

CONNECTABLE

How to Attract, Connect, &
Engage a Multi-Generational
Workforce

Ryan Jenkins

WSJ Bestselling Author & Speaker

RyanJenkins.com

    @theRyanJenks

carter's



**Why wait
until lunch!?**

**...because if not,
your next gen
employee will use
LinkedIn to find a
new job by lunch.**

WHY IS TODAY SO DIFFERENT?



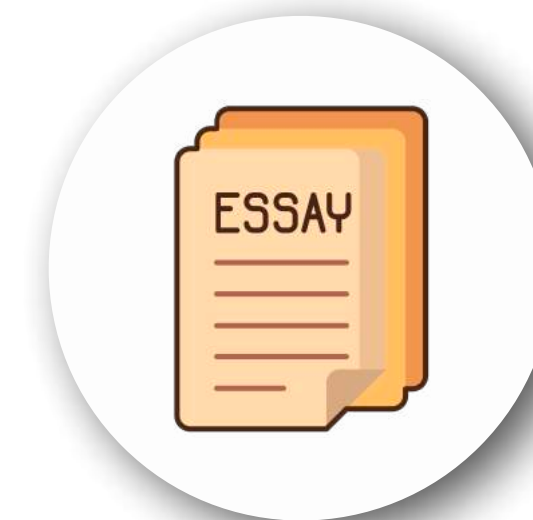
TODAY'S OVERVIEW



Today's workforce & marketplace is more **generationally diverse than ever before**, resulting in clashing **communication styles and growing disconnection**...especially among Gen Z.

Today you'll discover **why**.

And gain **solutions** to **attract, connect, and work with Gen Z**.





Who are the
generations and
Gen Z?

THE GENERATIONS

GENERATION NAME	2023 AGE RANGE	U.S. PEAK POPULATION
GENERATION Z	8 - 25	73 MILLION
MILLENNIALS	26 - 42	76 MILLION
GENERATION X	43 - 58	51 MILLION
BABY BOOMERS	59 - 77	75 MILLION
BUILDERS	78 - 95	56 MILLION*
G.I. GENERATION	96 <	60 MILLION*



Generations
are **clues**,
not **absolutes**.

