



**apache** INDUSTRIAL

# Understanding and Maximizing the Contributions of Each Generation

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# Agenda

- The Five Generations: Who Are They?
- Key Characteristics and Values
- Communication Styles
- Technology in the Workplace
- Fostering Collaboration
- Inclusive Policies and Benefits
- Case Studies: Successful Integration
- Q&A Session



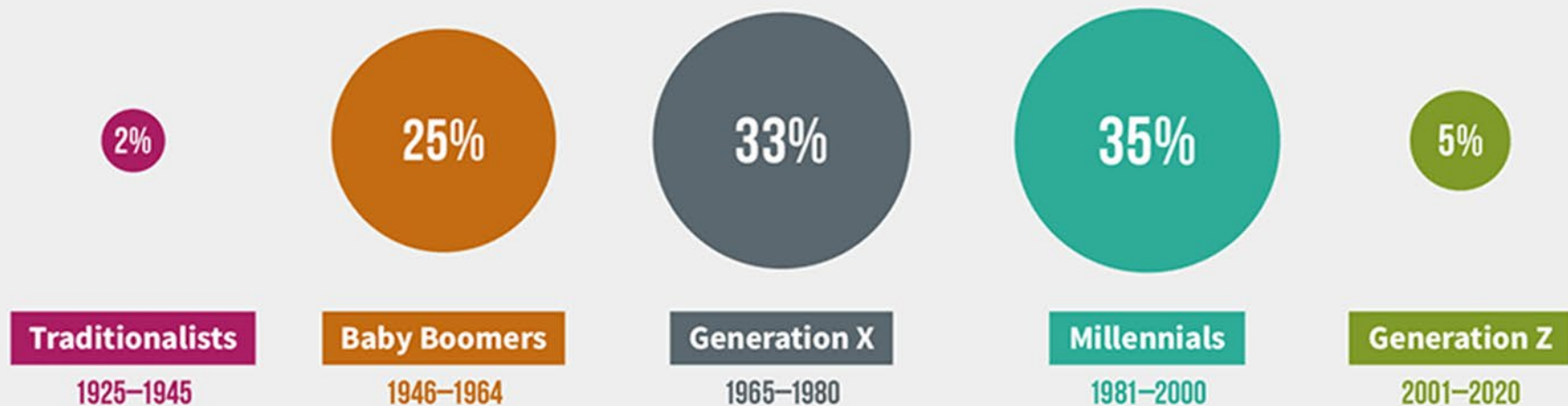
**WHAT DO YOU THINK THIS CONVERSATION  
IS ALL ABOUT?**



# GENERATIONAL DIFFERENCES IN THE WORKPLACE

One size doesn't fit all when it comes to today's workforce—five generations of workers means five approaches to work.<sup>1</sup> Learn how to adjust to a multigenerational workforce.

## Current U.S. workforce numbers<sup>2</sup>:



## TRADITIONALISTS BORN: 1925 – 1945

DEPENDABLE | STRAIGHTFORWARD | TACTFUL | LOYAL

**Shaped by:** The Great Depression, World War II, radio and movies

**Motivated by:** Respect, recognition, providing long-term value to the company

**Communication style:** Personal touch, handwritten notes instead of email

**Worldview:** Obedience over individualism; age equals seniority; advancing through the hierarchy

### Employers should:

Provide satisfying work and opportunities to contribute; emphasize stability



Baby Boomers who plan to work past age 65<sup>3</sup>

10,000

Baby Boomers reach retirement age every day<sup>4</sup>

## BABY BOOMERS BORN: 1946 – 1964

OPTIMISTIC | COMPETITIVE | WORKAHOLIC | TEAM-ORIENTED

**Shaped by:** Vietnam War, Civil Rights Movement, Watergate

**Motivated by:** Company loyalty, teamwork, duty

**Communication style:** Whatever is most efficient, including phone calls and face to face

**Worldview:** Achievement comes after paying one's dues; sacrifice for success

### Employers should:

Provide them with specific goals and deadlines; put them in mentor roles; offer coaching-style feedback

