

The Great Generational Shift

How to Make the Most of Generational Change in the Workplace

There is a “Great Generational Shift” underway in the workforce today. This is the post-Baby Boomer shift that demographers and workforce planners have been anticipating for decades. It is not only a generational shift in the numbers in the workforce. This is also an epic turning point in the norms and values of the workforce, and a corresponding transformation in the very fundamentals of the employer-employee relationship. This “Great Generational Shift” presents a whole new set of challenges for employers in every industry, employees of all ages, and for managers at every level.

Since 1993, RainmakerThinking, Inc. has been tracking generational change in the workplace. Our ongoing research reveals strong generational trends in career paths, management practices, attitudes, expectations and behavior in the workplace. Bring in Bruce Tulgan to present the latest research from RainmakerThinking:

How will the numbers shift over the next few years?

HINT: By 2020, Baby Boomers will make up less than 20% of the Western workforce, whereas just the second-wave Millennials alone - born 1990-2000 - will make up 24%

How will the norms and values of the workforce continue to change?

HINT: There is no going back to the one-size-fits-all employment model of the past. Employment relationships will become increasingly short-term, transactional, and highly variable

What does this mean for organizations?

HINT: They must get much more flexible when it comes to staffing-strategy, attraction, selection, on-boarding, training, performance-management, accountability, differential rewards, retention, knowledge-transfer, succession-planning and leadership development

What does this mean for managers?

HINT: As the workplace becomes ever-more high-pressure and the workforce ever-more high-maintenance, weak, disengaged management is the enemy. Strong, highly-engaged management is the solution

What does this mean for employers?

HINT: As individual workers of all ages today are under more pressure and work becomes more demanding for everyone, people of all ages today want, expect and often request greater flexibility in work conditions. As the pressure increases, so does the need for some relief

Based on our continuing “Generational Shift” research, ongoing since 1993, Bruce provides laugh-out-loud stories, poignant insights, and concrete takeaways for leaders at all levels. Bring in Bruce Tulgan to present our latest research and start preparing for the Great Generational Shift in your organization!

What does the generation mix look like in your organization? And what does it mean for the future of your organization? Understand the generations in the workplace today - each at different life stages, each with conflicting perspectives, expectations, and needs. Turn age diversity into a strategic advantage for your organization.

Generations in Today's Workforce

	2017	2020
Pre-BB (pre-1946)	<1%	0%
BB First Wave (1946-1954)	11%	<6%
BB Second Wave (1955-1964)	16%	13%
Generation X (1965-1977)	27%	26%
Millennials First Wave (1978-1989)	27%	27%
Millennials Second Wave (1990-2000)	17%	24%
Post-Millennial	>1%	>4%

Learning Objectives

After this program, participants will:

Communicate effectively with those of other generations

Build cooperative work relationships with those of other generations

Assess and begin to address the human capital management issues presented by generational diversity in their career, for their team, and for their entire organization

Actionable Takeaways and Best Practices

In this program, Bruce teaches immediately actionable best practices in a step-by-step guide to the generations working side by side in today's workplace:

- Appreciate the attitudes and behaviors of those of other generations
- Make adjustments in your own attitude and behavior in order to communicate and work more effectively with those of other generations
- Focus on the common ground - the work you have in common - and build mutually supportive relationships with individuals of all generations
- Evaluate the issues facing you and your organization as a result of generational diversity:
 - Will you face a talent drain among your aging workforce?
 - What can you do to help implement a flexible retention program to stem the tide?
 - How can you contribute to the knowledge transfer process?
 - Does your team/organization have a gap in bench strength for senior management?
 - Do you have a mid-level leadership gap?
 - What are you doing to improve recruiting, selection, training, development, supervision, self-management, rewards, and retention among the best workers of every generation?