GENERATIONS

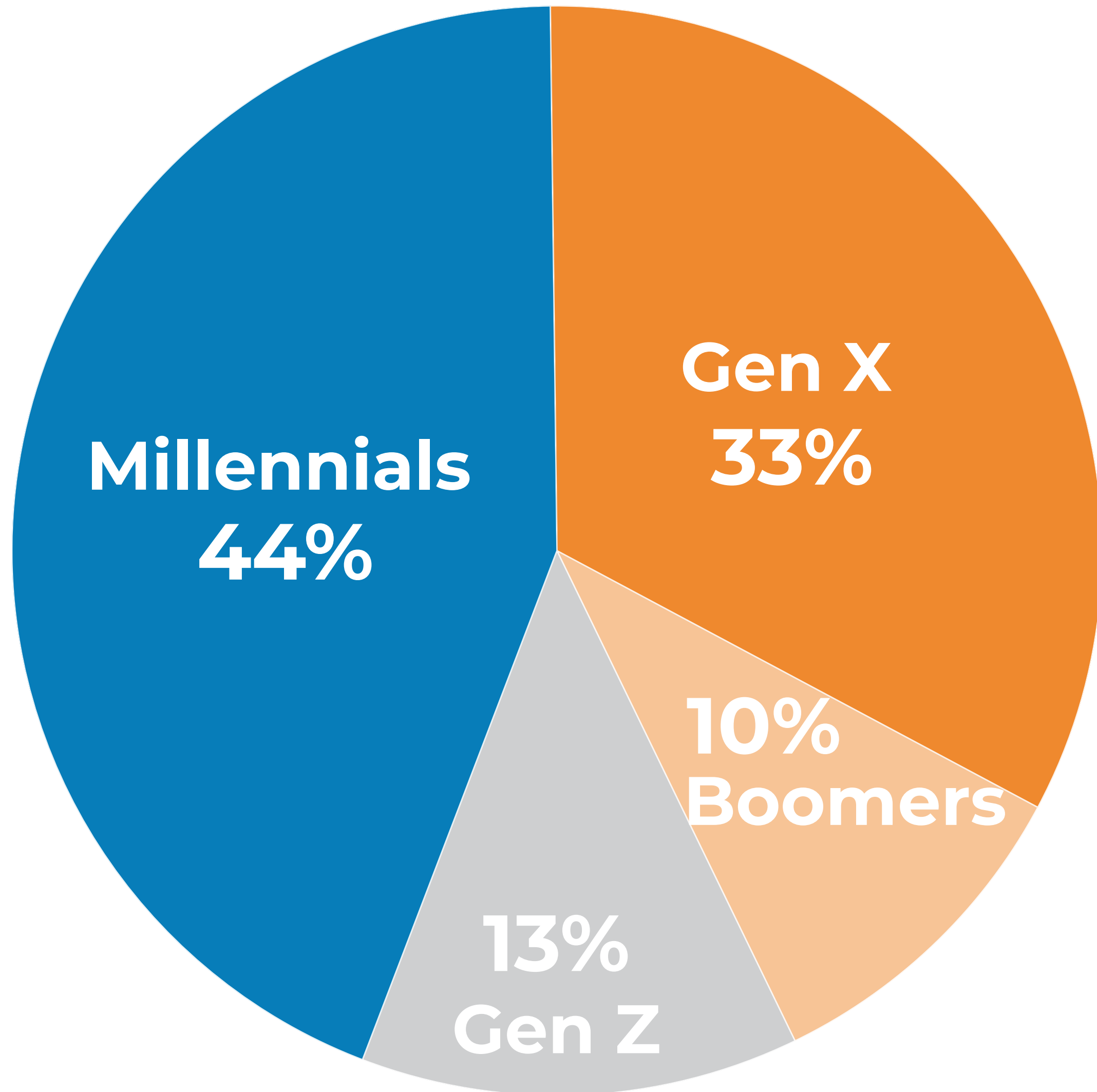
H O W T H E Y A R E F O R M E D



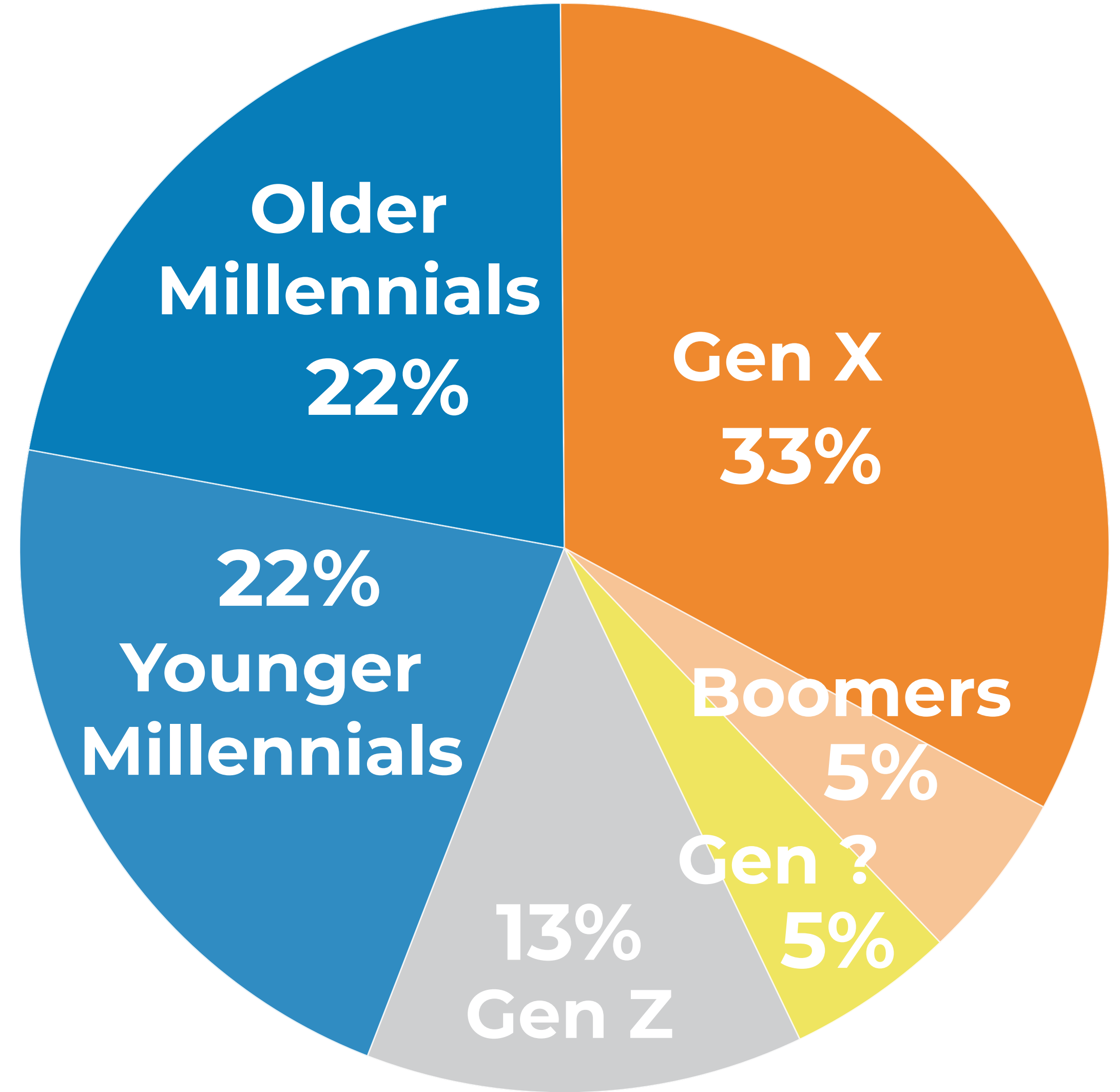
Generations are formed by **significant events or trends** during the moldable years of an age cohort.

Age is a common predictor of differences in **attitudes & behaviors.**

GENERATIONS IN
THE WORKFORCE



NOW



FUTURE



You have died of dysentery.

