Who Are We Leading? Understanding How to Communicate with the Next Generation of Workers

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By Pete Jorgensen, Ph.D Professor & Chairperson, Department of Communication Western Illinois University



# The Current Workforce Composition

- Generation X
- Millennials (Generation Y)
- ✤ Generation Z



# Millennials: Who Are They?

- ✤ Born: 1977-1994
- In 2015 became the dominant workforce
- Developed work characteristics and tendencies from structured lives, high parental involvement, and contact with diverse people.
- The most "connected" workforce in history to date



#### Millennials: What Do They Want?

- Social connections
- Frequent feedback
- Task variety
- Structure
- Purpose
- Flexibility/balance
- Direction



### **Generation Z: Who Are They?**

- **\*** Born: 1996-2014
- Diverse and multiracial
- The most "connected" workforce in history
- Technologically dependent
- Entrepreneurial
- ✤ Hyperaware
- Multitaskers
- Pragmatic



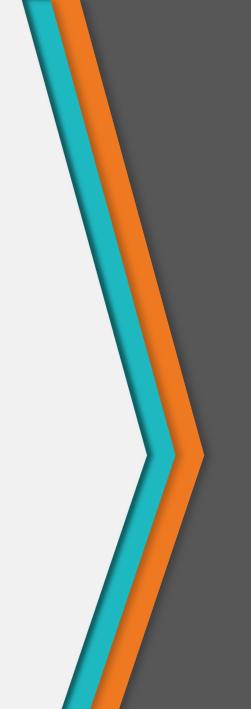
#### **Generation Z: What Do They Want?**

- Security
- Opportunities to excel as individuals
- Independence
- Transparency
- Prefer to communicate face to face
- Workplace to conform to their needs
- Mentorship



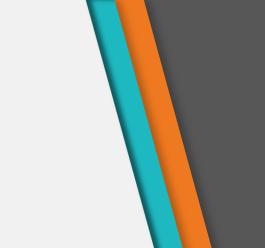
#### Your Mission: *Lead effectively!*





### **Leading Millennials**

- Communicate the company vision
- Support the "whole" person
- Focus on teams
- Support career progression
- Provide regular encouraging feedback
- Offer flexibility





## **Leading Generation Z**

- Provide flexibility
- Embrace technology
- Interact face to face
- Provide structure and direction
- Provide rewards
- Focus on professional growth
- Be transparent



