

# Paytime™



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## HOW WILL GENERATION Z CHANGE THE WORKPLACE?


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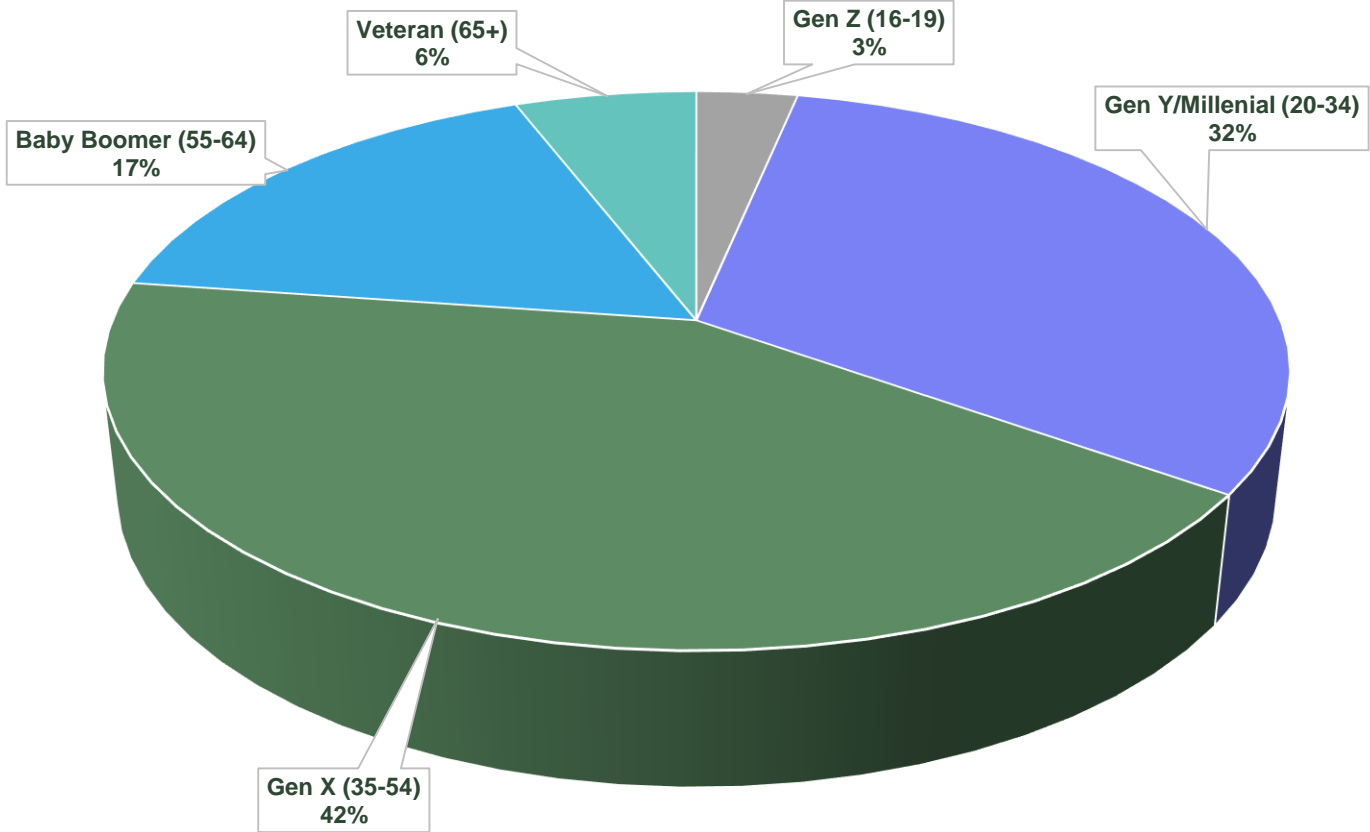
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# NAME THE PLAYERS

## AS OF 2016

- **GENERATION Z: 16-19**
  - **GENERATION Y (MILLENNIAL): 20-34**
  - **GENERATION X: 35-54**
  - **BABY BOOMER: 55-64**
  - **VETERAN: 65+**
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- A decorative graphic in the bottom right corner consisting of several overlapping, semi-transparent geometric shapes in shades of teal, blue, and purple.

