

# THE MULTIGENERATIONAL **WORKFORCE:**

FOUR GENERATIONS WORKING TOGETHER AND WHAT THAT MEANS FOR EMPLOYERS

For the first time in modern history, four generations are working side-by-side: Baby Boomers, Gen X, Millennials and Gen Z. As we move towards 2030, the percentages will change—and so will each group's level of influence. Employers need to think holistically about their EVP and what they can offer different demographics. Understanding generational differences can help create an inclusive culture where all employees are motivated and able to thrive.

# BABY BOOMERS (Born 1946 - 1964)

### BY 2030,

all Baby Boomers will have reached 65, the general retirement age threshold

### 2 MILLION Baby Boomers retire

every year

### 1 IN 6 RETIREES are considering

returning to work

# **WHO THEY ARE:**



Known for their strong work ethic and experience

Have institutional knowledge from years on the job

## **WHAT THEY WANT:**



Flexibility and work/life balance to accommodate family caring responsibilities



and also to share their knowledge

Learn more

How to Hire and Retain Older Workers

**GENERATION X** (Born 1965 – 1980)

### MAKE UP OVER 1/3 of the workforce and over

1/2 of managers

### the workplace

**79% OF GEN X** 

says they're forgotten in

**RATES 20% TO 30%** slower than millennials

Gen Xers are promoted at

WHO THEY ARE:

self-reliant Comfortable with the pace of

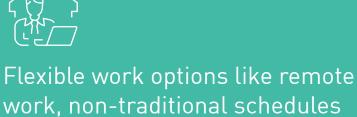
Independent and

technological advancement



and job sharing

**WHAT THEY WANT:** 



Has Gen X Been Overlooked in the Workplace? Learn more



**MILLENNIALS** (Born 1981 – 1995)

### 41% OF Millennials will

**WHO THEY ARE:** 

MAKE UP OVER 50%

of all workers by 2025

# face-to-face

choose to communicate

electronically instead of

Tech savvy and

connected 24/7

open-minded

Confident, curious and

### environmental impact and polices before accepting a job offer

research a brand's

corporate ethics





Opportunities to develop technology

and interpersonal skills to prepare

them for leadership roles

Learn more

AT 2 BILLION people, Gen Z is the

**37% OF GEN Z** 

feels worried that

**GENERATION Z** (Born 1996 – 2010)

technology weakens biggest generation in their ability to develop history people skills

Keeping Millennials Motivated

**WHO THEY ARE:** 

True digital natives and voracious

consumers and creators of digital media Entrepreneurial and reject work as the basis for their identity



say they never intend to

start working

# **WHAT THEY WANT:**



Authentic DE&I action and corporate mission they identify



Learn more

2.

6.

8.

with

Gen Z in the Workplace

how they will shape the future of work in Destination 2030: 10 Predictions for What's NEXT in the World of Work.

**GET THE EBOOK** 

Learn more about these shifting demographic dynamics and

- https://www.pewresearch.org/fact-tank/2020/11/09/the-pace-of-boomer-retirements-has-accelerated-in-the-past-year/
- https://www.tivian.com/uk/generation-x/ https://www.forbes.com/sites/forbescoachescouncil/2021/08/03/whats-your-workplace-language-how-millennials-are-reshapin q-office-culture/ https://www.pwc.com/co/es/publicaciones/assets/millennials-at-work.pdf

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