## GENERATION X BORN: 1965 – 1980

FLEXIBLE | INFORMAL | SKEPTICAL | INDEPENDENT

**Shaped by:** The AIDS epidemic, the fall of the Berlin Wall, the dot-com boom

**Motivated by:** Diversity, work-life balance, their personal-professional interests rather than the company's interests

**Communication style:** Whatever is most efficient, including phone calls and face to face

**Worldview:** Favoring diversity; quick to move on if their employer fails to meet their needs; resistant to change at work if it affects their personal lives

### Employers should:

Give them immediate feedback; provide flexible work arrangements and work-life balance; extend opportunities for personal development



Startup founders who are Gen Xers—the highest percentage<sup>5</sup>

**BY 2028**

Gen Xers will outnumber Baby Boomers<sup>6</sup>





Percentage of global workforce to be made up of Millennials by 2025<sup>7</sup>



Millennials ages 25-35 living at home with their parents<sup>8</sup>

## MILLENNIALS BORN: 1981 – 2000

COMPETITIVE | CIVIC- AND OPEN-MINDED | ACHIEVEMENT-ORIENTED

**Shaped by:** Columbine, 9/11, the internet

**Motivated by:** Responsibility, the quality of their manager, unique work experiences

**Communication style:** IMs, texts, and email

**Worldview:** Seeking challenge, growth, and development; a fun work life and work-life balance; likely to leave an organization if they don't like change

### Employers should:

Get to know them personally; manage by results; be flexible on their schedule and work assignments; provide immediate feedback

## GENERATION Z BORN: 2001 – 2020

GLOBAL | ENTREPRENEURIAL | PROGRESSIVE | LESS FOCUSED

**Shaped by:** Life after 9/11, the Great Recession, access to technology from a young age

**Motivated by:** Diversity, personalization, individuality, creativity

**Communication style:** IMs, texts, social media

**Worldview:** Self-identify as digital device addicts; value independence and individuality; prefer to work with Millennial managers, innovative coworkers, and new technologies

### Employers should:

Offer opportunities to work on multiple projects at the same time; provide work-life balance; allow them to be self-directed and independent



Gen Zers who want to interact with their boss daily or several times each day<sup>9</sup>