The Oregon Trail™

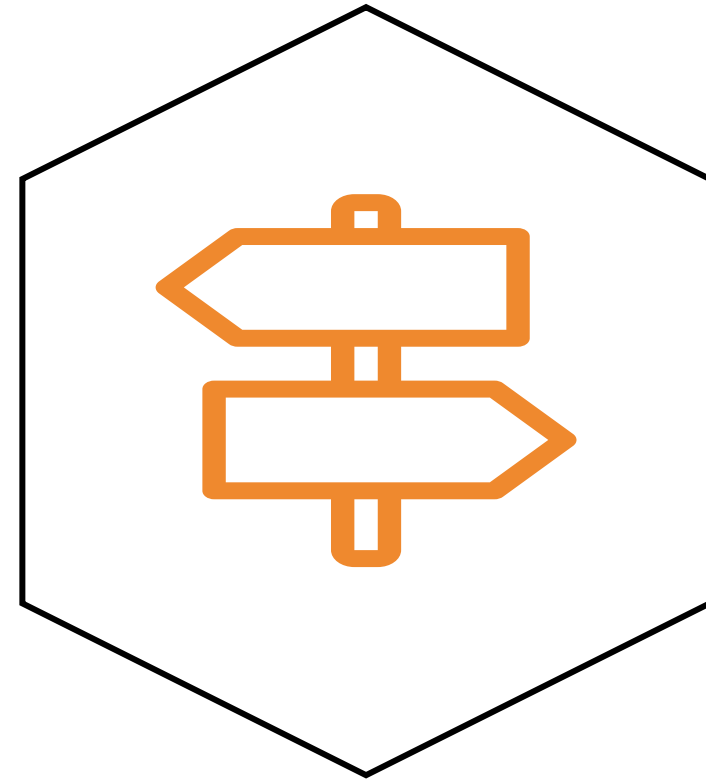
GENERATIONAL CHALLENGES

Y O U ' R E N O T A L O N E



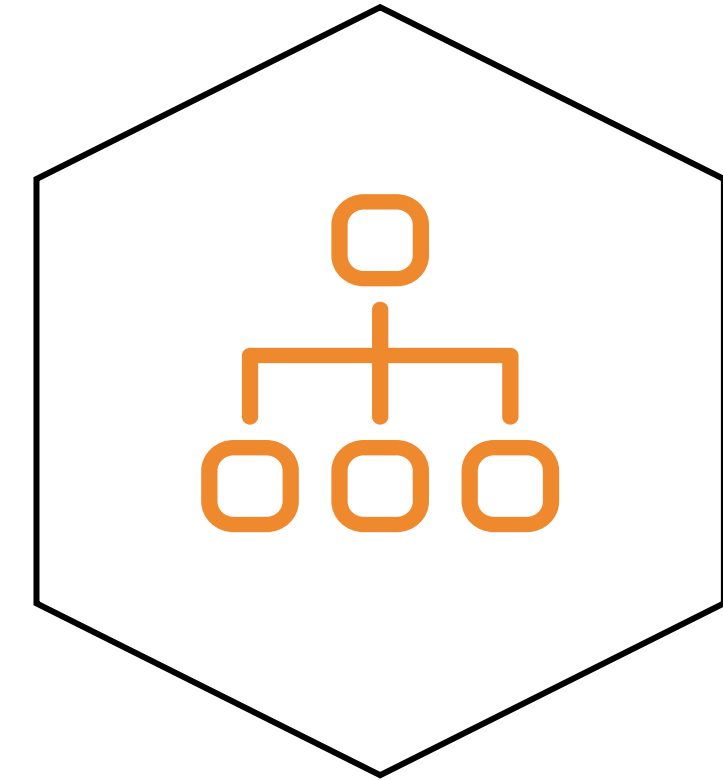
75%

of managers report that managing multigenerational teams is a challenge.



77%

of workers identify “different work expectations across generations” as a challenge.



72%

of workers identify a lack of comfort with younger employees managing older employees.

SEISMIC & FIRST-TIME
WORKFORCE SHIFT



GENERATION Z

S O M E D E S C R I P T I V E W O R D S

Focused

Flexible **Competitive**

Socially Conscious **Fiscally Responsible**

Independent

Entrepreneurial **DIY** **Determined**

Cautious

Anxious

MEET GEN Z

- ✓ Born b/w 1998 - 2015.
- ✓ The events of 9/11 are history.
- ✓ Entire generation is younger than Google.
- ✓ Most don't know a world where a connected device has been outside of arms reach.
- ✓ Projected to be the most diverse generation in history.
- ✓ Coming of age in a post-pandemic world.



Not about changing **for** a generation.
But about changing **in light of** the
evolving landscape of work.

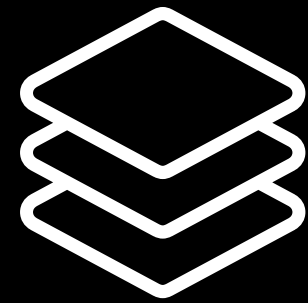




What is the value of
generational diversity
and inclusion?

GENERATIONAL DIVERSITY

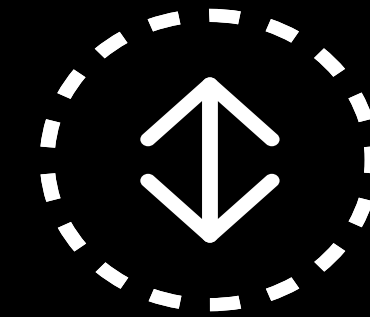
S P U R S I N N O V A T I O N



Generational diversity creates diversity of thought or **cognitive diversity**.



Cognitive diversity creates a **wellspring of creativity**.