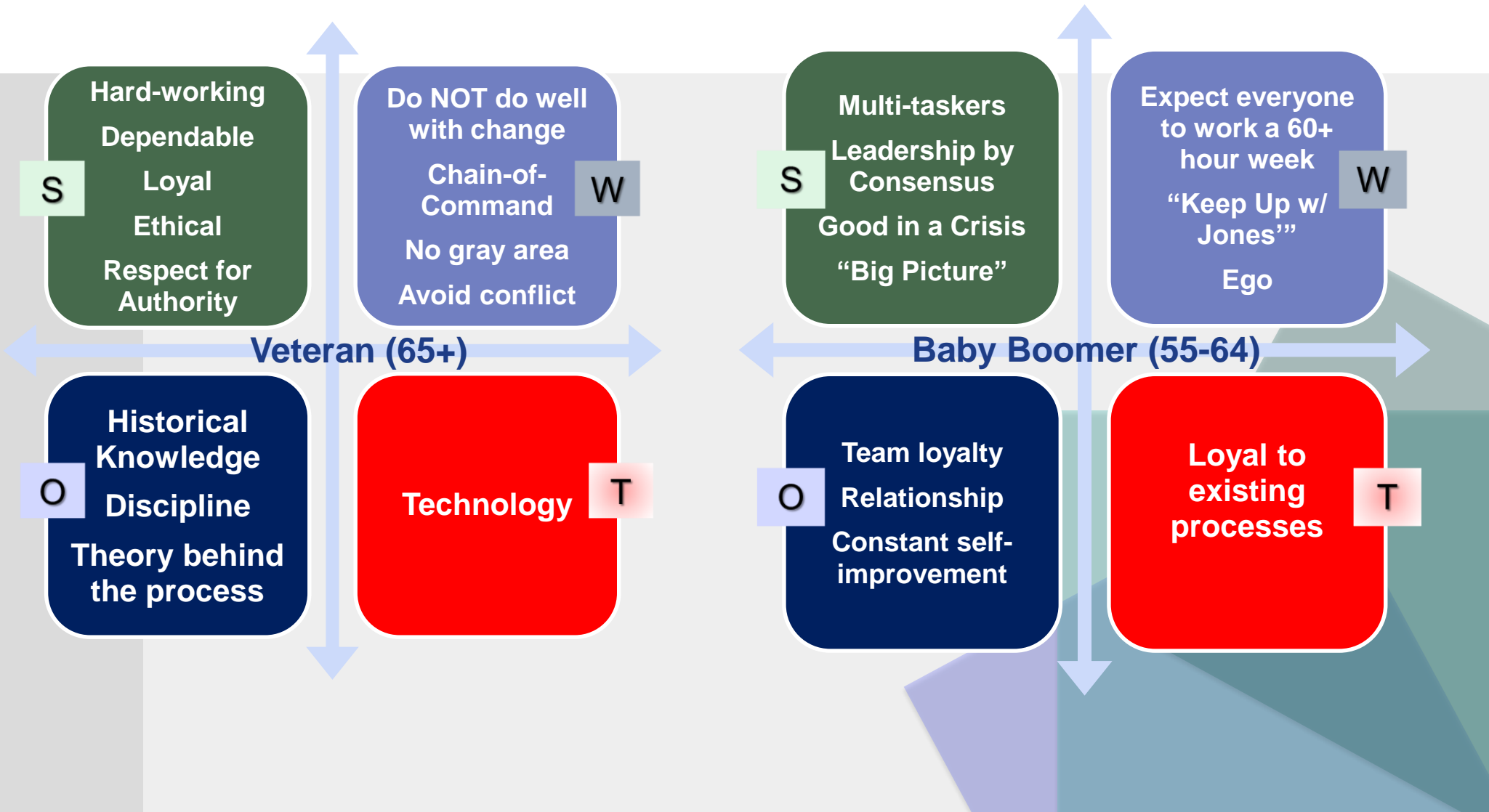
Bureau of Labor Statistics: Age of Workforce 2016