Gen Zers who expect their employer to provide formal training<sup>10</sup>

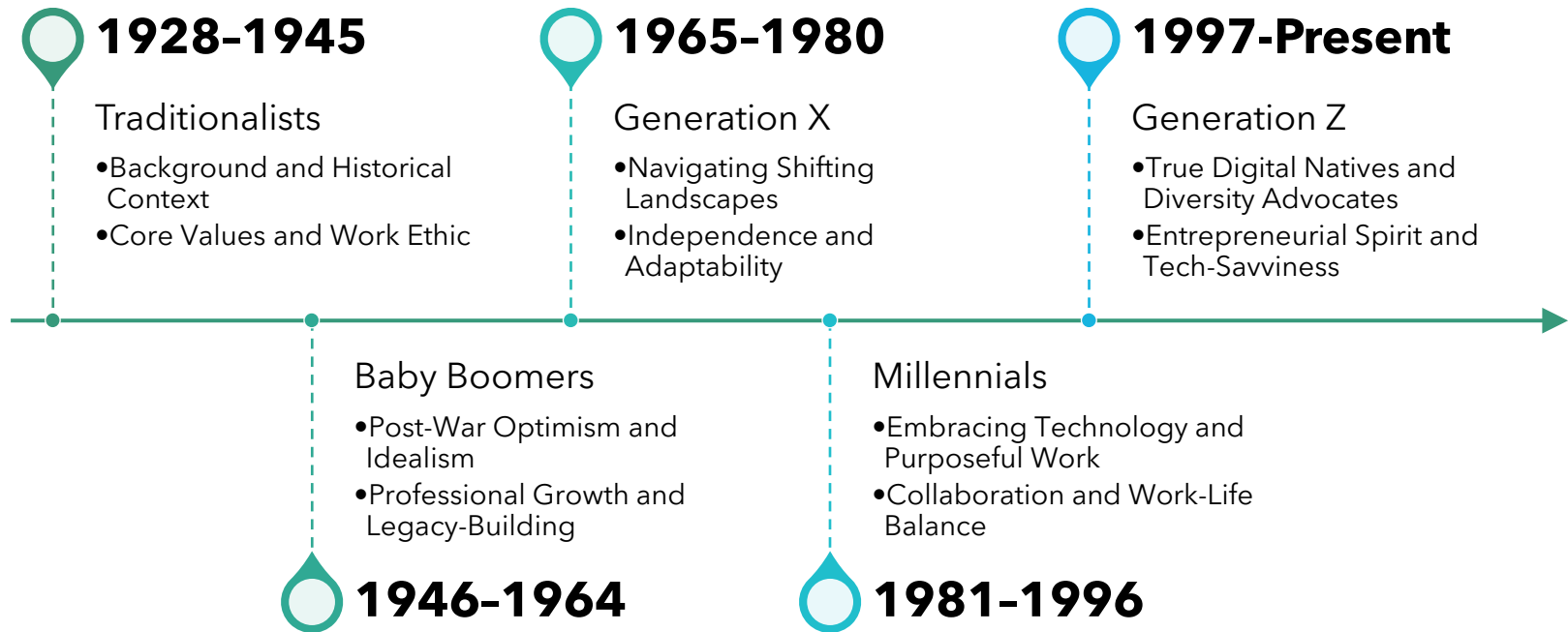




**WHAT DO YOU SEE  
HERE?**



# The Five Generations: Who Are They?



## Key Characteristics and Values

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**Traditionalists:** Loyalty, Work Ethic, Respect for Authority

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Appreciation for Stability and Structured Environments

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**Baby Boomers:** Idealism, Professional Growth, Security

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Desire for Impactful Contributions and Career Advancement

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**Generation X:** Independence, Adaptability, Work-Life Balance

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Prioritizing Flexibility and Autonomy in Work Environments

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**Millennials:** Purpose, Collaboration, Technology Integration

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Seeking Meaningful Work, Embracing Technology for Connectivity

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**Generation Z:** Tech-Savvy, Entrepreneurial, Diversity Emphasis

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Valuing Digital Fluency, Innovation, and Inclusivity

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# COMMUNICATION STYLES

**Tailoring  
Communication for  
Maximum Impact**

**Traditionalists:** Face-to-Face, Phone Calls for Personal Connections

**Baby Boomers:** Blend of In-Person and Digital, Emphasis on Interpersonal Relationships

**Generation X:** Balanced Mix of In-Person and Digital, Preference for Efficiency

**Millennials:** Digital Communication, Video Conferencing for Flexibility and Efficiency

**Generation Z:** Predominantly Digital, Messaging Apps for Instant Connectivity



Life moves pretty fast, if you don't stop and look around once in a while, you could miss it.

- Ferris Bueller

# What's your style?

I should just change  
my voicemail greeting  
to: "Please hang up  
and text me".

# TECHNOLOGY IN THE WORKPLACE

- Bridging the Digital Divide Across Generations
- Encouraging Continuous Learning and Technological Proficiency
- Reverse Mentoring: A Two-Way Street for Knowledge Transfer
- Showcasing Success Stories of Digital Adoption and Innovation



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# TECHNOLOGY IN THE WORKPLACE

Bridging	Bridging the Digital Divide Across Generations
Encouraging	Encouraging Continuous Learning and Technological Proficiency
Mentoring	Reverse Mentoring: A Two-Way Street for Knowledge Transfer
Showcasing	Showcasing Success Stories of Digital Adoption and Innovation



# TECHNOLOGY IN THE WORKPLACE

What does the future hold?

