ALIGNING EXPECTATIONS IN THE WORKPLACE

STEVE BENCH





GENERATIONAL CONSULTING

STEVE BENCH

"NOW HIRING?"





THE PITCH


ANYWEAR
Shoes
AM
Golden Paws

Flair
Holographics
You can get yours for $149.99
FLAIR
Say holo to the future

CAMP CHAMPS




Respect
Passion
Relief
Safe Zeuals
To Save
Hannah V

MILLENNIALS



SO WHAT'S THIS ALL ABOUT?


WENDY'S
OUR SECRET INGREDIENT
IS OUR PEOPLE
NOW HIRING

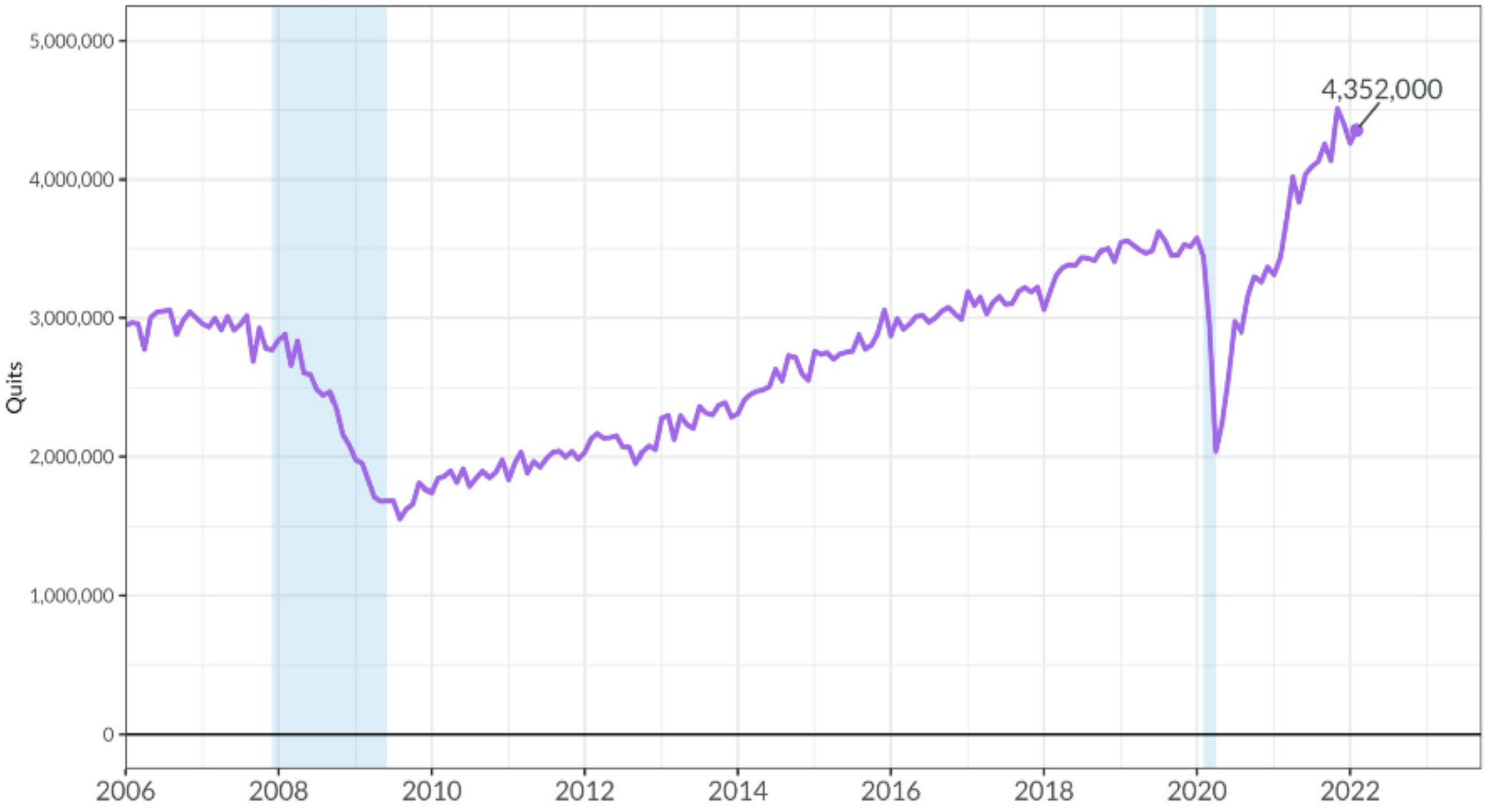

BURGER KING
WE ALL QUIT
SORRY FOR THE
INCONVENIENCE


PARENTS!!
We will train
your kids to
CLEAN rooms
and do
LAUNDRY!!
APPLY WITHIN
HOTEL


NOW HIRING
PEOPLE THAT
SHOW UP


SPONGEBOB
IS HERE
HIRING MANAGERS

The Great Resignation



Source: Bureau of Labor Statistics, Job Openings and Labor Turnover Survey, February 2022

glassdoor | ECONOMIC RESEARCH

EXPECTATION DIVIDE?

EMPLOYER vs EMPLOYEES



6 GENERATIONS TO UNDERSTAND!?

VETERANS
BOOMERS
GENERATION X
MILLENNIALS
GEN Z
GEN ALPHA



SESSION OBJECTIVES

Generations Over Time
We'll examine the events that shaped each Generation.

Manage Differences
Manage generational differences at work

Identify Conflict
Identify and anticipate the areas that create conflict between generations

Classroom Culture
The old, unwritten rules of the Boomer Age are being replaced with Millennial-friendly rules.



Talent Retention Plan
Rewrite the Handbook and Orientation practices. Where are you flexible, where are you "old-school"

Talent Attraction Plan
Develop a plan to attract and retain talented employees

Win Over Mentors
It's not all about Millennials! Learn how winning teams leverage the strengths of all Generations!

THE GENERATIONS

The **Veterans** 1925-1945 (80-100)

The **Baby Boomers** 1946-1964 (59-79)

Generation X 1965-1980 (45-60)

Millennials 1981-1995 (29-44)

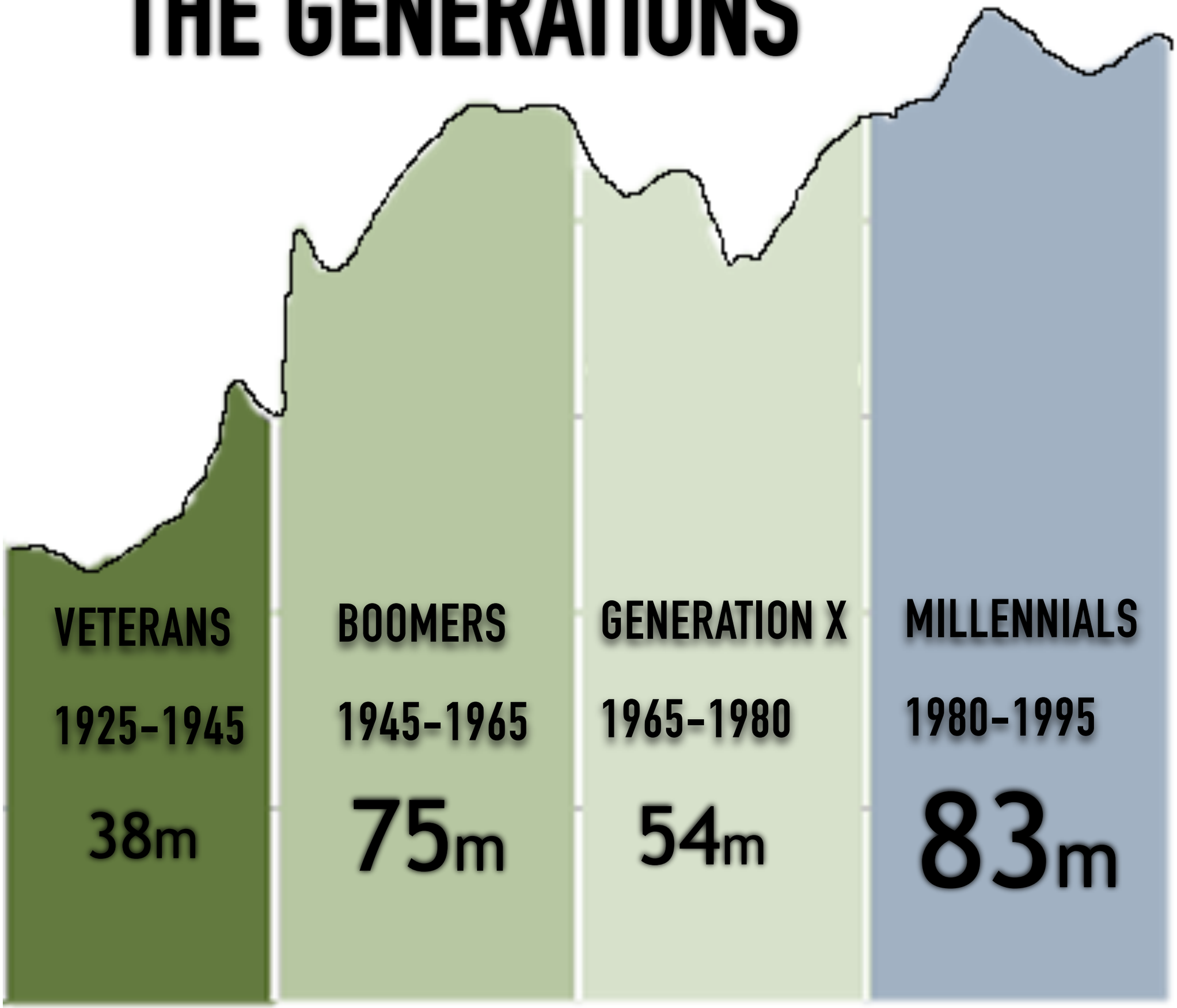
Generation Z 1996-2010 (29-15)

Gen Alpha? - NO WAY! ***<u>COVID KIDS!</u>*** 2011-?