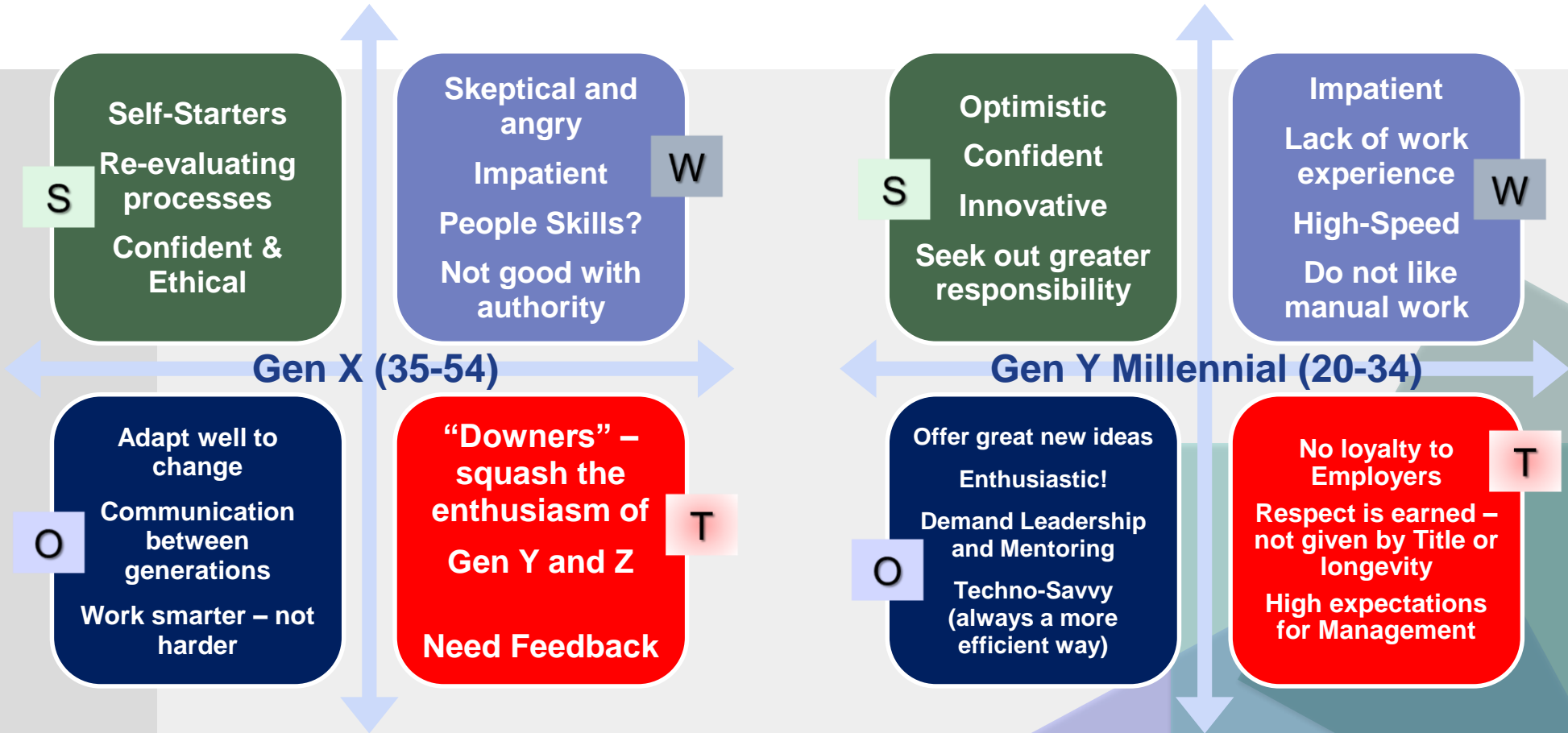
Occupation	Gen Z (16-19)	Gen Y Millennial (20-34)	Gen X (35-54)	Baby Boomer (55-64)	Veteran (65+)
Management, professional, and related occupations	1%	28%	47%	18%	7%
Service occupations	8%	38%	36%	14%	5%
Sales and office occupations	5%	33%	38%	17%	7%
Natural resources, construction, and maintenance occupations	2%	32%	47%	16%	4%
Production, transportation, and material moving occupations	3%	30%	43%	18%	5%

