

READY OR NOT Here They Come!

MAXIMIZING PERFORMANCE IN A MULTIGENERATIONAL WORKFORCE





Dr. Gustavo Grodnitzky is a speaker, consultant, psychologist, and author whose diverse background brings a unique and multidimensional perspective to his global clients. After obtaining his Ph.D. in clinical and school psychology, completed post-docs cognitive therapy and psychology. He previously ran an inpatient drug rehabilitation unit in a correctional institution and an outpatient mental health center.

Since the year 2000, Dr. Gustavo has focused on engagements with corporate clients and has worked with Global 1000 companies around the world, as well as with smaller, often family run, businesses. As a professional speaker consultant, he has delivered more than 2,000 presentations on a variety of topics, including corporate culture, emotional intelligence, building trust in organizations, and integrating multigenerational workforces.

Dr. Gustavo's recent book, *Culture Trumps Everything: The Unexpected Truth about the Ways Environment Changes Biology, Psychology, and Behavior*, investigates the powerful ways that organizational culture impacts the creation of "quintessence" in organizations. It is this quintessence – the balance of connectedness, trust, shared common language and time perspective in an organization's culture – that ultimately determines the success and sustainability of organizations. If we want to ensure the best possible outcomes for ourselves and our organizations, we must focus on developing an organizational culture that fosters quintessence – and leads to success for all stakeholders – because...culture trumps everything.

When not traveling to see clients or give presentations, Dr. Gustavo lives with his dog and his cat in Denver, Colorado.

READY OR NOT Here They Come!

UNDERSTANDING AND MOTIVATING THE MILLENNIAL GENERATION



Understanding
Generational
Differences



Generation Y/Z
at Work



Recruiting &
Retaining
Generation Y/Z



FUNDAMENTALS:

1.

2.

3.

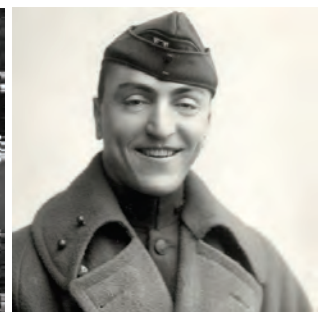
G. I. Generation | 1900-1924



POPULATION
600,000
(0.8%)



Civic
GENERATION



Source: U.S. Census Bureau, 2020

NOTES:

Silent (Traditionalist) Generation | 1925-1945



Source: U.S. Census Bureau, 2020

TWO DEFINING CHARACTERISTICS OF THE SILENT GENERATION:

1.

2.

Baby Boomers | 1946-1964



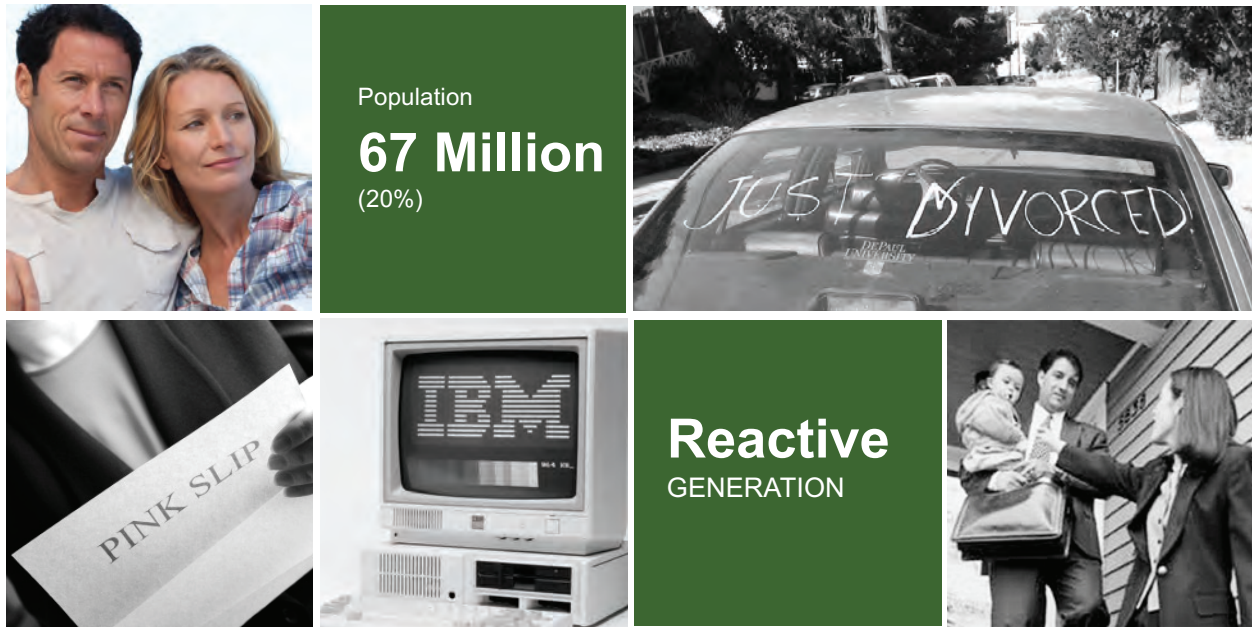
Source: U.S. Census Bureau, 2020

TWO DEFINING CHARACTERISTICS OF THE BABY BOOMER GENERATION:

1.