Enhancing innovation by **20%**
Reducing risk by **30%**

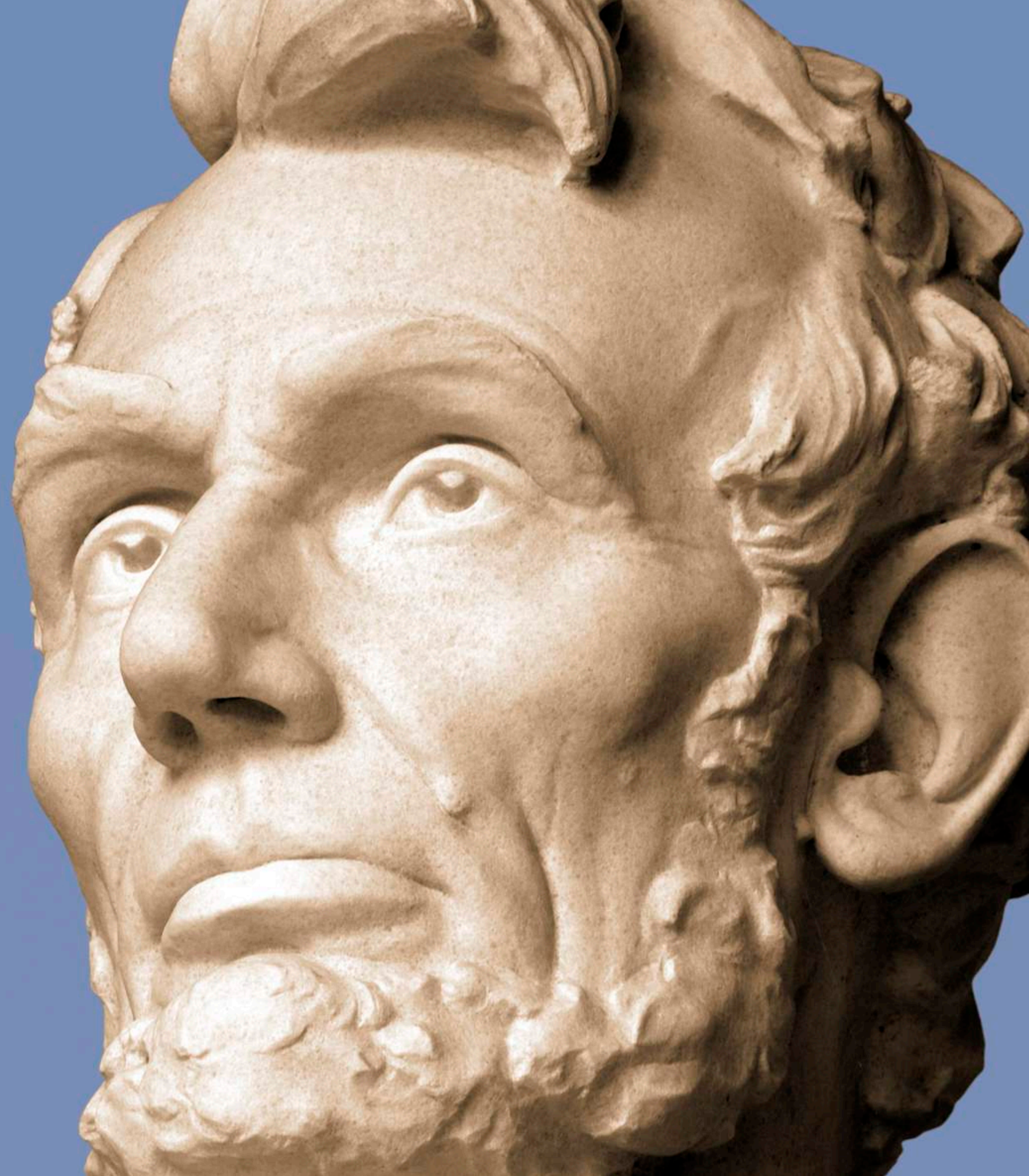


Like-minded teams **maintain**.
Diverse teams **innovate**.

*“I don't like that
person. I must **get to
know them better.**”*

~Abraham Lincoln

The **crook of
connection** isn't
difference;
it's **distance.**



**Be more
curious,
and less
certain.
CONNECT.**



Generational differences are **not** a
problem to solve.

It's a **tension to leverage.**





Attracting
cross-generational
talent

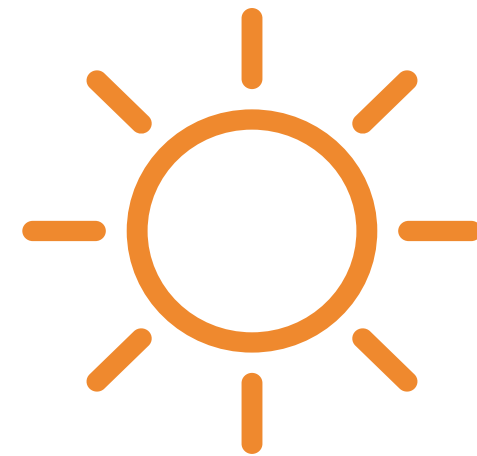
3 MUST-HAVES AT WORK

F O R T H E E M E R G I N G G E N E R A T I O N S



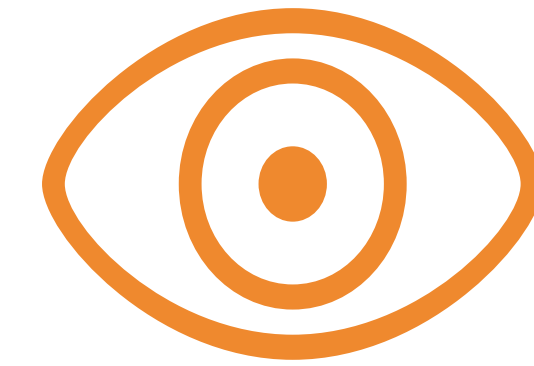
BETTER BOSS

Top talent view **effective leaders** as a must.



BRIGHTER FUTURE

Top talent have a proclivity to be **future oriented**.



BIGGER VISION

Top talent want to **connect work with impact**.

Doesn't every generation want these 3 things in a job? Yes.

For previous generations, these are **“nice-to-haves.”**

For emerging generations, these are **conditions of employment.**

ATTRACT NEXT GEN TALENT

H O W G E N Z E V A L U A T E S A J O B

Over 60% say a job application should take...

Less than 15min (with many saying less than 5min)

Top things the next generation want to know about an org...

1. Culture and Values
2. Perks and Benefits
3. Employee Perspectives

Top platform the next generation uses to learn about an employer...



Top obstacle the next generation has for joining an org...

“Not knowing what the organization is like.”



**How will you leverage
video to attract cross-
generational talent?**



Careers

ClearPath was established by Jay Faison in 2014. ClearPath's mission is to develop and advance policies that accelerate innovations to reduce and remove global energy emissions. At ClearPath we believe our team is the key to making an impact and fulfilling our mission. ClearPath team members are direct drivers of impact on our mission and objectives. We value teamwork, dedication, ownership, adaptability, integrity and curiosity.

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.



“Most **job candidates** say they **chose to apply after watching the video.**”








Connecting
across generations

POWER OF CONNECTION

W H E N T E A M B E L O N G I N G I S H I G H

-  **RECRUITMENT** > **167%** More likely to **recommend their employer.**

-  **PERFORMANCE** > **56%** Increase in **job performance.**

-  **ENGAGEMENT** > **75%** Reduction in **employee sick days.**

-  **RETENTION** > **313%** Less intent to **quit their job.**



Connection is
now the **most**
valuable
workplace
currency.

