

# READY OR NOT Here They Come!

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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 Z entering the  
Workforce



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



POPULATION

**21 Million**  
(6.3%)



**Adaptive**  
GENERATION



Source: U.S. Census Bureau, 2020

### NOTES:

### TWO DEFINING CHARACTERISTICS OF THE SILENT GENERATION:

- 1.
- 2.

## Baby Boomers | 1946-1964



POPULATION

**79 Million**  
(24%)



Source: U.S. Census Bureau, 2020

### NOTES:

### TWO DEFINING CHARACTERISTICS OF THE BABY BOOMER GENERATION:

1.

2.

## Generation X | 1965-1981



Population

**67 Million**

(20%)



**Reactive**  
GENERATION



Source: U.S. Census Bureau, 2020

### NOTES:

### TWO DEFINING CHARACTERISTICS OF THE GEN X GENERATION:

- 1.
- 2.



## Generation Y (Millennials) | 1982 and 2000



Source: U.S. Census Bureau, 2020

### NOTES:

### TWO DEFINING CHARACTERISTICS OF THE MILLENNIAL GENERATION:

1.

2.

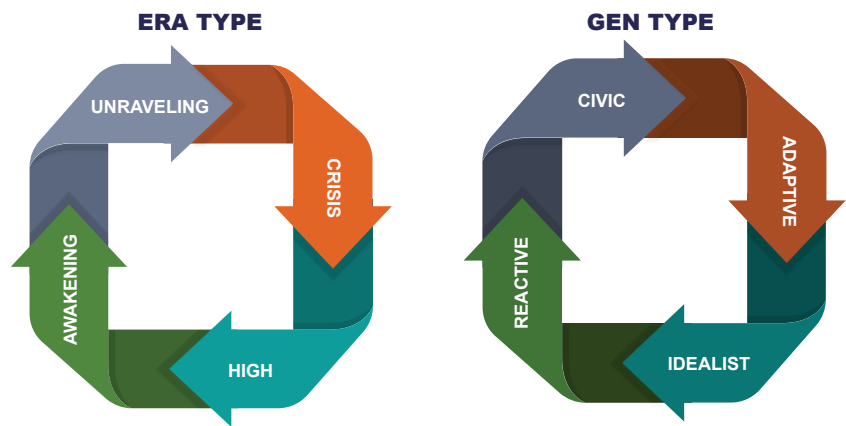
### CRITICAL POINTS:

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



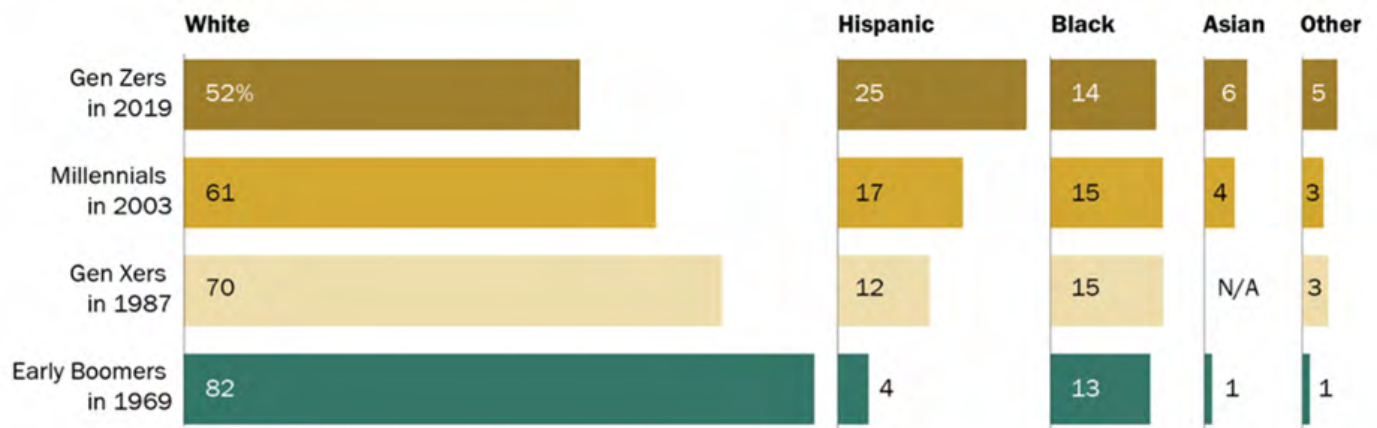
Source: U.S. Census Bureau, 2020

### **NOTES:**



### One-in-four members of Gen Z are Hispanic

% of 7- to 22-year-olds who are ...



