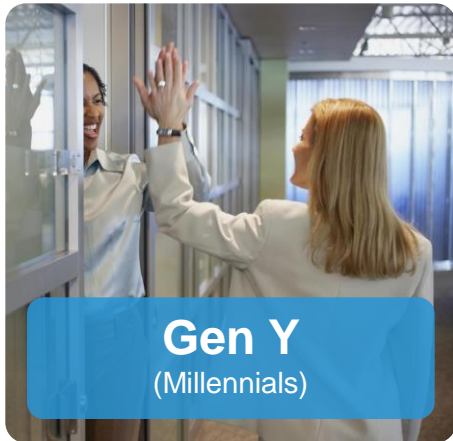
The Multi-Generational Workplace

FOR THE FIRST TIME IN HISTORY

— four generations are working side by side in the workplace

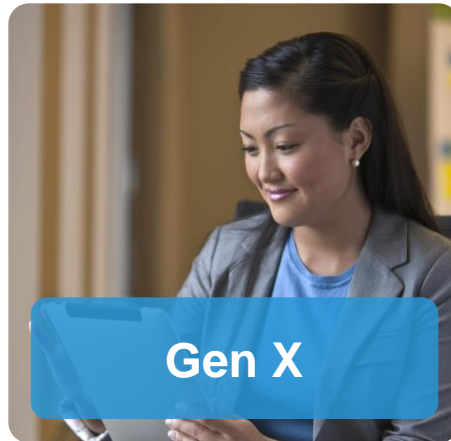


Generations - at-Glance



Gen Y
(Millennials)

Born 1978 or later



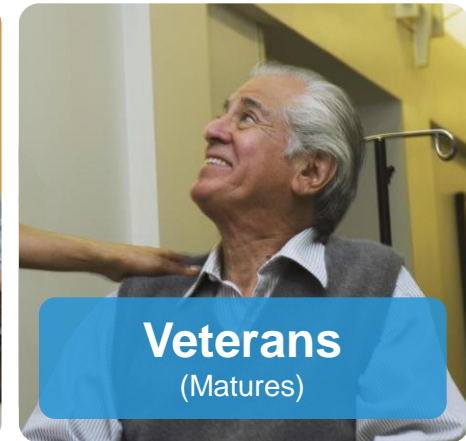
Gen X

Born 1965-1977



Baby Boomers

Born 1946-1964



Veterans
(Matures)

Born 1925-1945

Live, Then Work

- Confident
- Well-educated
- In the Present
- Team Oriented
- Conscious
- Eager but anxious
- Social media

Work to Live

- Pragmatic
- Self sufficient
- Skeptical
- Flexible
- Entrepreneurial
- Balance
- Email

Live to work

- Idealistic
- Break the rules
- Time stressed
- Politically correct
- Driven
- Phone

Work First!

- Conservative
- Disciplined
- Loyal
- Respect for Authority
- Patriotic
- Loyal/dedicated
- In person

Recommendations

Recruiting

**Different Channels
for Different
Generations**

**Keep The
Process Moving!
Keep them “warm”**

**Think Creatively
about offer
package**

Linked in™



facebook

twitter



Recommendations

Retention



**Work anytime/
anywhere!**

**Feedback
– a lot and
specific!**

**Communicate
differently!**

**Direct
access**



Vacation!

Relationships
(especially with
Supervisor)

Workshop – Discussion Points



Share a best practice you utilize to manage multiple generations in your workplace



Share a best practice you utilize to recruit millennials into your business



Share a story/anecdote describing the most “surprising” behavior of a millennial in a work setting

Coming Next...

Leaders!

Digitized
economy

GEN Z!

“On” all
the time

Confident &
charismatic!