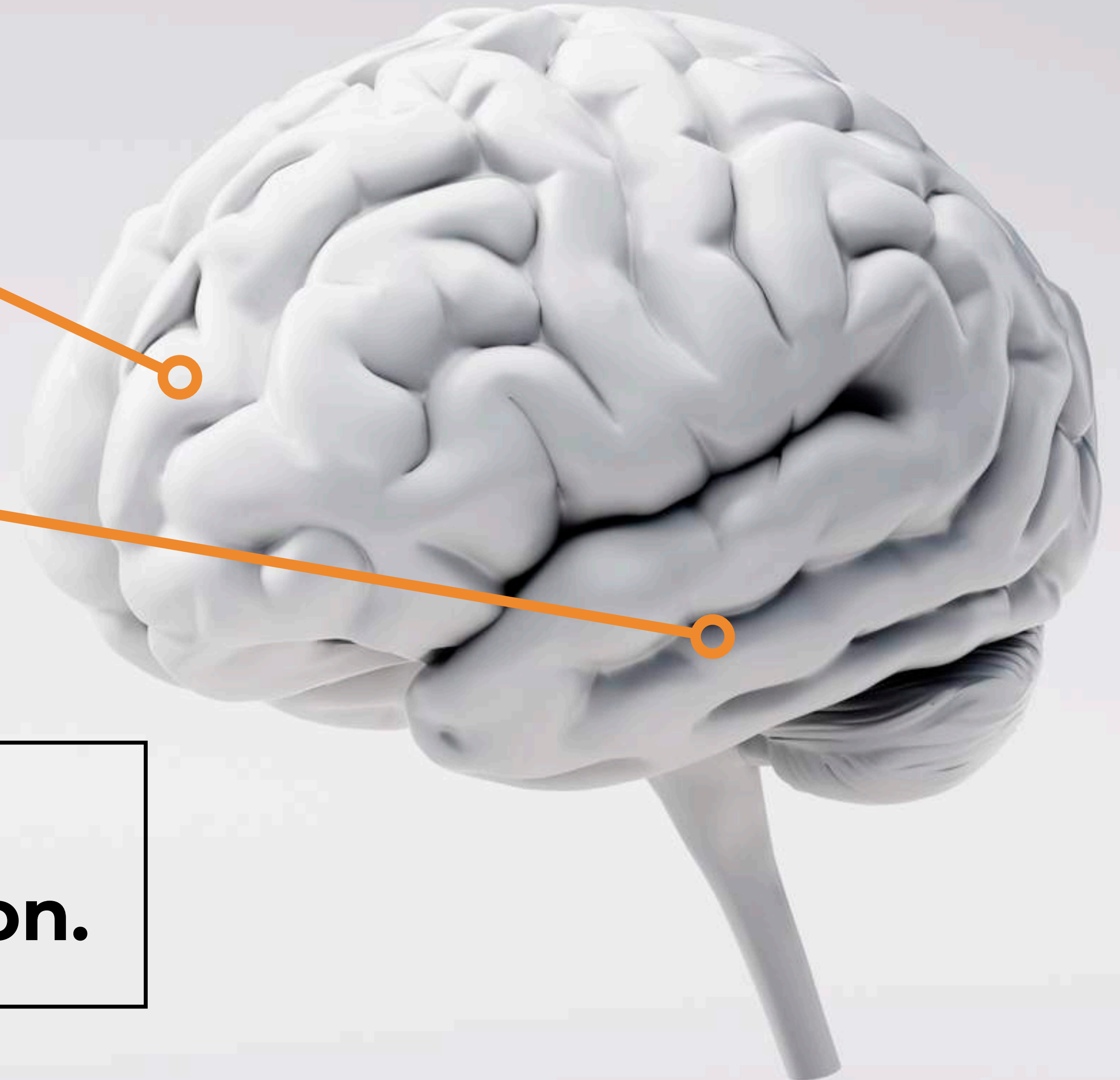
CONNECTION ILLUSION

M O R E C O N N E C T E D ? T H I N K A G A I N

Communication is the **exchanging** of info. It's processed in the **frontal lobe**.

Connection is a **feeling of understanding** and ease of communication b/w people. It's processed in the **insular cortex**.

Technology enables communication, not connection.



Communication
is dealt.

Connection
is felt.





**How can you trade
communication for more
cross-generational connection?**



[About](#) [Store](#)