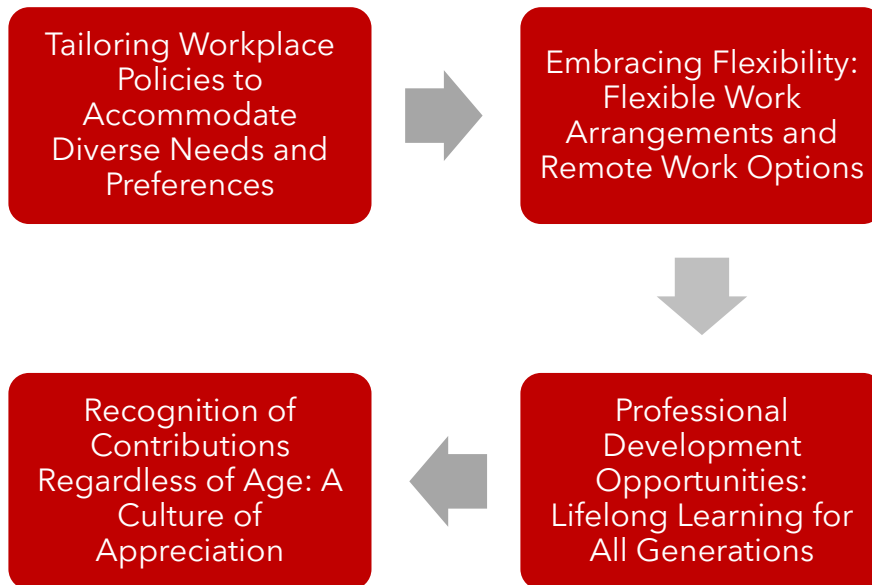


# FOSTERING COLLABORATION

- Leveraging Diverse Perspectives for Innovative Solutions
- Cross-Generational Teams: Strength in Diversity of Thought and Experience
- Mentorship Programs: Facilitating Knowledge Transfer and Mutual Understanding
- Celebrating the Collective Wisdom of Multi-Generational Teams



# INCLUSIVE POLICIES AND BENEFITS





# REVERSE MENTORING





# Case Studies: Successful Integration

Mentorship  
Program Fostering  
Cross-Generational  
Learning

Flexible Work  
Policies Promoting  
Work-Life Balance

Tech Training  
Initiatives  
Empowering  
Digital Proficiency



# Recap



## Traditionalists

Traditionalists are motivated by money, but also want to be respected.

**Preferred recognition style:** subtle, personalized recognition and feedback.

**Welcomed benefits:** long-term care insurance, catch-up retirement funding.



## Baby Boomers

Baby Boomers prefer monetary rewards, but also value flexible retirement planning and peer recognition.

**Preferred recognition style:** acknowledgement of their input and expertise; prestigious job titles, parking places and office size are measures of success.

**Welcomed benefits:** 401(k) matching funds, sabbaticals, catch-up retirement funding.



## Generation X

Generation X values bonuses and stock as monetary rewards and workplace flexibility as a non-monetary reward.

**Preferred recognition style:** informal, rapid and publicly communicated.

**Welcomed benefits:** telecommuting and tuition reimbursement.



## Generation Y

Generation Y wants stock options as a monetary reward and values feedback as a non-monetary reward.

**Preferred recognition style:** regular, informal communication through company chat or social networks.

**Welcomed benefits:** flexible schedules, continued learning.



## Generation Z

Generation Z is more interested in social rewards (mentorship and constant feedback) than money, but also is motivated by meaningful work and being given responsibility.


**Preferred recognition style:** regular in-person public praise.

**Welcomed benefits:** online training and certification programs.



# Final thoughts

- Generation is just one layer of identity.
- Beware of using “It’s a generational thing” as a catch-all. Dig deeper and understand what motivates the individual.
- Use simple phrases like: What makes you see things that way?
- The fact that the older generations are unable to adapt to new technology is simply false.
- Remember, it’s not just our workforce that spans across multiple generations, but our customer base as well.
- Mentoring is a two-way street
- “Life doesn’t get easier of more forgiving; we get stronger and more resilient.” - Steve Maraboli

A photograph of three elderly men standing on a sandy beach. The man on the left is wearing a light-colored polo shirt and a tan cap. The man in the middle is wearing a white polo shirt, sunglasses, and a light-colored cap. The man on the right is wearing a dark blue polo shirt and a flat cap. Three speech bubbles are overlaid on the image, containing humorous text. The background shows a sandy beach and a hazy horizon.

It's windy today!

No, it's Thursday!

So am I!  
Let's have a beer!

**QUESTIONS/COMMENTS**

# Thank you

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