(*Under 15 & old enough to remember CV*)

THE GENERATIONS





WHAT GENERATION DO YOU IDENTIFY WITH?

WHAT MAKES A GENERATION?



VETERANS




FREE
COFFEE & DOUGHNUTS
FOR THE UNEMPLOYED
FREE SOUP
&
PARKING 25
HORAN
BAILIFF



IDENTITY THROUGH WORK

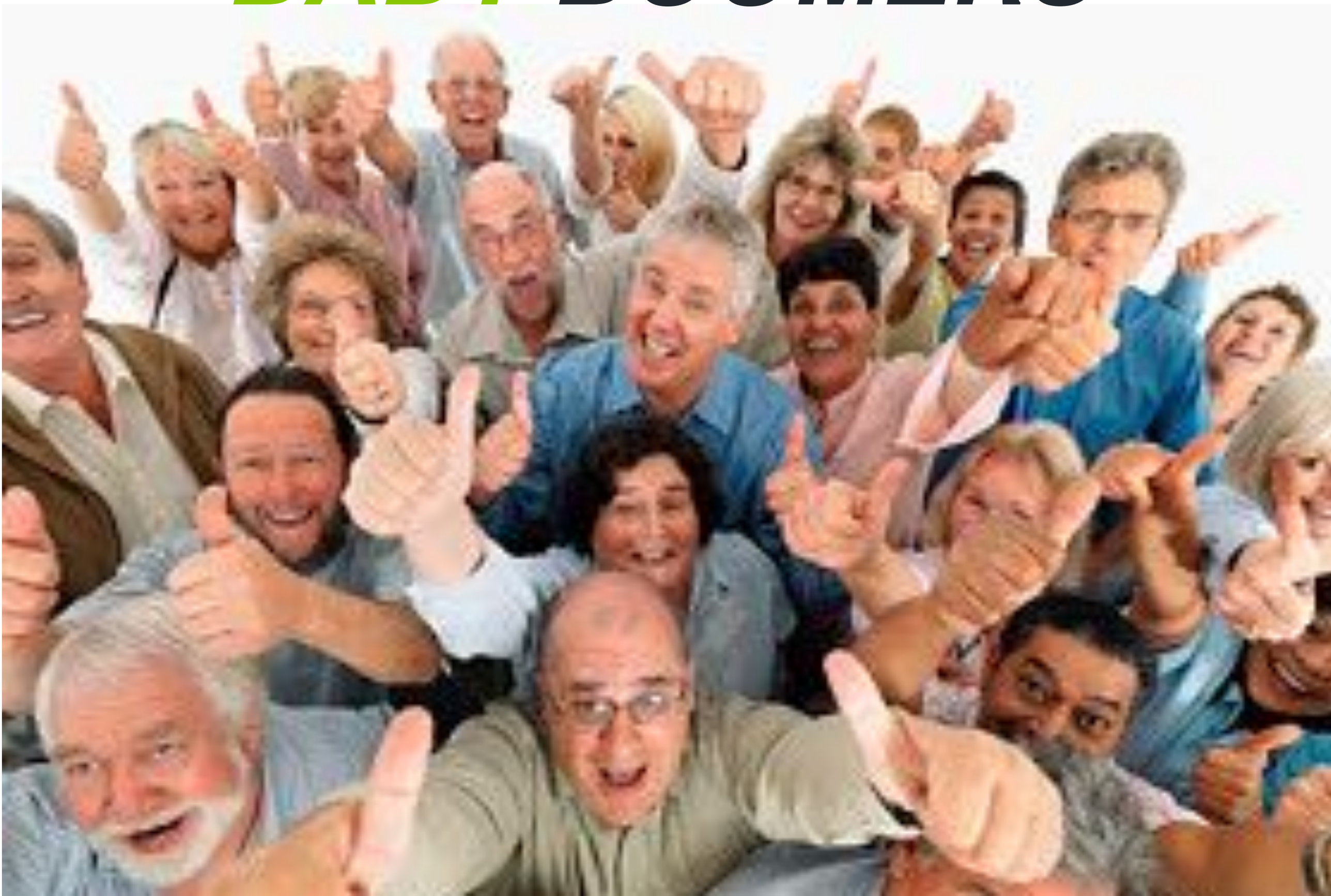


CHILDHOOD TRAUMA
SACRIFICE, HARD WORK

WHAT MADE A “MAN”
PROVIDER
RELIABLE
LOYAL

WHAT DID ADULTS “CHASE”?

BABY BOOMERS



SOCIAL SECURITY

BABY BOOMER

RAISED BY VETERANS
CIVIL RIGHTS
DO RIGHT BY YOUR PARENTS
WORK HARD – PLAY HARD
AMERICAN DREAM

SIGNATURE

BABY BOOMERS

Adulthood



BEING AN ADULT:
HOLD A JOB/RELIANT
FIND A SPOUSE
START A FAMILY
BUY A HOUSE
**BUY A CAR



BABY BOOMERS **Parenting**



MY KID IS SPECIAL
MORE CHANCES
OPPORTUNITIES
SUPPORT & ASSISTANCE
PROTECTED FROM FAILURE
**AND FULL ACCOUNTABILITY?

KIDS RAISED TO FEEL:

POWERFUL

IMPORTANT

SUCCESSFUL

Generation X

PERSPECTIVES




I'M A
WOODEN SPOON
LEAD PAINT
NO CAR SEAT
NO BIKE HELMET
BED OF PICKUP
RIDING
GARDEN HOSE
DRINKING
SURVIVOR

GENERATION X

New Reality

PARENTS STRUGGLED
FACTORIES CLOSED
ECONOMY IS CHANGING!
LOYALTY OATH BROKEN?
WORK = IDENTITY?



GENERATION X

Childhood

KIDS OF DIVORCE
MOM AT WORK
LATCHKEY KIDS
SUPERVISED 24/7?
NO WAY!



GENERATION X

Childhood

INDEPENDENT CHILDHOOD AVERAGE SUMMER DAY: KICKED OUT THE DOOR GO PLAY . . .

DIDN'T COME HOME UNTIL:



GENERATION X

TRAITS

INDEPENDENT
"WE RAISED OURSELVES!"

RESILIENT
FACED CONSEQUENCES OF ACTIONS
ABLE TO HANDLE ADVERSITY

SELF RELIANT
NO ADULTS SWOOPING IN TO "FIX" IT

SELF ESTEEM MOVEMENT



SELF-ESTEEM MOVEMENT – 1969

"The Psychology of Self-Esteem"

Dr. Nathaniel Branden




TIME
The Case Against Over-Parenting
Why Mom and Dad need to cut the strings

GENERATION X

Dilemma

IT WAS A BOOMERS WORLD

2 BOOMERS FOR EVERY X'ER

NO ONE WAS LISTENING!

GEN X HAD TO CONFORM



WORKFORCE Reality



Boomers Retiring

Too Few Gen Xers

Employees Have Leverage?

We Need Them > They Need Us!

MILLENNIAL LEVERAGE

New Status Quo

Safety Net

Peter Pan Generation







MILLENNIAL LEVERAGE

Delayed Life Stages

Marriage & Kids

Mortgages & Debt



NOT YET!

MOBILITY



MILLENNIALS



THE CHALLENGE: BUILDING CULTURE

YOUNG EMPLOYEES ARE MOST DISENGAGED?

DO JOBS COMPETE WITH OR COMPLIMENT MY LIFE?

BUILDING CULTURE TAKES TIME!

PATIENCE IS NOT A MILLENNIAL STRENGTH

IF IT'S NOT A FIT, I'LL JUST QUIT!







EXPECTATION DIVIDE?



CLOSE THE EXPECTATION DIVIDE



WIN OVER LEADERS

ADDRESS STEREOTYPES

COMMON STEREOTYPES

#1 Too Much Feedback

#2 Can't Handle Criticism

“Don’t make me feel dumb when I mess up”

“Don’t treat me like a kid"

“Not being taken seriously”


Louis Nwizu
(2010)
+ Follow
I saw this video on a social site and it p...
Show more
0:49
cocktails_for_you

Old Rule

"No News is Good News"

Not Anymore!

Supervised & Validated 24/7

Constant Dialogue

KEYS TO SUCCESS

TRUST

Feedback Is Key!