Google

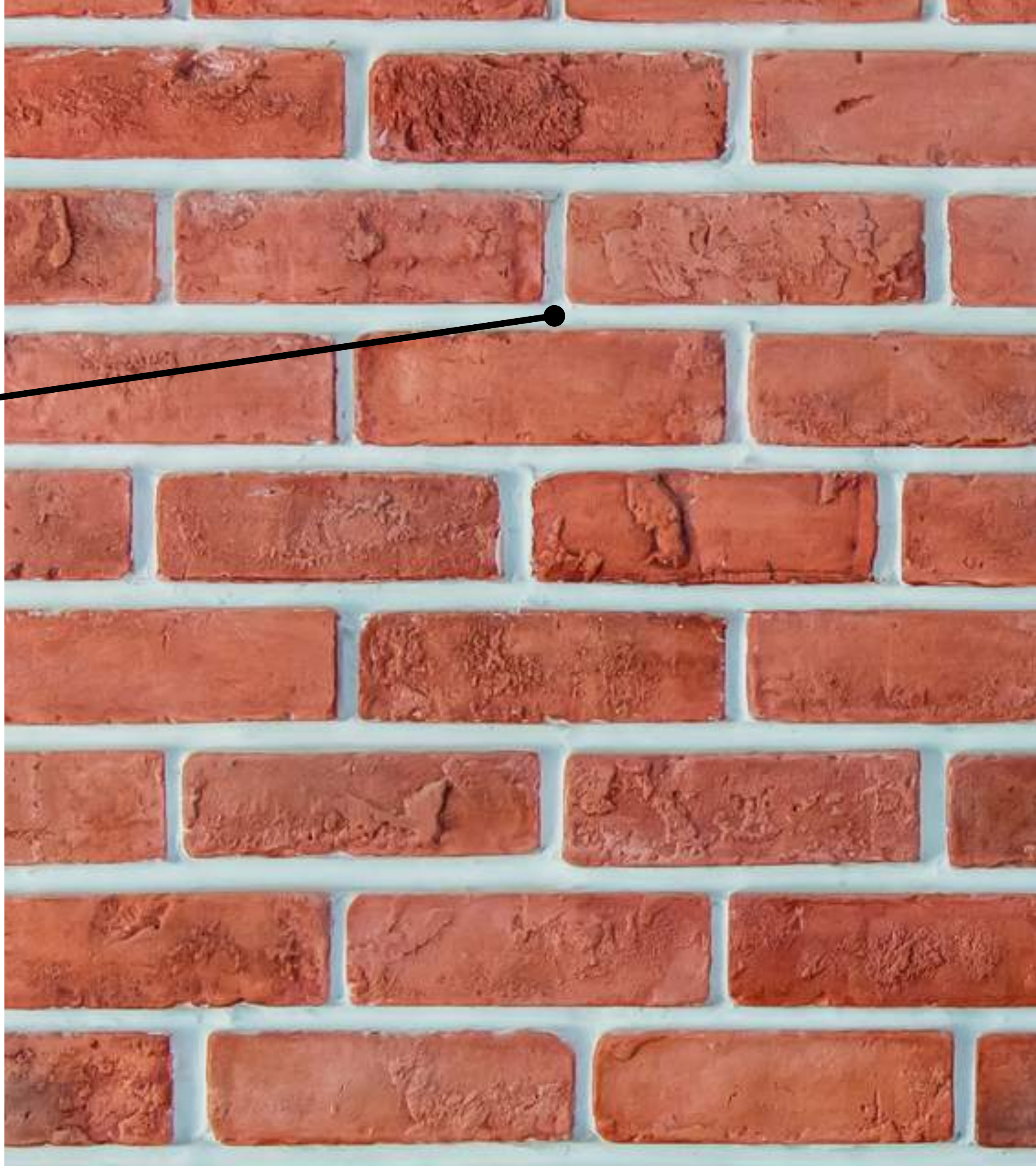
🔍 how to CEO good



Google Search

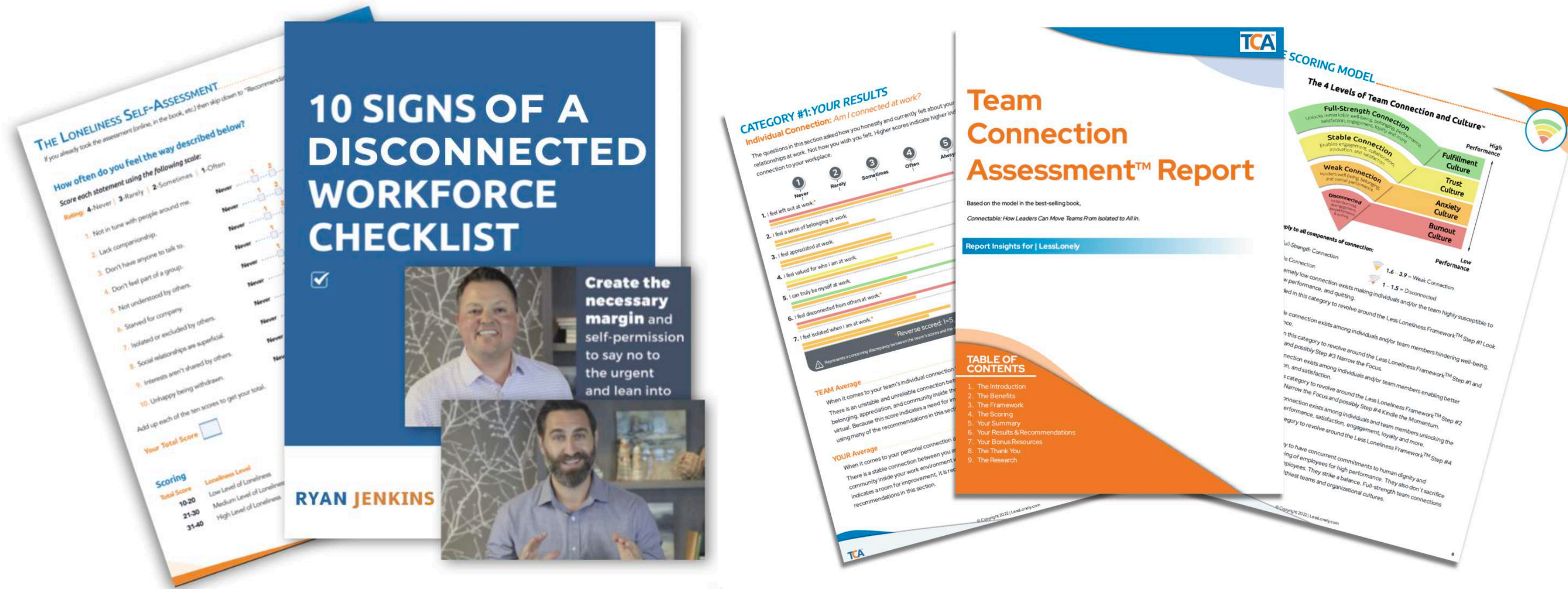
I'm Feeling Lucky

The
mortar
makes
teams
stronger.



CLAIM YOUR CONNECTION KIT

3 STEPS FOR STRONG CROSS-GEN TEAMS



Scan to instantly claim your
FREE Connection Kit! Or visit:
ConnectionVault.com

STEP #1: Assess

- Connection Self-Assessment and 10 Connection Tips (PDF)

STEP #2: Observe

- 10 Signs of a Disconnected Workforce Checklist (PDF)

STEP #3: Identify

- Team Connection Assessment™ (Custom Tool)

BONUS: 4-Part Video Series with *Connectable* authors.



Leading
across generations

LEADERSHIP

VARYING PREFERENCES

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
SUMMARY	Authoritative	Hierarchy	Coaching	Networked
VIEW	Sage	Sherpa	Soldier	Student
ATTITUDE	No News is Good News	Semi-Annual Reviews	Routine Check-ins	360° Real-time Feedback

LEADERSHIP

Q U A L I T Y F E E D B A C K E L E V A T E S P E R F O R M A N C E

Group A



40% of students revised and resubmitted their papers.

Group B



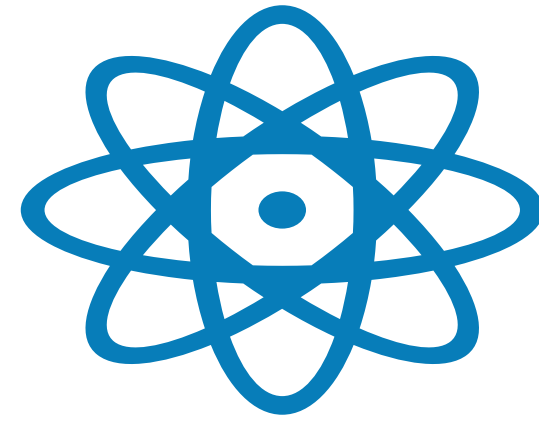
80% of students revised and resubmitted their papers.
And they made **2x as many corrections** as Group A.