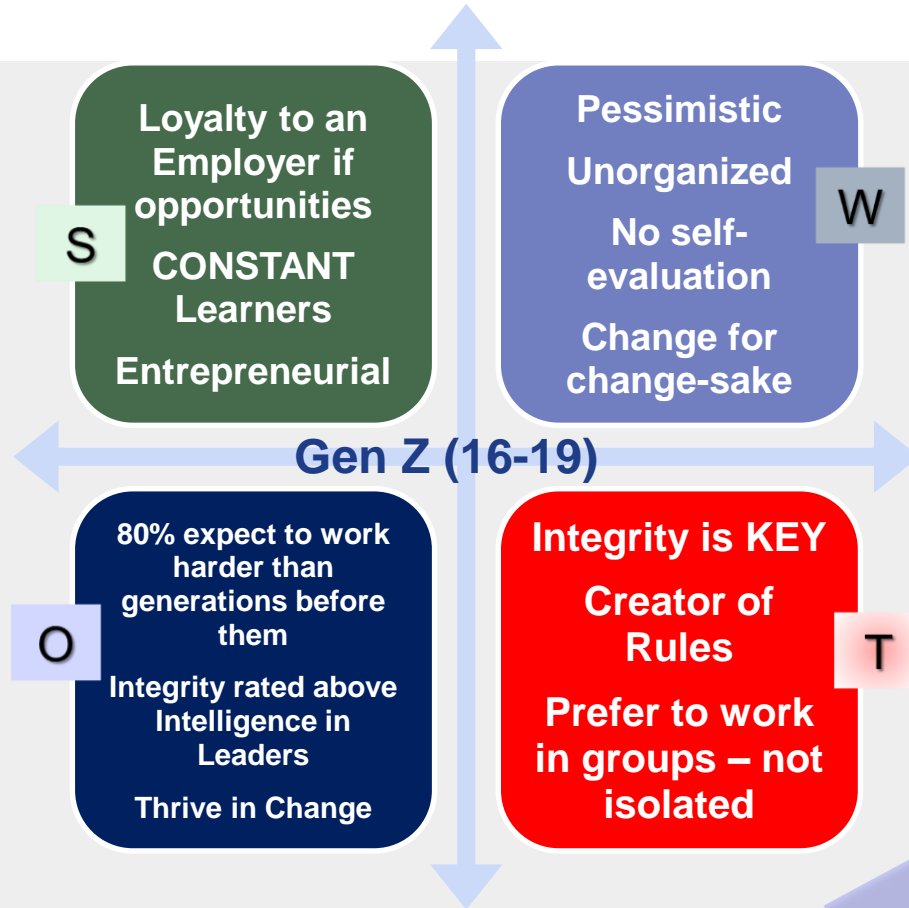
Occupation	Gen Z (16-19)	Gen Y Millennial (20-34)	Gen X (35-54)	Baby Boomer (55-64)	Veteran (65+)
Management, professional, and related occupations	8%	35%	43%	42%	44%
Service occupations	42%	21%	15%	14%	14%
Sales and office occupations	34%	24%	20%	23%	25%
Natural resources, construction, and maintenance occupations	6%	9%	10%	8%	6%
Production, transportation, and material moving occupations	10%	11%	12%	13%	11%
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

# SWOT BY GENERATION



# SWOT BY GENERATION





## Veteran (65+)

- Korean & Vietnam Wars
- Cuban Missile Crisis
- Civil Rights
- Space Travel

## Baby Boomer (55-64)

- Watergate – Nixon Resigns
- Vietnam War
- MTV
- Iran Hostage Crisis
- Cold War
- AIDS (1982)
- Prozac
- Berlin Wall
- Exxon Valdez

## Gen X (35-54)

- “Parental Advisory”
- Gulf War
- Americans with Disabilities Act and Family Medical Leave Act
- Bill Clinton Impeached
- Amazon, Windows 95, PlayStation, Facebook, LinkedIn
- “Don’t Ask, Don’t Tell”
- Defense of Marriage Act
- Columbine
- 9/11
- Hurricane Katrina
- Highest number of divorced parents