Feedback Builds Trust



Trust Builds Loyalty

Trust Enables Criticism

WAYS TO BUILD MY TRUST

Find Common Ground

Show Vulnerability - No Ego!

Be Authentic (not fake)



Hey Hottie,
give me a
call. If you want
to, ask me for
my number.

- Stevie
love
YA

Babe

NIKKI xoxo 588 2300

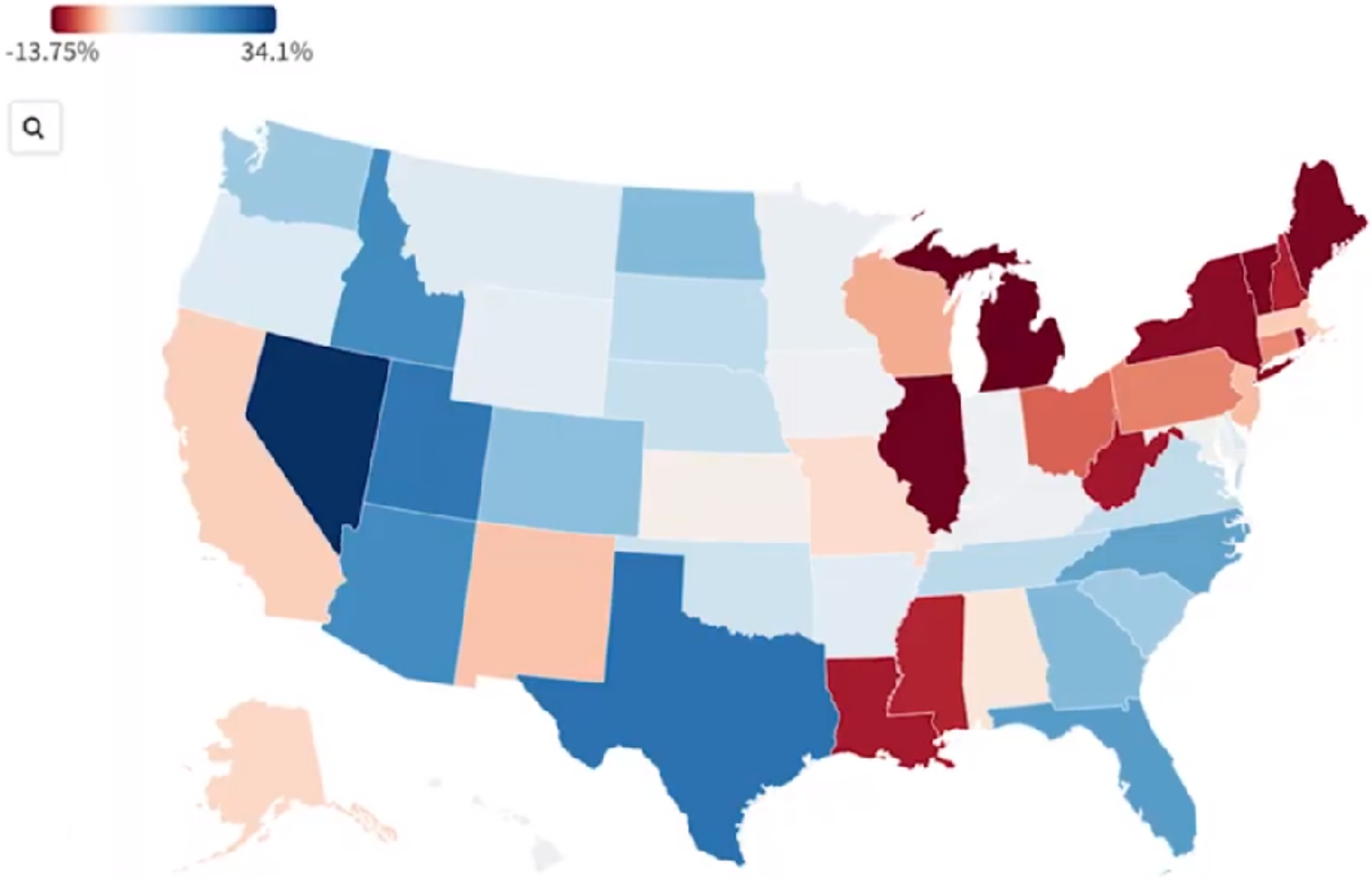
YOU WANT ME TO BE A WORK MOM?!



EMOTION OR LOGIC?

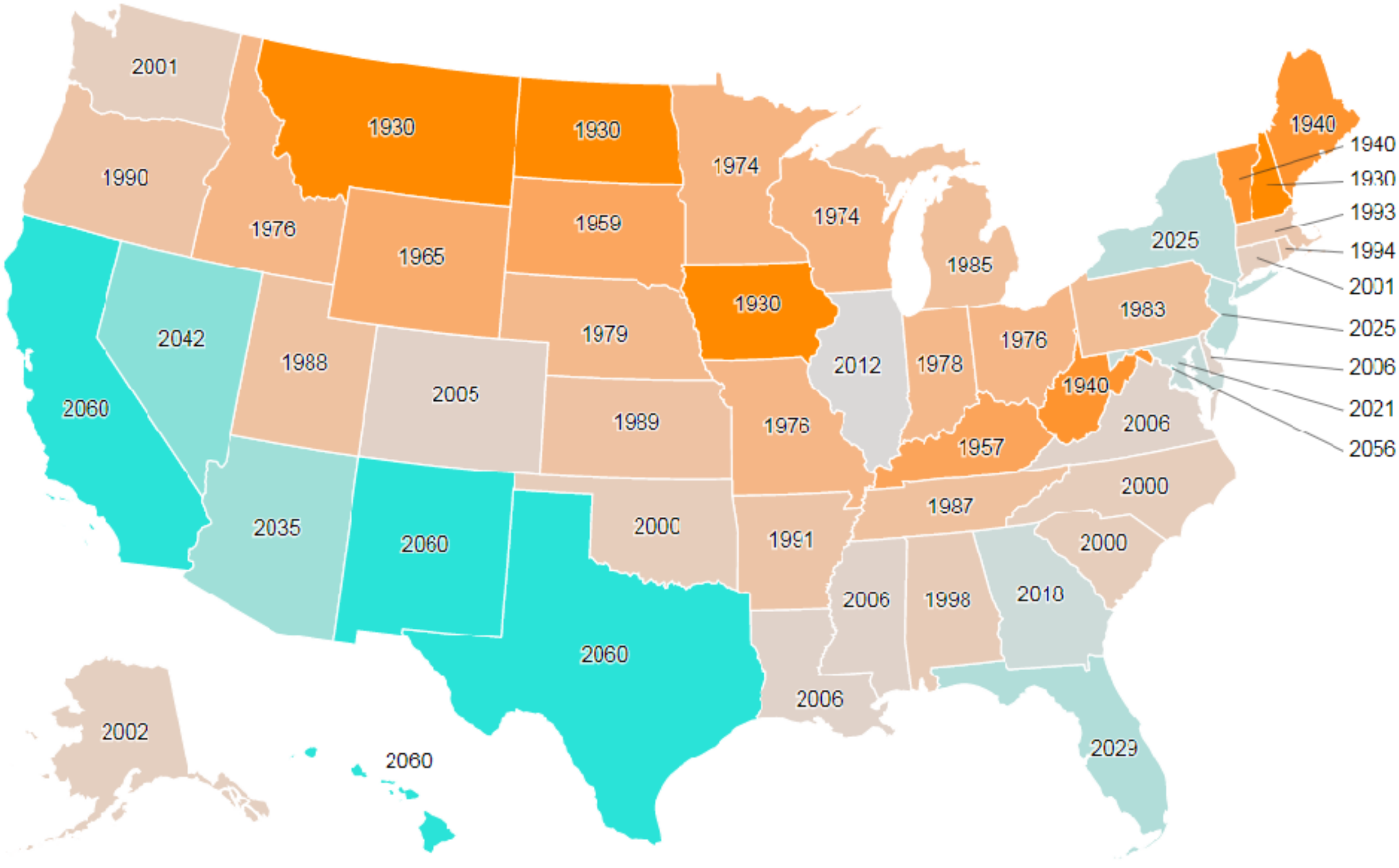
DEMOGRAPHICS

2001–2021 — DECLINE OF YOUNG PEOPLE (<25)