High Standards
+
Assurance

Doubled Performance



Is your feedback **clear and effective for each **generation**?**



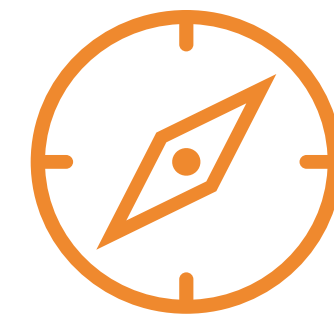
THE CROSS-GENERATION FEEDBACK FORMULA



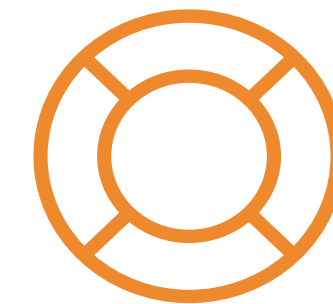
+



+



+



**HIGH
STANDARDS**

*I have **high expectations** for you.*

ASSURANCE

*I know you can **meet them**.*

DIRECTION

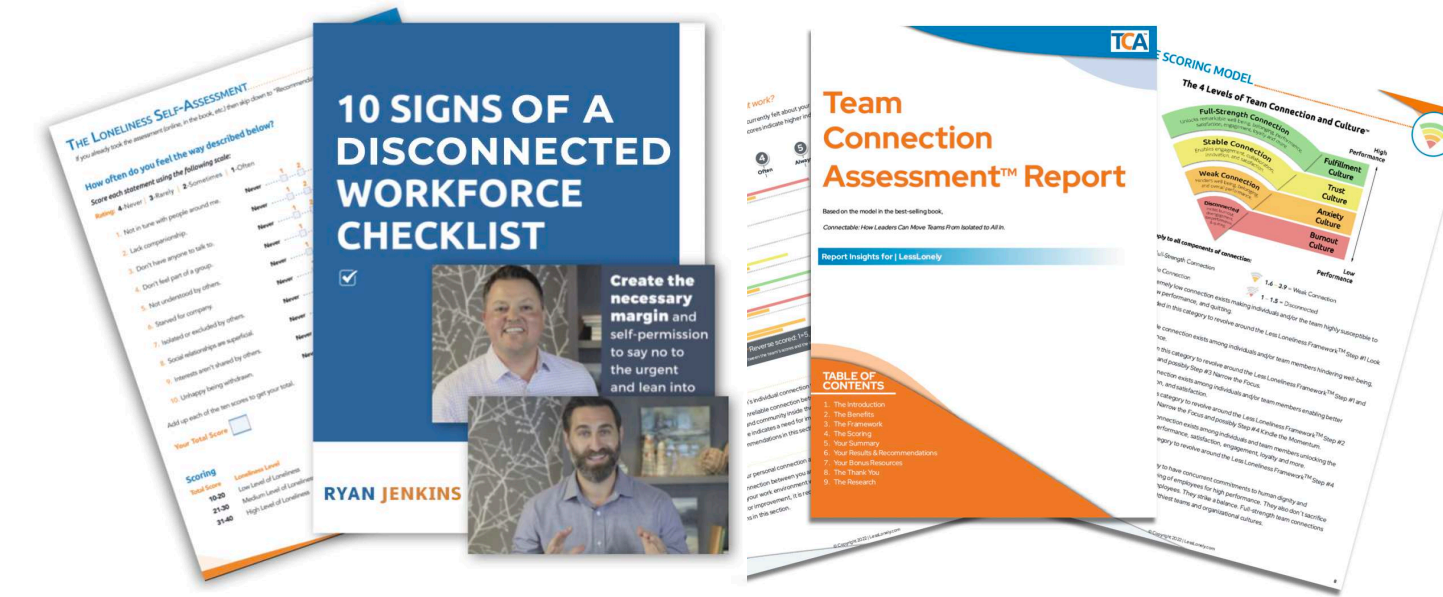
*So try this **new challenge**.*

SUPPORT

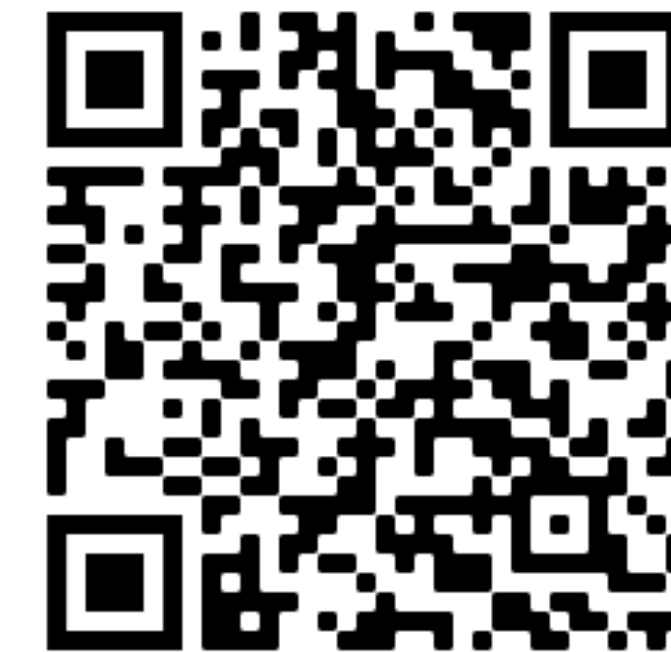
*And if you stumble, **I'll help you** recover.*

What questions do you have?