## Gen Y Millennial (20-34)

- **1<sup>st</sup> African American President**
- **Affordable Care Act**
- **iPad**
- **1<sup>st</sup> Generation highly involved in “Family Decisions”**
- **2011**
  - Osama Bin Laden killed
  - Iraq War ends
  - 9.0 earthquake in Japan (4<sup>th</sup> largest since 1900)
  - Hurricane Irene (New York/New Jersey)
  - Occupy Wall Street
  - Moammar Gadhafi Killed
  - Kim Jong-il Dies
  - “Don’t Ask, Don’t Tell” ended and homosexuals are able to serve openly in the US Military

## Gen Z (16-19)

### 2012

Sandy Hook Elementary School shooting (28 dead & 2 wounded)

### 2013

- 1994 ban on women serving in combat overturned
- 2 year-old American girl 1<sup>st</sup> child born with HIV to be cured
- Boston Marathon bombing (3 dead & 264 wounded) – “shelter in place”
- Edward Snowden

### 2014

Missouri protests over white police officer not charged with shooting a black teenager; nationwide protests

### 2015

- Same Sex Marriage ruled legal by the US Supreme Court
- India’s 1 billionth baby is born
- JAMA Internal Medical Journal publishes that Obese Americans now outnumber Overweight

### 2016

- Transgender Rights (bathroom); Transgender citizens allowed to serve openly in the US military
- Worst mass shooting in US history – gay nightclub shooting (49 dead & 53 wounded)
- Hillary Clinton becomes the first female Presidential nominee of a major US political party
- ELECTION

## VETERAN: 65+

- Show respect for their age/experience (address as Mr, Sir, Mrs)
- Use proper grammar and manners (no profanity)
- Use formal language
- Like hand-written notes, less email and more personal interaction

## BABY BOOMER: 55-64

- Will use body language in their communication
- Will expect to be provided with complete answers and details
- Will not respond to interactions that are passive-aggressive, disrespectful or manipulative
- Decisions that impact them in any way should be made by consensus and should include their input – if it does not, they will be offended and may not willingly comply
- Will use first names
- Public recognition

## GENERATION X: 35-54

- No micro-managers – give the tools, structure, some coaching then “leave them alone”
- Need all of the information & want it shared immediately and often
- Must have constructive feedback on their work
- Use email as #1 tool
- Avoid buzz words and company jargon
- Tie your message to “results”

## GENERATION Y

### (MILLENNIAL): 20-34

- Use positive, respectful, motivational, electronic communication style (Cell phones, email, IM, text) - these are “fun”
- Communicate in person if the message is very important & use action verbs
- Like personal attention
- Don't talk down-they will resent it; use humor and act like a peer
- Be careful about the words you use and the way you say it (they are used to technical communications)
- Be positive
- Prefer to learn in teams using multi-media while being entertained and excited
- Be clear about goals and expectations & tie communications back to those
- Need frequent communication and feedback

## GENERATION Z: 16-19

- Face-to-Face
- Decisions made in a Team environment
- Lead by teaching
- Prefer to work in a small group in an office not in an isolated environment
- Believe working with Millennials will be easy but the Baby Boomer & Gen-X generations will be very difficult – with values being the biggest issue and that they will not be taken seriously

**According to reports from MTV, in December 2015, a focus group of over 1,000 13 & 14 year-olds were asked to name their generation. This group chose “Founders”.**

**Their reasoning was that the name “... reflects their place in a rapidly evolving world.”**

**The group also reported that they feel a responsibility to create “a new social order”.**

## GENERATION Z – *KEEP IN MIND*

- They need information NOW because they have always been able to get information NOW. Employers need to be able to respond to this – technology, communication.
- This Generation has lived their entire life with instant access to information, Global ideas and cultures and opinions and insight from all lifestyles and mores. They witnessed the unrest (at least peripherally) of the 2007-2008 economic crisis. Social justice is important to them! They want to be part of the solution and think you should be too.
- You will need to make an effort to teach them the method for getting to the answer – the theory behind the action. They are not used to having to “problem solve” – they click buttons for answers.
- Not as challenged – parents more focused on building self-esteem (Who were their parents raised by? What are they compensating for?) How will they react to failure?
- You will have to be flexible! Not Employees as much as “Entrepreneurs”.

# QUESTIONS?