Source: Emsi labor market analytics, 2021

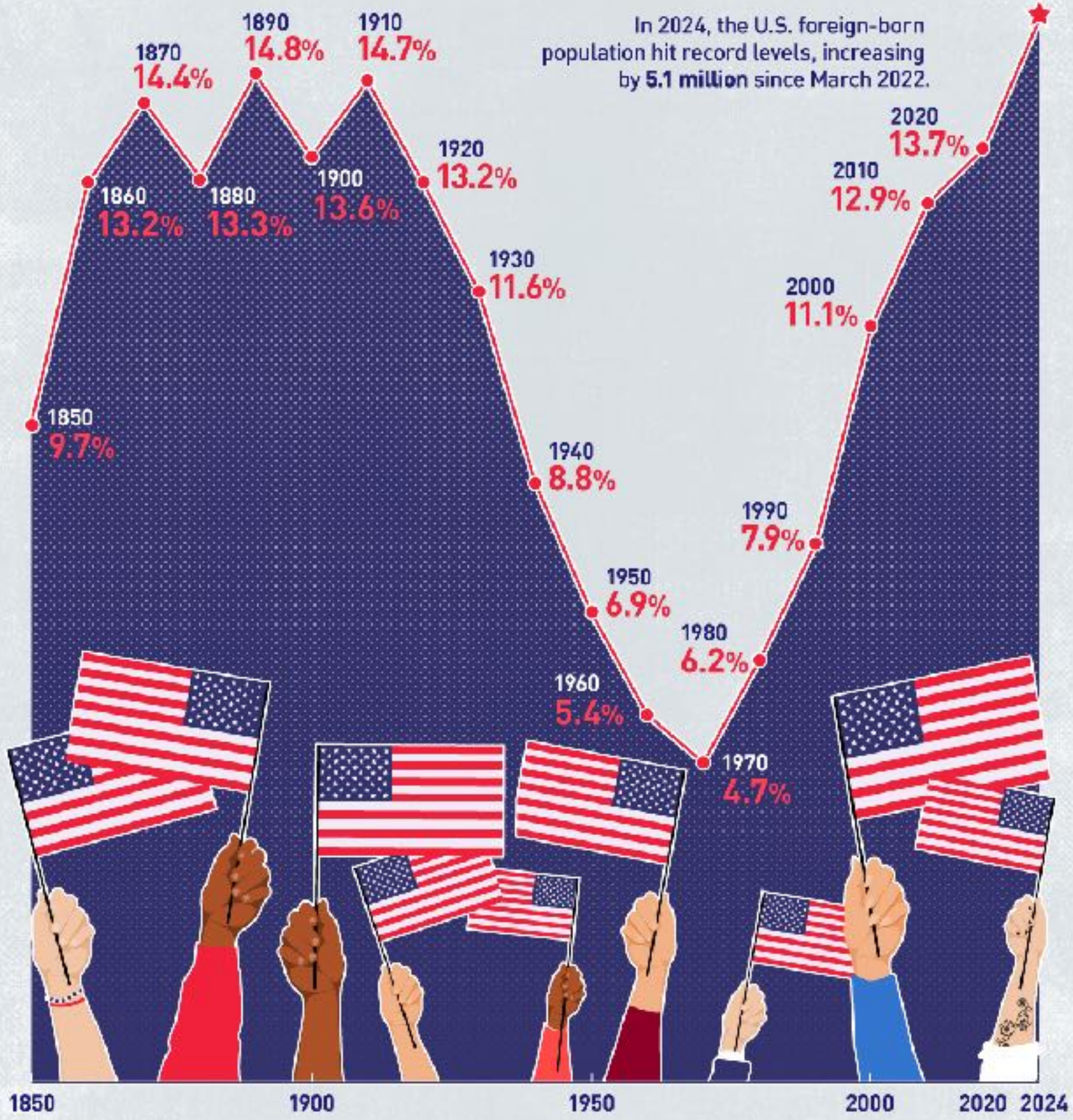
STATE ETHNICITY VS. U.S.