Top



THE CONNECTION KIT
Visit: ConnectionVault.com



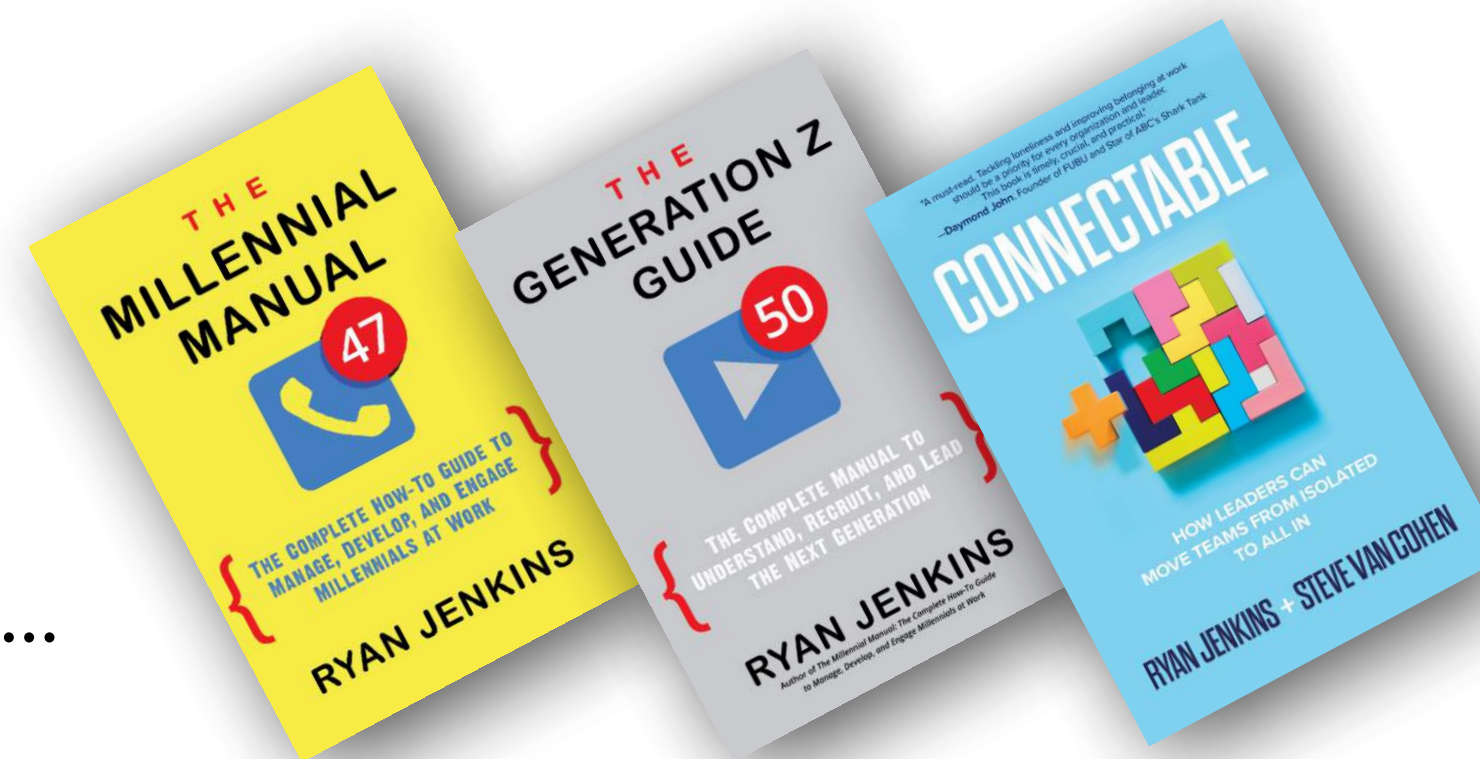
Or scan to
claim your
FREE kit!

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

Ryan Jenkins
WSJ Bestselling Author,
Speaker & Consultant

    @theRyanJenks

Questions, connect, or hire Ryan at...
ryan@ryan-jenkins.com



- The Connection Self-Assessment & Improvement Guide (PDF)
- 10 Signs of a Disconnected Workforce Checklist (PDF)
- 4-Part Video Series
- Team Connection Assessment™ (Custom Tool)



A “**This is always how we’ve done it**” mindset is...
a slippery slope to
irrelevance.

Prioritize **WHY**
over the **WAY**



THANK YOU

carter's®



Ryan Jenkins

WSJ Bestselling Author,
Speaker & Consultant

    @theRyanJenks

Questions, Connect, or Hire Ryan...
ryan@ryan-jenkins.com



REFERENCES

- Human Life Span 2019: <https://en.wikipedia.org/wiki/Human> and https://en.wikipedia.org/wiki/Life_expectancy
- Pew Research Center, 2018: Defining Generations: <http://www.pewresearch.org/fact-tank/2018/03/01/defining-generations-where-millennials-end-and-post-millennials-begin/>
- Deloitte, 2018 Millennial and Gen Z Survey: <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>
- Inc, 2018: How to Be an Employer of Choice for Generation Z: <https://www.inc.com/ryan-jenkins/how-to-be-an-employer-of-choice-for-generation-z.html>
- Wikipedia, 2018: Demography of the United States: https://en.wikipedia.org/wiki/Demography_of_the_United_States
- Census Reporter, 2017: United States: <https://censusreporter.org/profiles/01000us-united-states/>
- Deloitte, 2017 Millennial Survey: <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-deloitte-millennial-survey-2017-executive-summary.pdf>
- EY, 2018: International Intern Survey: <https://www.prnewswire.com/news-releases/failure-drives-innovation-according-to-ey-survey-on-gen-z-300714436.html>
- Inc, 2018: Companies Who Do These 8 Things Will Attract Generation Z: <https://www.inc.com/ryan-jenkins/companies-who-do-these-8-things-will-attract-generation-z.html>
- NSHSS 2018 Career Interest Survey: <https://www.nshss.org/media/30882/nshss-2018-careersurveyv6b.pdf>
- Inc, 2018: 6 Reasons to Be an Inclusive Leader: <https://www.inc.com/ryan-jenkins/6-reasons-to-be-an-inclusive-leader.html>
- Bloomberg, 2018: Gen Z to Outnumber Millennials: <https://www.bloomberg.com/news/articles/2018-08-20/gen-z-to-outnumber-millennials-within-a-year-demographic-trends>
- Gen Z @ Work: How the Next Generation Is Transforming the Workplace, by David Stillman and Jonah Stillman. 2017. HarperBusiness.
- Inc, 2018: How to Be An Inclusive Leader in 6 Steps: <https://www.inc.com/ryan-jenkins/how-to-be-an-inclusive-leader-in-6-steps.html>
- Harvard Business Publishing, 2018: State of Leadership Dev Report: http://www.harvardbusiness.org/sites/default/files/PDF/20853_CL_Infographic_Millennials_June2018.pdf
- National Society of High School Scholars (NSHSS), 2018: <https://www.nshss.org/media/30882/nshss-2018-careersurveyv6b.pdf>
- Rainmaker, 2018: The Voice of Generation Z: <http://rainmakerthinking.com/the-voice-of-generation-z---media-page>
- Inc, 2018: Companies Who Do These 8 Things Will Attract Gen Z <https://www.inc.com/ryan-jenkins/companies-who-do-these-8-things-will-attract-generation-z.html>
- Inc, 2017: Complete Guide to Who Is Generation Z: <https://www.inc.com/ryan-jenkins/complete-guide-to-who-is-generation-z.html>
- Inc, 2017: Generation Z vs Millennials <https://www.inc.com/ryan-jenkins/generation-z-vs-millennials-the-8-differences-you-.html>
- Inc, 2017: The Complete Story of the Millennial Generation: <https://www.inc.com/ryan-jenkins/the-complete-story-of-the-millennial-generation.html>
- Gallup, How Millennials Want to Live and Work: <https://news.gallup.com/reports/189830/e.aspx>
- The Center for Generational Kinetics, 2018: The State of Gen Z: <https://genhq.com/generation-z-research-2018/>

DISCLAIMER

The logos used in this presentation are the property of the respective third parties.