California Seed Association

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The Changing Workforce

PLEASE:

Turn **_OFF_** your cell phones, laptops, tablets!

- 48% of employers are unable to fill jobs due to skills gaps and high attrition.

- 73% of organizations are in the process of revamping their on-boarding process to improve employee retention.

- 78% of business leaders rank employee retention as important and urgent.

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- Millennials rank the importance of *"Job Specific Training", "Career Advancement Opportunities",* and *"Career Development"* significantly higher than previous generations.

- 33% of new hires will quit their jobs after approximately 6 months.

- "Referred" employees have a 45% greater retention rate after 2 years.

- Remote workers are 50% <u>LESS</u> likely to quit.

- 33% of employees know whether they will stay with their company after one week on the job.

- 33% of <u>leaders</u> at companies with 100 plus employees are currently looking for jobs.*

*TLNT/Talent Management and HR, Maren Hogan

When do we establish our individual values?

- Between the ages of 3-8 years old, we establish approximately 80% of our values.

- By 12 years of age, we are mostly complete.

Understanding the Generations

Five Most Recent Generations

- The Greatest Generation/The Silent Generation 1925-1945
- The Baby Boomers: 1946-1964
- Generation X: 1965-1982
- The Millennials (Gen. Y): 1983-2002
- The Centennials (Gen. Z): 2002-??

The Greatest Generation/Silent Generation 1925-1945

- Many fought in WWII
- Made great self sacrifices.
- Stood up and fought for what was right, not for selfish interests.
- Parents of Baby Boomers.

The Greatest Generation/The SilentGeneration (1926 - 1945)
Greatly influenced by:

- The Great Depression

- Roosevelt's "New Deal"

- WWII & Korean War

- GI Bill

- Golden age of radio & silver screen

- Rise of labor unions

The Baby Boomers (1946 - 1964) Greatly influenced by:

- Vietnam & Cold War

- LPs & 8-Tracks

- Civil rights movement

- Credit cards

- Women's liberation

TV & Rock-n-Roll

JFK, RFK & MLK Assassinations

Moon Landing

Social Unrest

Sexual Revolution

Generation X (1965 - 1982)
Greatly influenced by:

- Persian Gulf War

- Space Shuttle Challenger Explosion

- AIDS

- Corporate Down-sizing

- Tripling of Divorce Rate

- Both parents working (latchkey kids)

- Video Games, MTV, & Computers

The Millennials/Gen "Y" (1983 - 2002) Greatly influenced by:

- 9/11 & Terrorism

- Columbine

- Cell Phone

- Facebook

- iPOD

- E-mail & IM

- The emphasis on safety

- Questionable parenting

Questionable Parenting??

- Millennials were told that they were "special"; could have anything they want in life.
- Received recognition—not because they earned it but because the parents complained.
- Participation medals

And then . . . they enter the workforce and find out:

- They are NOT special
- They can't have anything they want just because they want it.
- Their parents aren't going to get them a promotion
- You get nothing for coming in last.

The Next Generation? Gen "Z" (2002-???) Greatly influenced by:

- Obama Election and Presidency
- Return of social unrest
- Trump/Clinton Presidential Race
- Trump Presidency
- *Supreme Court Confirmation Process*--unknown.
- 1st generation to never know life without the internet or social media!
- Less judgmental than previous generation/possibly more serious.
- Less idealistic, more pragmatic
- 25% of the U.S. population (2016);
- They seem to have shorter attention spans (sensory overload).
- ?????

Defining Characteristics of Gen Z

1. They are Cynical. More realistic than idealistic.
2. They are private.
3. They feel overwhelmed.
4. They have less religious identification.
5. They are Entreprenurial; they know life is hard and requires work.
6. They are "multi-taskers".
7. They are Hyper-aware of their surroundings.
8. They are technology-Reliant: They put "technology" in the same category as *air and water!*
9. Things are blurry: Technology has blurred the lines between study and entertainment, work and home, public and private.

Generation Z--Centennials

- 42% of children 8 years old or younger have their own tablets/mobile devices—up from 1% in 2011
- These children spend 48 minutes/day on mobile devices—up from 5 minutes/day in 2011.
- 71% of teens use Facebook; 52% use Instagram; 41% use Snapchat
- Of this group, 72% use more than one.
- Older teens (15-17) lean towards Facebook; more affluent use Snapchat or Twitter.
- 25% will leave Facebook this year (2018-2019)!
- Teenage girls use social media more than boys; boys play more video games.

Generation Z--Centennials

- 79% show symptoms of emotional distress when separated from their electronic devices.
- Spend over 7.5 hours per day socializing (electronically) with family and friends.
- 76% are concerned about humanity's impact on the planet.
- 51% prefer face-to-face communications with managers.
- Gen Z--Expect to work for four companies throughout their lifetime.
- 75% want to convert their hobbies into full-time jobs.
- 93% say that a company's impact on society affects their decision to work there.

Millennials/Centennials in the Work force—Now what?