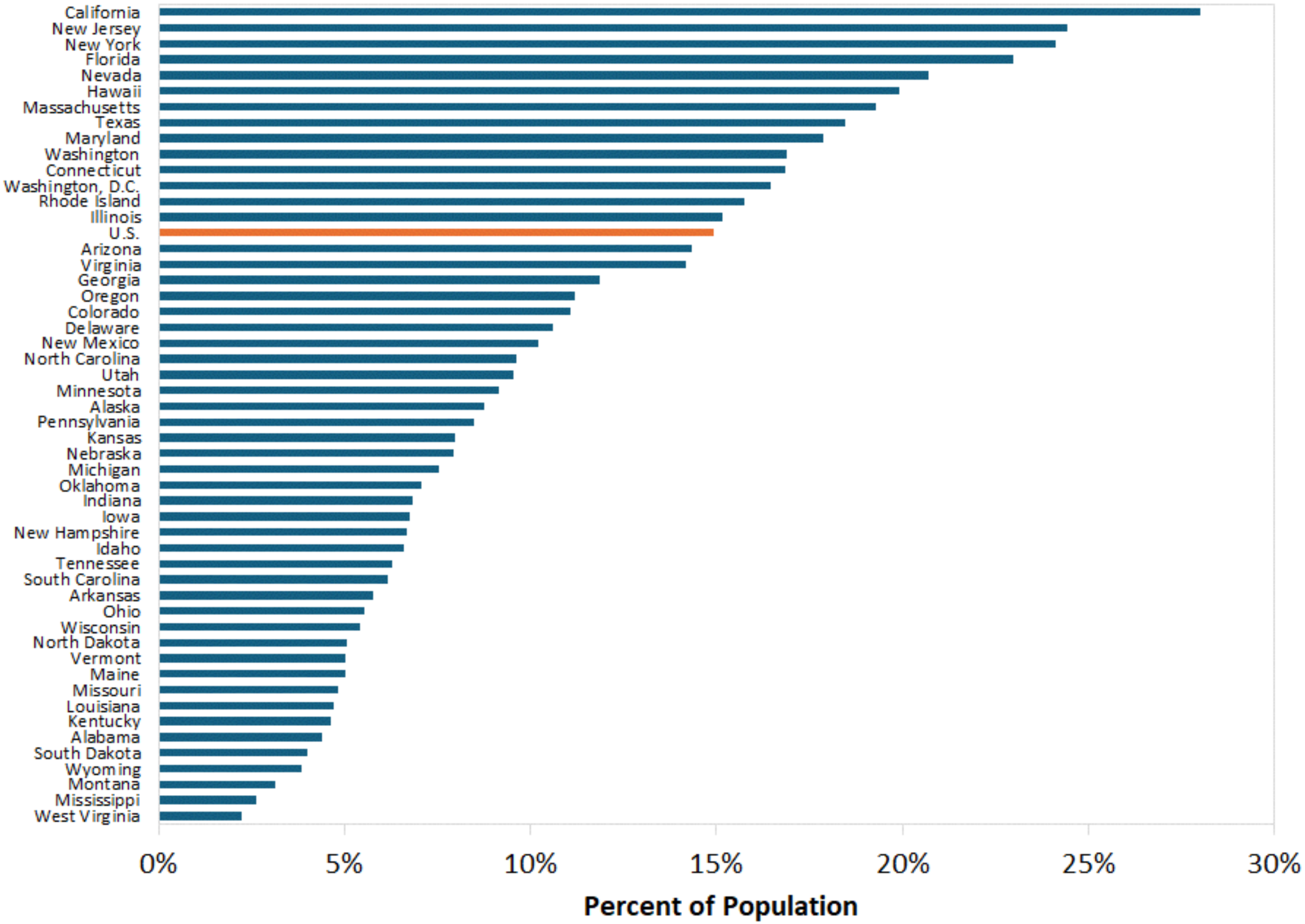


Foreign-Born

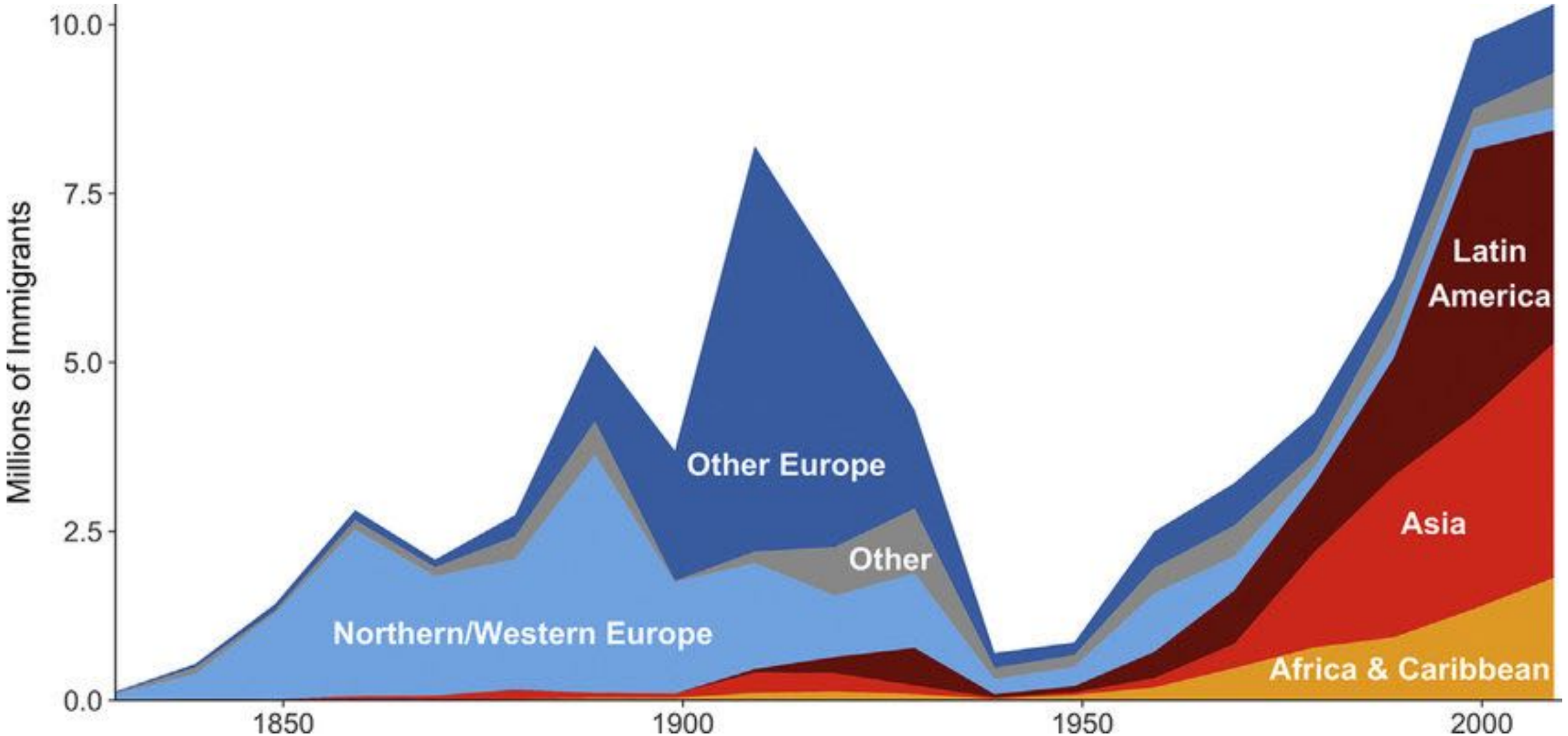
SHARE OF U.S. POPULATION

In 2024, the U.S. foreign-born population hit record levels, increasing by **5.1 million** since March 2022.

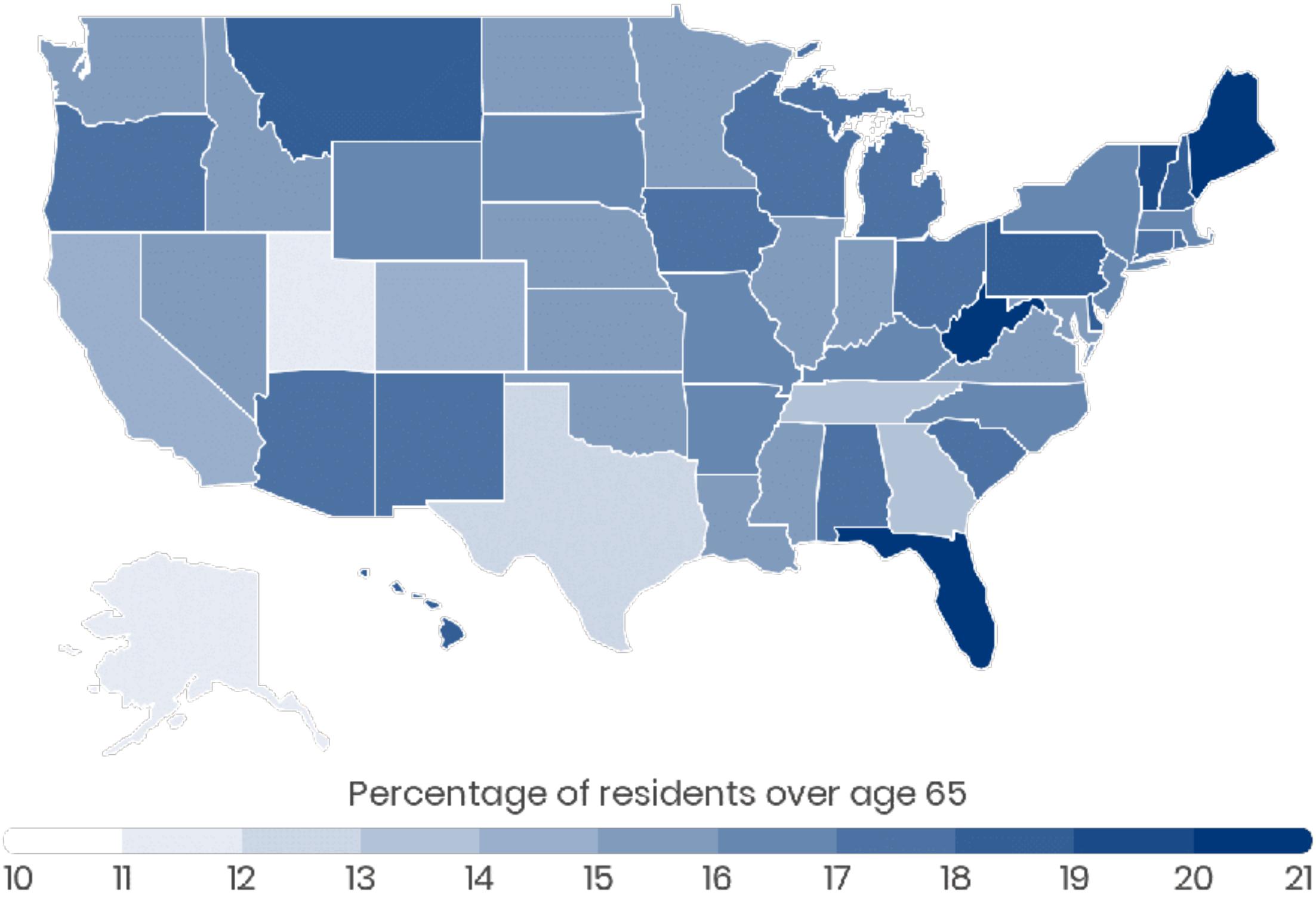




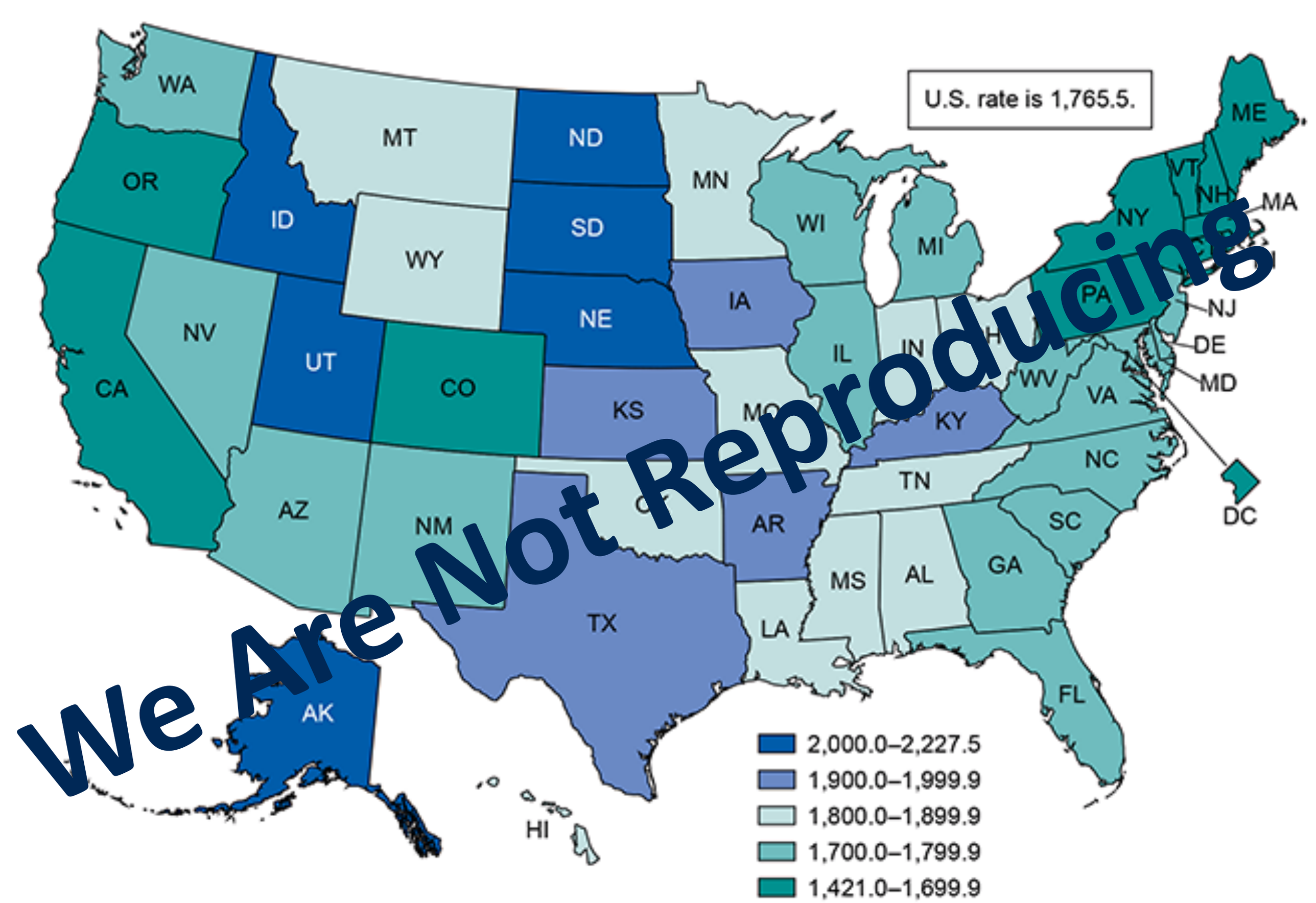
FEDERAL RESERVE BANK OF ST. LOUIS


Millions of Immigrants
10.0
7.5
5.0
2.5
0.0
1850
1900
1950
2000
Other Europe
Other
Northern/Western Europe
Latin America
Asia
Africa & Caribbean