Note: Figures may not add to 100% due to rounding. Racial groups include only single-race non-Hispanics. Hispanics are of any race. Asians include Pacific Islanders. The CPS did not separately identify Asians until 1988. Hispanic origin was not collected until 1971. The racial and ethnic composition of Boomers in 1969 was imputed on the basis of 8- to 23-year-olds in the 1970 census.

Source: Pew Research Center analysis of 1987, 2003 and 2019 Current Population Survey Annual Social and Economic Supplements and 1970 decennial census (IPUMS).

“On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far”

PEW RESEARCH CENTER

NOTES:

## Younger generations see Increased diversity as good for society

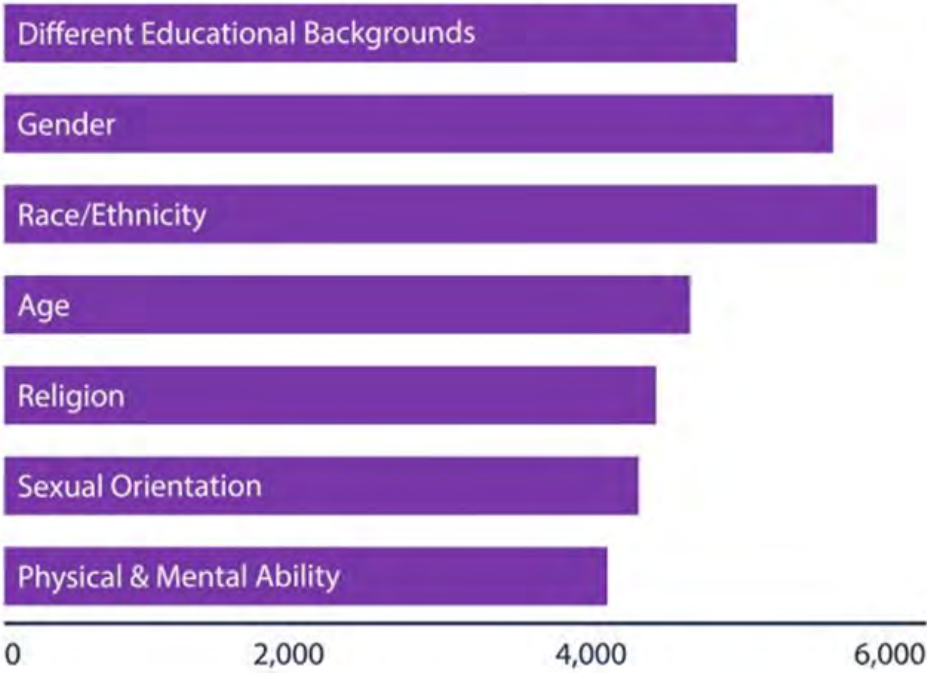
*% saying increasing racial and ethnic diversity is a good thing for our society*



Source: Pew Research Center

### NOTES:

### What does workplace diversity mean to you?



Tallo Suvey, 2022

NOTES:

## Generation Z

### UNIQUE ANTICIPATED WORKPLACE CONTRIBUTIONS:

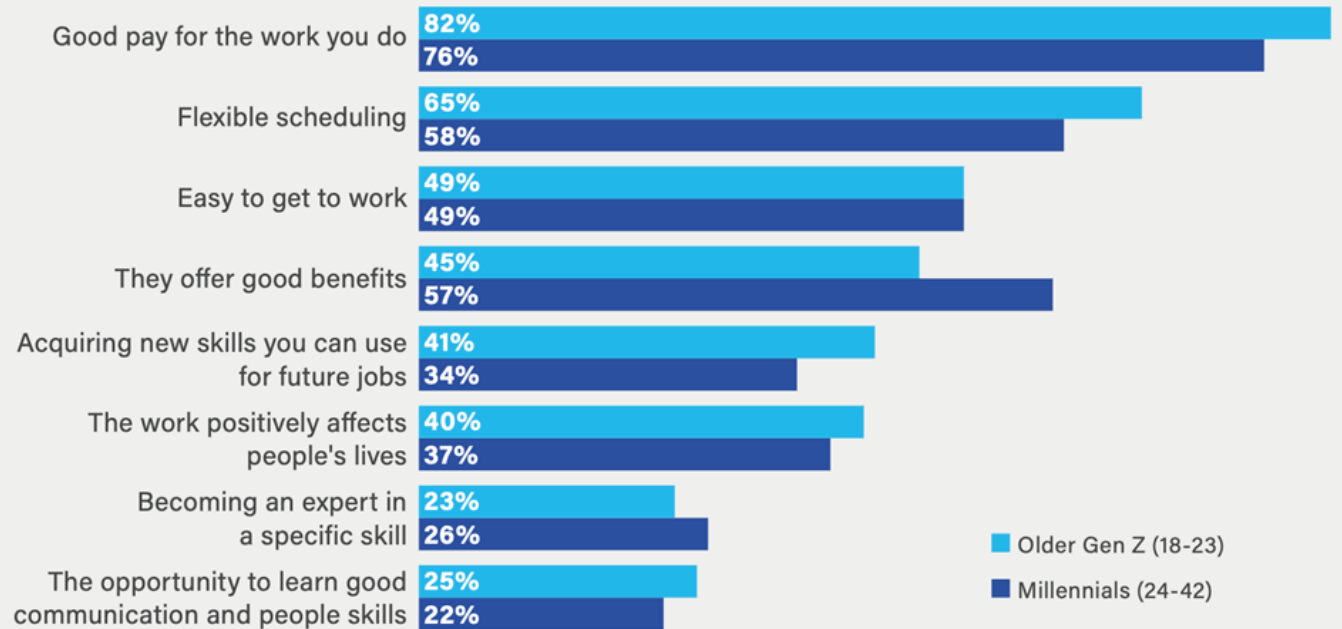


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### NOTES:



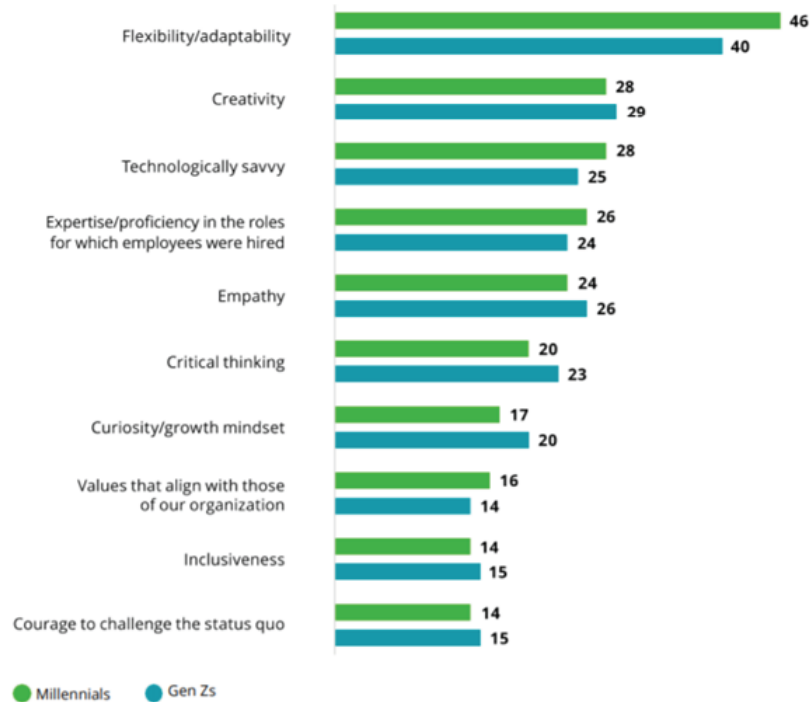
**TOP FACTORS THAT DIRECTLY IMPACT WHETHER OR NOT YOU WOULD ACCEPT A JOB**



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**NOTES:**

**Employee behaviors most critical to successful businesses, according to millennials and Gen Zs (%)**



Q24. Given the events of 2020 and planning for the future, which of these employee characteristics or behaviors have become most critical to the success of your organization? Base: All millennials in work 12,532, all Gen Zs in work 4,137

Source: Deloitte Global "2021 Millennial and Gen Z Survey"