2.

Generation X | 1965-1981



Source: U.S. Census Bureau, 2020

TWO DEFINING CHARACTERISTICS OF THE GEN X GENERATION:

1.

2.

Generation Y (Millennials) | 1982 and 2000



Population

79 Million

(24%)



Source: U.S. Census Bureau, 2020

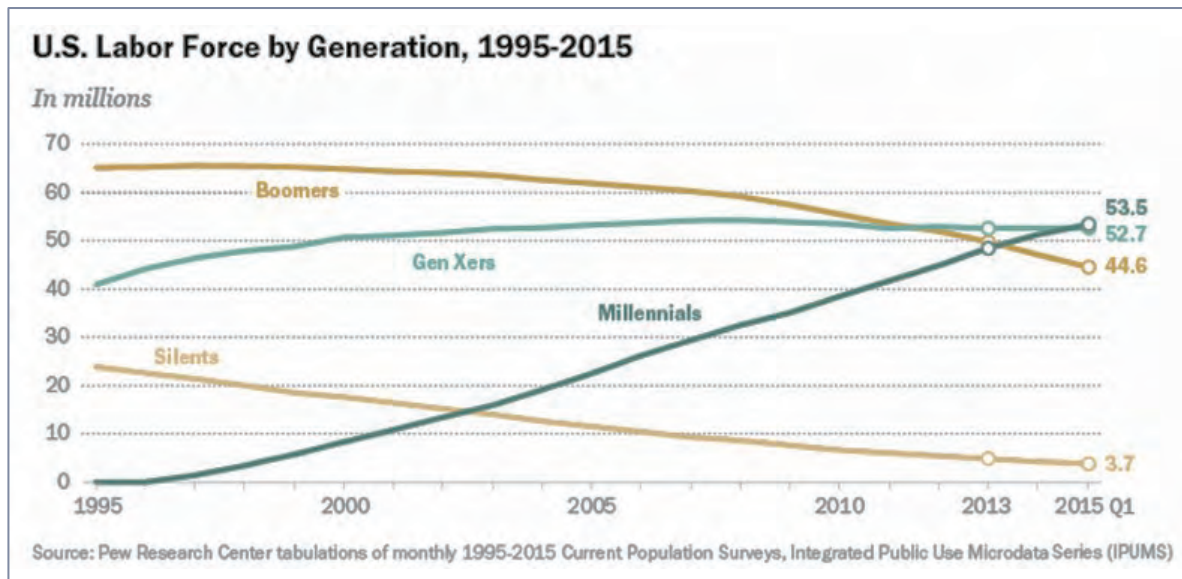
CRITICAL POINTS:

1.

2.

3.

Millennials surpass Gen Xers as the largest generation in U.S. labor force

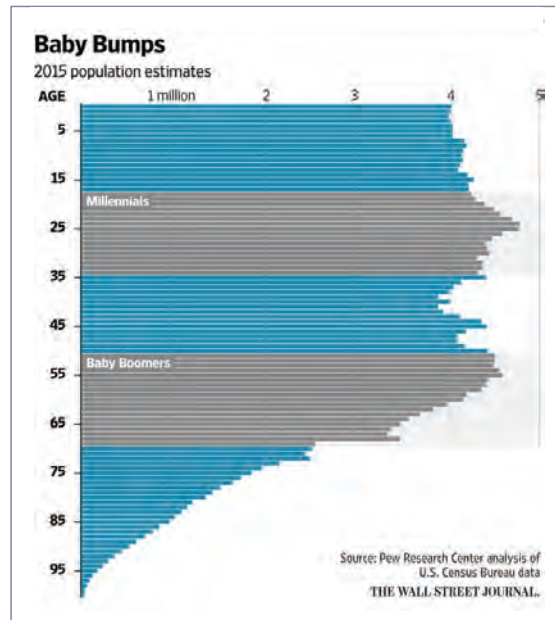


NO ESCAPING DEMOGRAPHICS: RECRUITING AND RETAINING

Percentage of millennials in your workforce:	
Percentage of millennials in the workforce this year:	
Difference from two numbers above:	

Percentage of millennials in the workforce by 2020:	
Percentage of millennials in workforce by 2025:	

Understanding Our Future Customers



KEY TAKEAWAYS:

1.

2.

3.