PERCENT OF RESIDENTS OVER 65

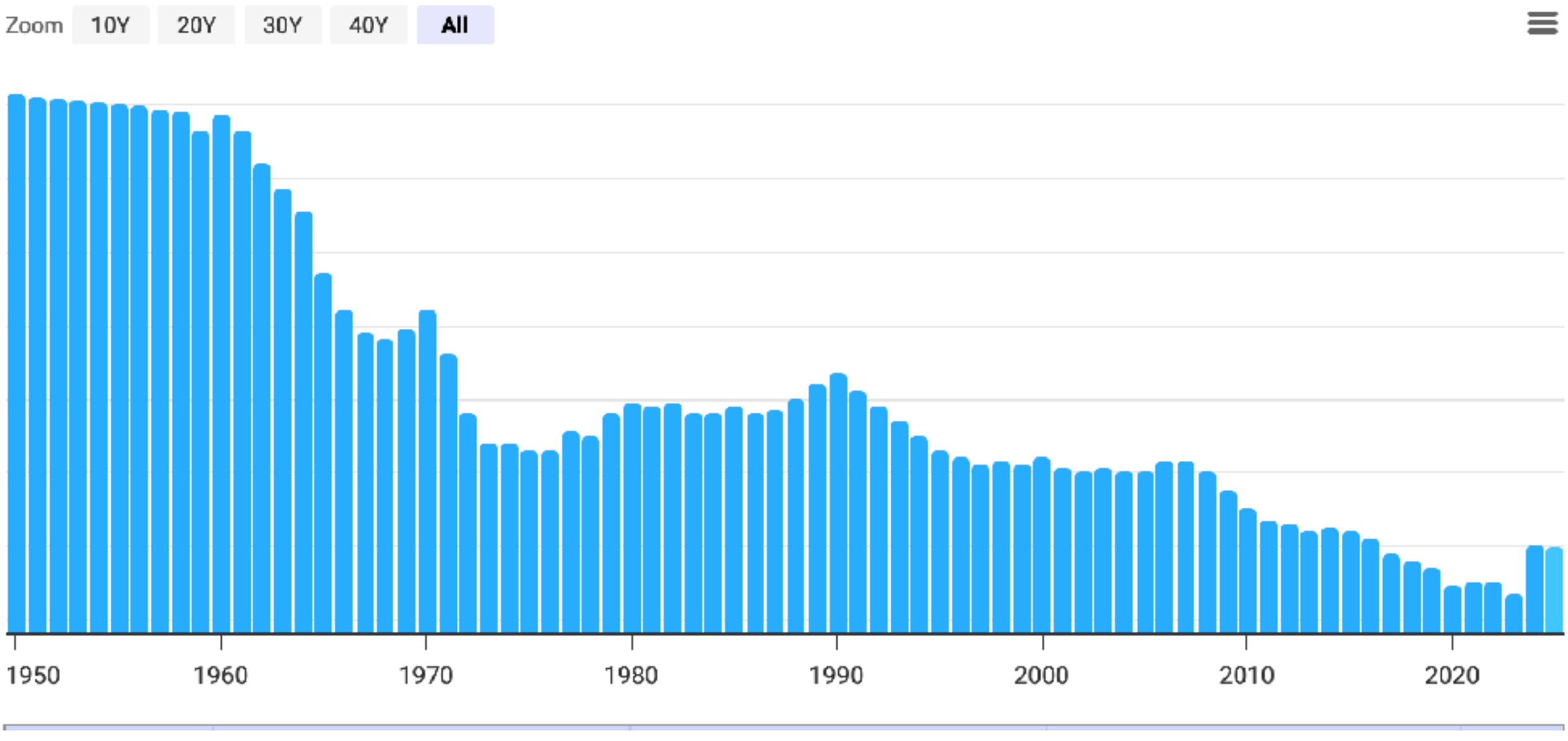


Source: United States Census Bureau

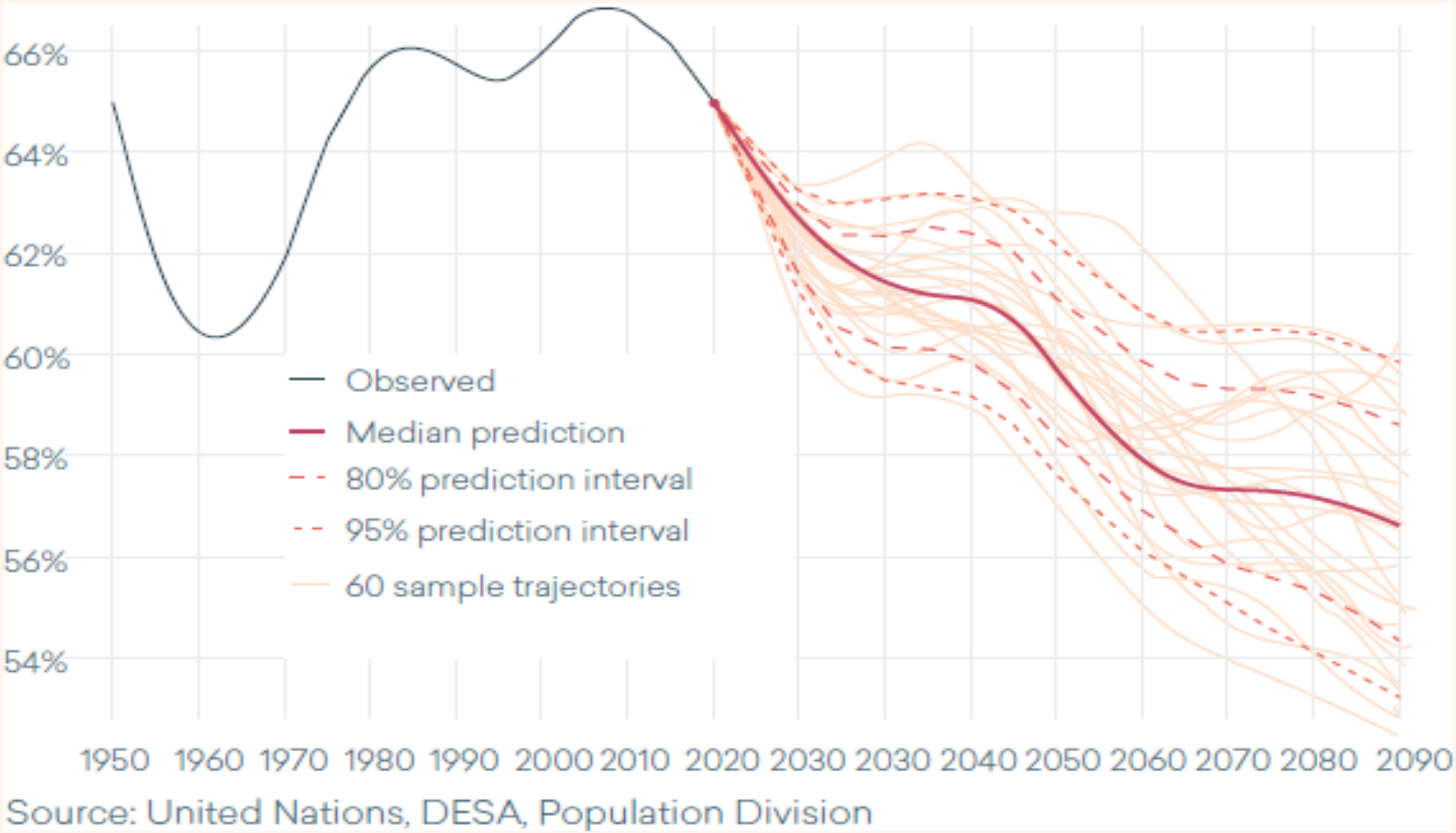


We Are Not Reproducing

LIVE BIRTHS PER 1000 PEOPLE



U.S.: % OF POPULATION AGE 15 — 64



Source: United Nations, DESA, Population Division

GENERATION Z

SURVIVAL GUIDE



GENERATION Z Differences

See World in Real Time

Smartphones & Social

Algorithms & PTSD?

Nation Divided, World on Fire



DISTRUST FOR AUTHORITIES?

OLD RULE: DEFER TO AUTHORITY & INSTITUTIONS

MILITARY, PARENTS, TEACHER, DOCTOR, NEWS, MEDIA

NOW: CHALLENGE AUTHORITY! SMARTPHONE EXPERTS

WHO IS THE ENEMY IN 2025? WHAT HAS GEN Z SEEN?

UNITED WE STAND, DIVIDED WE FALL







IS THE LADDER BROKEN?