- June 29, 2007: Apple introduces the iPhone.
- Today, 92% of teenagers have a smartphone.
  - --90% text
  - --Average 30+/day
- The paradox: It made communications easier and at the same time, has isolated us. Especially teenage girls.
- CDC (2010-2015) 30% increase in suicides and severe depression amongst teenagers. 60% of the increase occurred in young women.
- January, 2018: Janus/CalSTERS ($2 billion of Apple Stock) blamed Apple and demanded they intervene.

  Apple's response: It's not a "device" issue. Blame the parents.

So, what's a "Millennial"?

- Born: 1983 - 2002 (20/30-somethings)
- Diverse ethnicities
- Skilled with technology
- Various family backgrounds (traditional, single parent, blended)
- 1 in 6 comes from a single-parent home
- 3 in 5 have working mothers
- 1 in 3 still live at "home".
- Current ages range from 17/18-38.
- Teamwork has been emphasized throughout their lives

Key Things to Know About Millennials

- They are their first priority.
- They expect to automatically win and always be rewarded.
- They carry a greater sense of "entitlement" than previous generations.
- They think of themselves in the workforce like a product on eBay and are looking for the "highest bidder" (not always monetary).
- Older supervisors will need to shift their management style from "bossing" to "mentoring".

Facts about Millennials (Gen Y)

- Average tenure for Gen Y is 2 years
- 56% of Gen Y's won't work at a company if they ban social media access.
- 71% don't always obey social media policies at work.
- Are more technically competent but have less sex than previous generations.
- Millennial employees have about the same level of organizational commitment as boomers and Gen Xers.
- 43 percent of Millennials envision leaving their jobs within two years while only 28 percent seek to stay beyond five years. (The 15-point gap was a seven-point increase from the previous year.)
- Millennials "engagement" in the workforce: Only 29 percent are engaged while 55 percent are not engaged, and 16 percent are actively disengaged.

Facts about Millennials (Gen Y)

- On track to become the most educated generation in American history.
- 65% of Millennials say losing their phone or computer would have a greater negative impact on their daily routine than losing their car.
- Millennials currently make up more than 35%+ of the workforce, Gen Xers 33%, Baby Boomers 25%.
- 50% do not believe that Social Security will exist when they reach their retirement age.
- 69% believe office attendance is unnecessary on a regular basis.
- *When Millennials believe their company has a high-trust culture, they're 22 times more likely to want to work there for a long time.*

Facts about Millennials (Gen Y)

- 75% see themselves as authentic and are not willing to compromise their family and personal values.

- 41% of millennials do what their managers tell them to do, which is greater than older generations.

- 80% of Gen Y said they prefer on-the-spot recognition over formal reviews, and feel that this is imperative for their growth and understanding of a job.

- 88% prefer a collaborative work culture rather than a competitive one.

- 74% want flexible work schedules.

- They are in general, socially liberal and fiscally conservative.

"Twenty years ago I never would have seen this," *says a managing partner in a human resources advisory firm.**

"The job market is so hot right now — unemployment is at a record low, and the war for talent is hotter than ever. There are more jobs than there are qualified candidates."

* Inc.com

- 2016—Millennials became the largest segment of the US Workforce.
- 2021—Millennials will make up over 50% of the US Workforce
- 2025—Millennials will make up over 75% of the Global Workforce.

How Managers See Their Millennial Employees

- "They don't care about customers."
- "If you correct them, they will quit."
- "They think there is always an excuse that makes being late ok."
- "They want a trophy just for showing up."
- "When I go out of my way to do something nice, they act like I owed it to them."
- "She asked for an extended lunch to go shopping with friends— the third day on the job."

What do Millennials want?

- Meaningful work
- Autonomy
- Collaboration
- A Sense of Fairness (*NOT* H.R. Policies!)
- Recognition
- Career Growth
- Connectedness to Colleagues
- Connectedness to their Leaders

"All Millennials keep an eye out for new opportunities. They have come of age at a time when the mobile workplace is a reality and there is no real 'off-time.' _Organizations need to consider whether being understaffed with overloaded employees is good for business on a longer-term basis._"

--Center for Creative Leadership: What Millennials Want From Work

That's Exactly What's Wrong With This Generation

- https://www.youtube.com/watch?v=vudaAYx2IcE

- Interview with Simon Sinek
  - "Start With Why"
 - "Leaders Eat Last"

Communicating with and Relating to Millennials

- First . . . listen.* Millennials want to provide input and be heard, a tall order when the boss may be decades older with micromanagement tendencies. *Seek first to understand, then to be understood*.

- Move from "Yes, *but* . . ." to Yes, *and* . . ."

- Reduce the portion size of every communication you create: *See Spot run.*

Communicating with and Relating to Millennials

- Don't lecture . . . converse.

- Increase participation: Talk less, ask more questions. Group sessions?

- Move from describing (words) to showing (visual).

- Big picture is great but "*What does this mean to me?*" and "*What do I need to do differently?*"
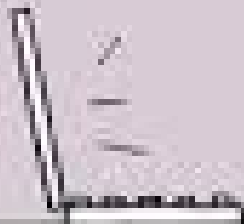
Final parting thought . . .

To the world, you may just be one person.

But to one person . . .

you may be the world.

Thank You!!

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