Generation Y

UNIQUE WORKPLACE CONTRIBUTIONS:



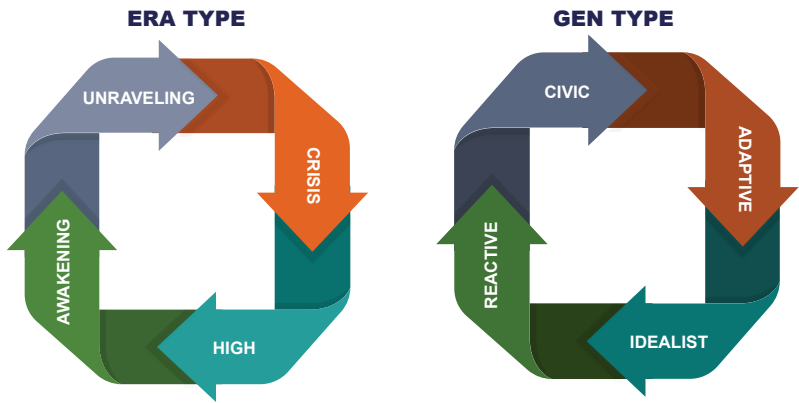
KEY TAKEAWAYS:

1.

2.

3.

The Fourth Turning



YEARS	ERA TYPE	GEN TYPE	GENERATION
1901-1924	Unraveling	Civic	G.I.
1925-1945	Crisis	Adaptive	Silent
1946-1964	High	Idealist	Boomer
1965-1981	Awakening	Reactive	Gen X
1982-2000	Unraveling	Civic	Gen Y
2001-20??	Crisis	Adaptive	Gen Z??

KEY TAKEAWAYS:

- 1.
- 2.
- 3.



NOTES:

Generation Z (iGen/eGen/Homeland/Screen/???) | 2000/2001- ???



POPULATION
77 Million
(23.3%)



Adaptive
GENERATION



Source: U.S. Census Bureau, 2020

NOTES:









Generation Z

UNIQUE ANTICIPATED WORKPLACE CONTRIBUTIONS:



NOTES:

Generation Z

	MILLENNIALS	vs.	GEN Z	
	collaborative generation	The most...	diverse generation	
	Value	Spending Style	Price	
	Helicopter	Parenting Style of Era	Drone	
	economic prosperity so they are not as price-sensitive	Grew up during...	the recession so they are looking for deals	
	Relevance and credibility among peers is a must	Messaging Content	Messages must be pithy, entertaining and highly visual to attract attention	
	Support causes important to them	Products must...	Ability to customize and personalize	
	Heavily influenced by peers, ratings, reviews, recommendations	How they make buying decisions	Extensive online research	
	Mobile content, blogs, podcasts	Content types	Short video, on-demand content, memes, GIFs, powerful images	
	All things social: Heaviest users of Instagram	Social media	Don't want to be tracked: Use Snapchat and other anonymous channels	

NOTES:



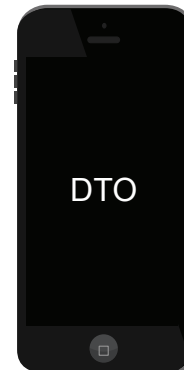
NOTES:

Recruiting/Retaining Generation Y/Z



Time:

- Vacation
- Holidays
- Sick Days



DEFINITIONS:

Time:

PTO

LWOP

DTO

BENEFITS:

1.

2.

Recruiting/Retaining Generation Y/Z



Flexibility:

- Flex Scheduling
- 4-day work-week
- Job Sharing
- Self-Managed Teams
- Self-Directed Teams

DEFINITION:

KEY TAKE AWAY:

BENEFITS:

1.

2.

Recruiting/Retaining Generation Y/Z



Growth:

- Interesting to learn
- Relaxed/Friendly culture
- Idea sharing
- Career advancement
- Take on responsibility

DEFINITION:

KEY TAKE AWAY:

BENEFITS:

1.

2.

Recruiting/Retaining Generation Y/Z



Relationships:

- Great Boss/Supervisor
- Take interest in ENTIRE world
- Provide and REQUEST feedback
- Be a friend at work
- Opportunities for socialization
- Social Networking

DEFINITION:

KEY TAKE AWAY:

BENEFITS:

1.

2.

Recruiting/Retaining Generation Y/Z



Cause:

- Changing the world
- Changing human experience in the world
- Being a part of something bigger than themselves
- Having a sense of purpose

DEFINITION:

KEY TAKE AWAY:

BENEFITS:

1.

2.

1. Identify your strengths:

- ## 2. Identify your challenges:

- DR. GUSTAVO**

Want help taking all this to your team?

Culture Transformation Academy

GMC GENERATIONS MASTER CLASS

Maximize the performance of Gen Zs & Millennials in the workplace

Gen Y (Millennials) are stepping into critical leadership and decision-making roles, wanting to change the world and the organizations they are part of. Gen Z is surging with creativity, passion, and the drive to succeed. But what motivates, retains, and builds loyalty in these younger generations versus older generations in the workplace?



Product Overview

In this five-part, self-paced online course, learn how to engage the largest generation in today's workforce — the future leaders of your company. Dr. Gustavo will teach you specific, concrete steps to motivate, compensate, attract, and retain these high-caliber recruits. Become a leading, destination workplace by understanding and leveraging Gen Zs and Millennials in the workplace.

This program will provide a roadmap to steer your culture toward one that creates raving fan employees – particularly your millennial employees.

Participants will learn clear, specific, and concrete steps you can use to more effectively motivate, compensate, recruit and retain these future leaders.

<https://www.drgustavo.com/courses/generations-masterclass>



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