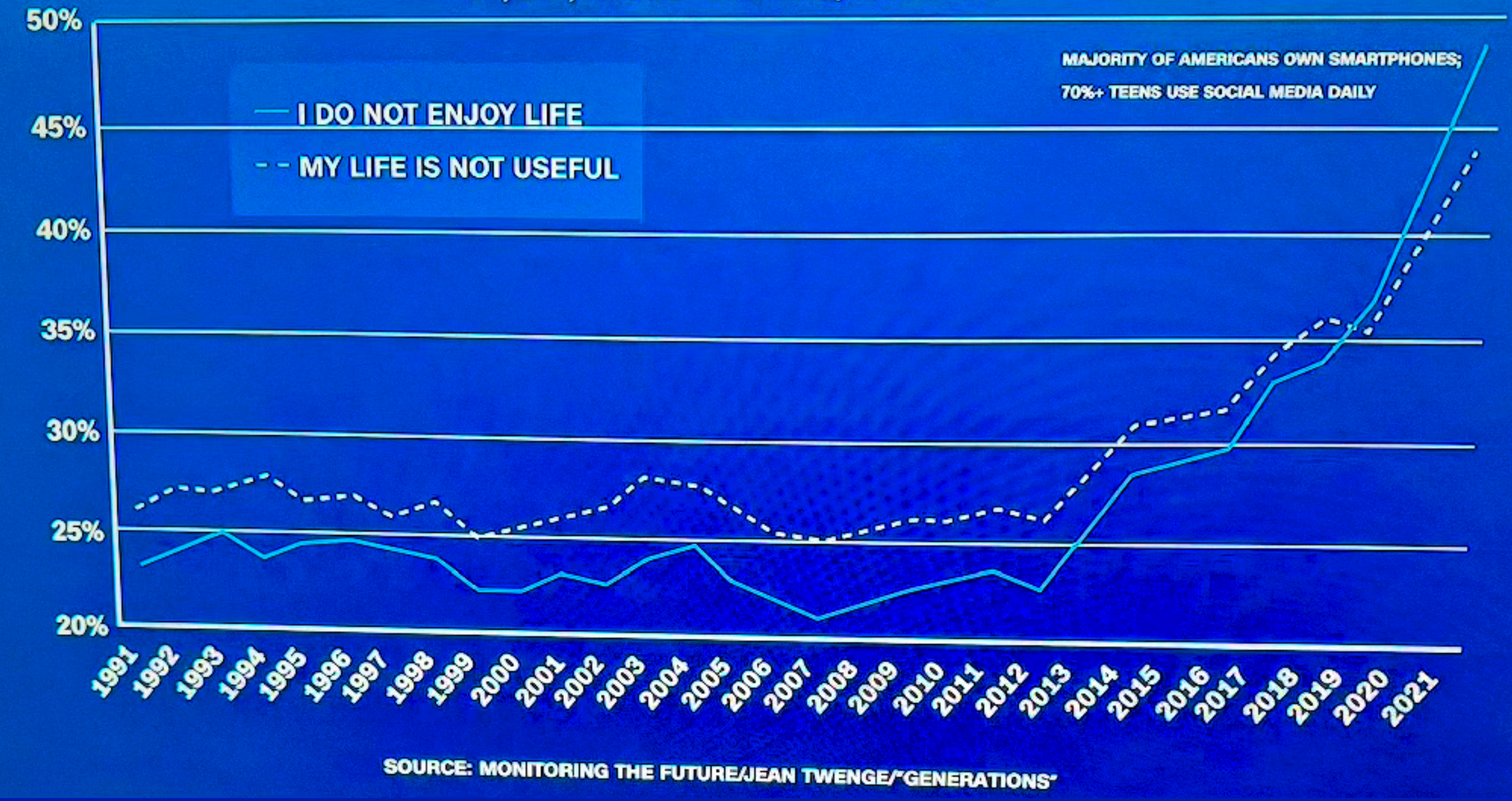
A FAREED ZAKARIA GPS SPECIAL

DISCONNECTED

LIFE IN A DISRUPTIVE DIGITAL AGE

PERCENT OF U.S. TEENS WHO SAY...

8TH, 10TH, AND 12TH GRADERS, 1991-2021



SOURCE: MONITORING THE FUTURE/JEAN TWENGE/"GENERATIONS"

FINDING MY PURPOSE

AM I GOING TO BE HAPPY?

WHAT AM I ACTUALLY GOOD AT?

OBSTACLES BETWEEN WHERE I AM NOW

MY VISION OF ADULT HAPPINESS



"WHAT IF I'M NOT GOOD ENOUGH?"

ADULT IDENTITY

SHOW THEM

Expertise Not Required!

Help You Build Some



Provide What You Need

Show You Who Came Before

GOATs

WINDOW of OPPORTUNITY

New Hires

Build Trust & Mutual Respect

Address Expectation Divide

Manage Theirs & Set Ours

Dispel Misconceptions

GENERATION Z

Life Stage

Learning Style

Access

Control & Voice



DURING JOB INTERVIEWS, EMPLOYERS SAY RECENT COLLEGE GRADUATES HAVE...

STRUGGLE WITH EYE CONTACT	53%
ASKED FOR UNREASONABLE COMPENSATION	50%
DRESSED INAPPROPRIATELY	47%
USED INAPPROPRIATE LANGUAGE	27%
REFUSED TO TURN ON CAMERA DURING A VIRTUAL INTERVIEW	21%
BROUGHT A PARENT TO THEIR INTERVIEW	19%

INTELLIGENT.COM SURVEY
DECEMBER 2023
800 EMPLOYERS

This reporter getting interrupted by his mother is still my favorite video 😂❤️



MANAGING TALENT

Life Stage



Decision Profile

Work Family

Emotional Connections

TALENT ENGAGEMENT

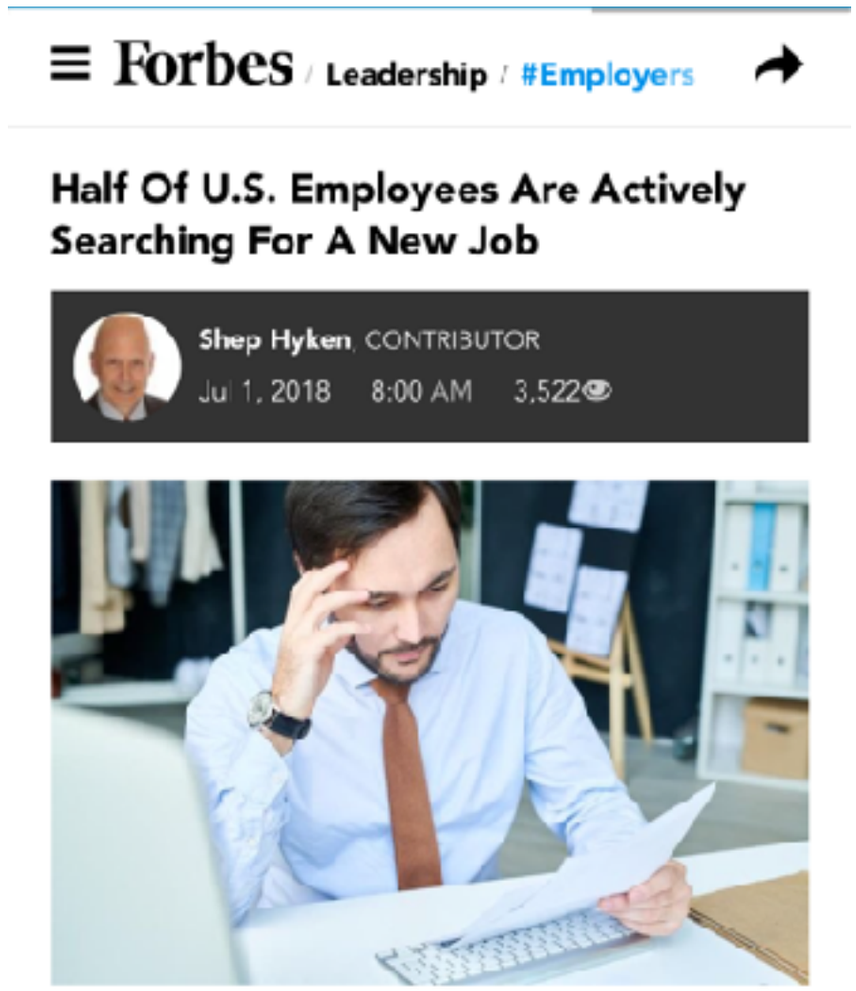
ACCESS

People

Information

Opportunities

Am I Thriving?