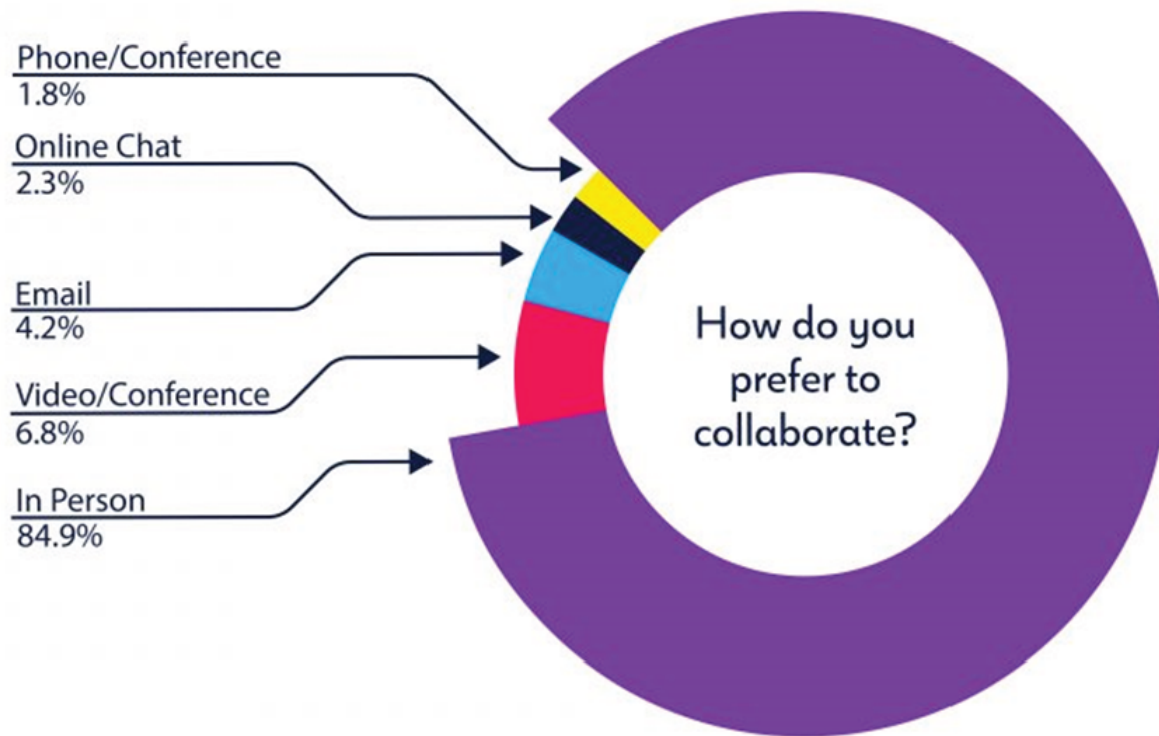
**NOTES:**

## How Gen Z employees prefer to work



Gen Z in The Workplace | Survey by TalentLMS and BambooHR









NOTES:



**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	
	Flexibility, Professional Growth, Relationships, Cause	Want from employers...	Compensation, Flexibility, Professional Growth, Hybrid work, DEI	
	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:**

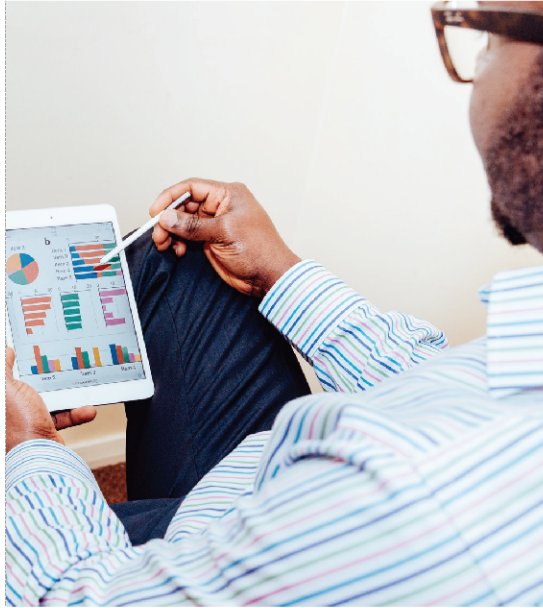
### **BENEFITS:**

1.

2.



## Recruiting/Retaining Generation Y/Z



### Growth:

- Skill development
- Interesting to learn
- Relaxed/Friendly culture
- Idea sharing
- Professional development
- 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

### **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.

## FINAL EXERCISE:

1. Identify your strengths:
2. Identify your challenges:
3. Pick one challenge: What can you do in the next 30 days to begin to overcome your challenge?

Want help taking all this to your team?

## Culture Transformation Academy

# GMC GENERATIONS MASTER CLASS

## Maximize the performance of every generation - including Gen Z! - in your 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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Gustavo Grodnitzky



[Gustavo@drgustavo.com](mailto:Gustavo@drgustavo.com)



@CultureTrumps



DR. GUSTAVO

