

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

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# 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