TALENT ENGAGEMENT

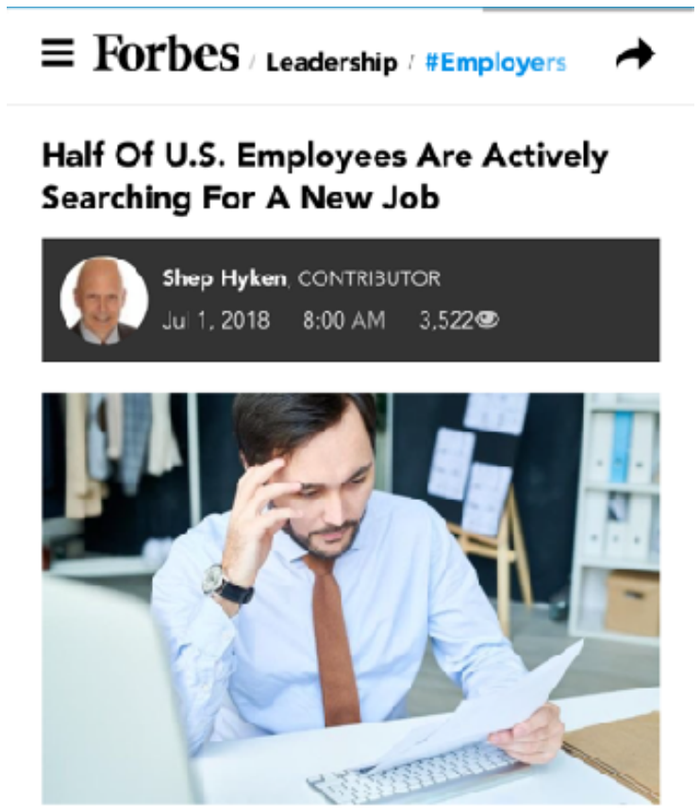
THRIVING

More Frequent Milestones

Shorter Time Horizons

Benefits & Recognition

Now Focused…1 Hour Today > Future


Forbes / Leadership / #Employers

Half Of U.S. Employees Are Actively Searching For A New Job

Shep Hyken, CONTRIBUTOR

Jul 1, 2018 8:00 AM 3,522

KEYS TO SUCCESS

VOICE

Decision Making

Offer Choice

Peer Mentors

Peer Nominated Awards





GEN Z
ENGAGEMENT IDEAS

MONTHLY NIGHT OUT!

ANNUAL STAFF APPRECIATION EVENT

POINTS SYSTEM TO EARN BENEFITS & PERKS

EMPLOYEE RESOURCE GROUPS (ERGS)

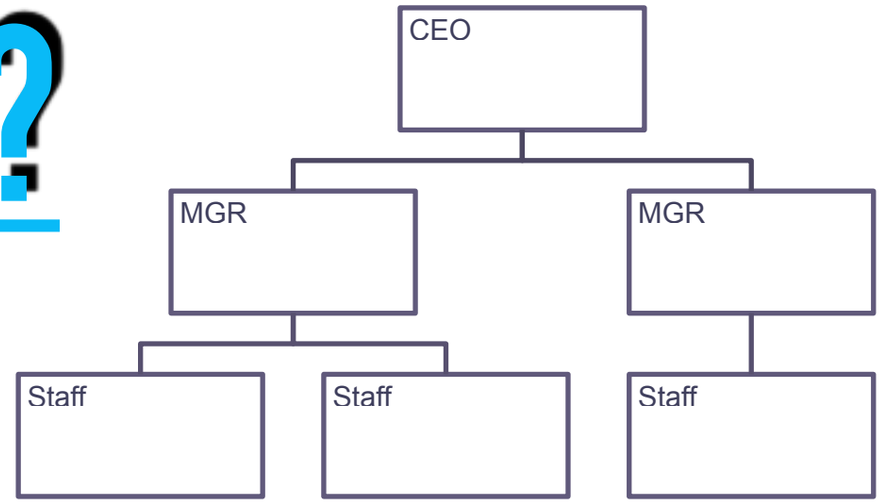
PAY MY SUBSCRIPTIONS! :)

EXPLAIN MY BENEFITS & ENCOURAGE GOALS

REVERSE MENTORING OPPORTUNITIES

ELDER CARE RESOURCES & SUPPORT

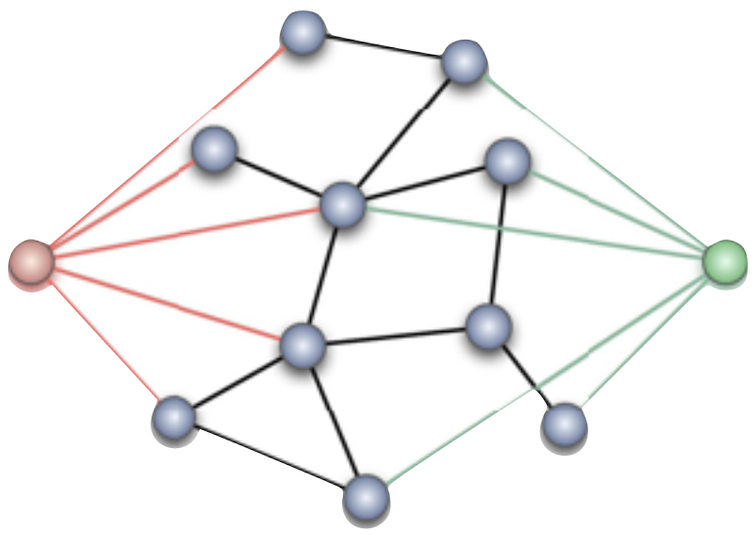
HOW INFO IS HELD?



NOT ALWAYS AT THE TOP – IT'S EVERYWHERE!

OPEN TO BEING CHALLENGED?

ROOKIE MIGHT BE THE EXPERT



IF YOU ARE, YOU CAN CHALLENGE ME BACK!



Forget Millennials. Their Little Brothers and Sisters Are Going to Be Way More Disruptive

inc.com

FIRST GENERATION BORN ONLINE



Google TO KNOW yelp

YouTube TO WATCH NETFLIX

FOR NEWS

amazon TO SHOP

airbnb FOR ROOMS

UBER FOR RIDES

SOCIAL CAPITAL SHOW THEM

Legacy of Dedicated Employees

Committed to What We Do



Impact on Community

Reverence, Admiration & Celebration

SOCIAL CAPITAL New Leaders

Reflection of Myself in Them

Inspired to Consider



What Will My Legacy Be?

The Ladder in NOT BROKEN!

1/3

Get It



1/3

Can Be Taught



1/3

Not Ready!



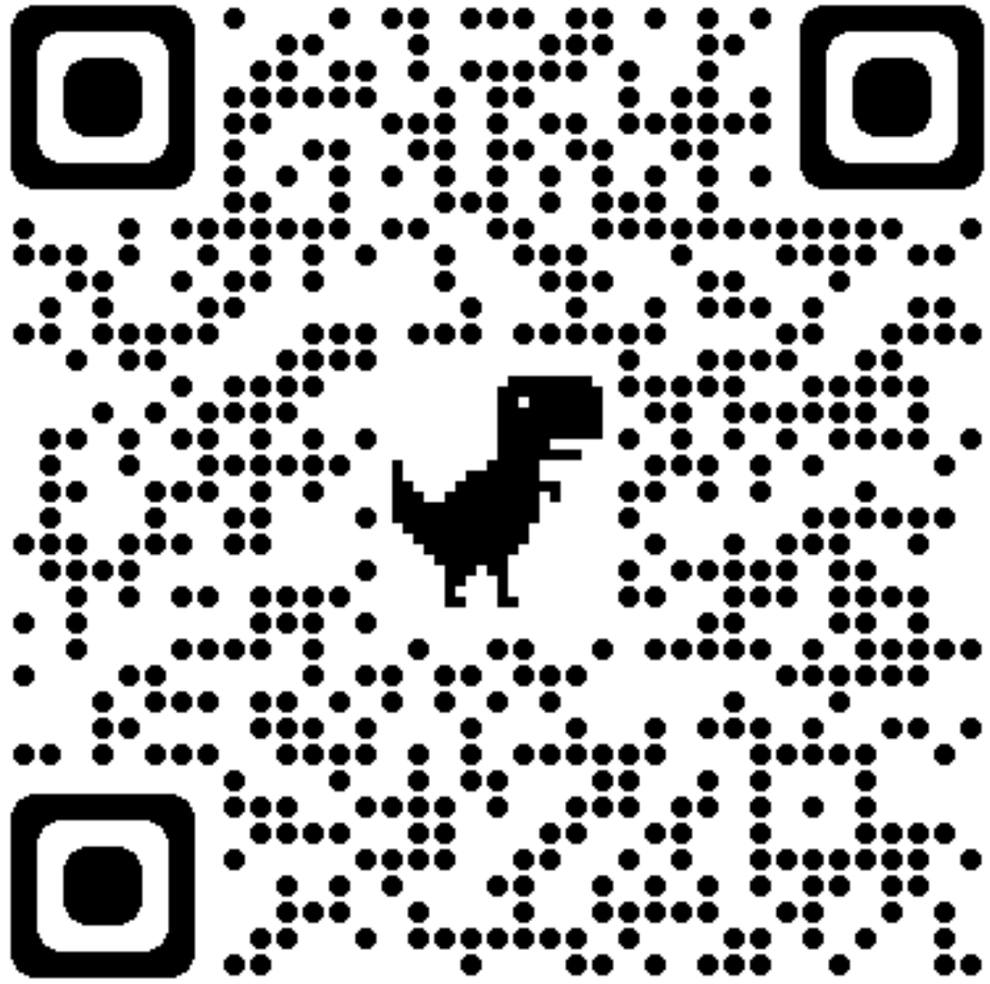
THANK YOU!



STEVE BENCH

SLIDES?







@steveybench