



GRATEGY

Bridging the Gap:

**Leveraging Generational Strengths
For a Thriving Workplace**

Who said it?

"The children now love luxury. They have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise."



A Timeless Complaint

432 BC

Aristotle's observation
about youth

2500+

Years

We've been judging
younger generations

0

Change

In our perception of
generational
differences

Generations Timeline



Traditionalists Spotlight



Value Loyalty

Strong company commitment, respects hierarchy



Traditional Work Ethic

Hardworking, disciplined, formal approach



Financial Conservative

Practical spenders, value stability



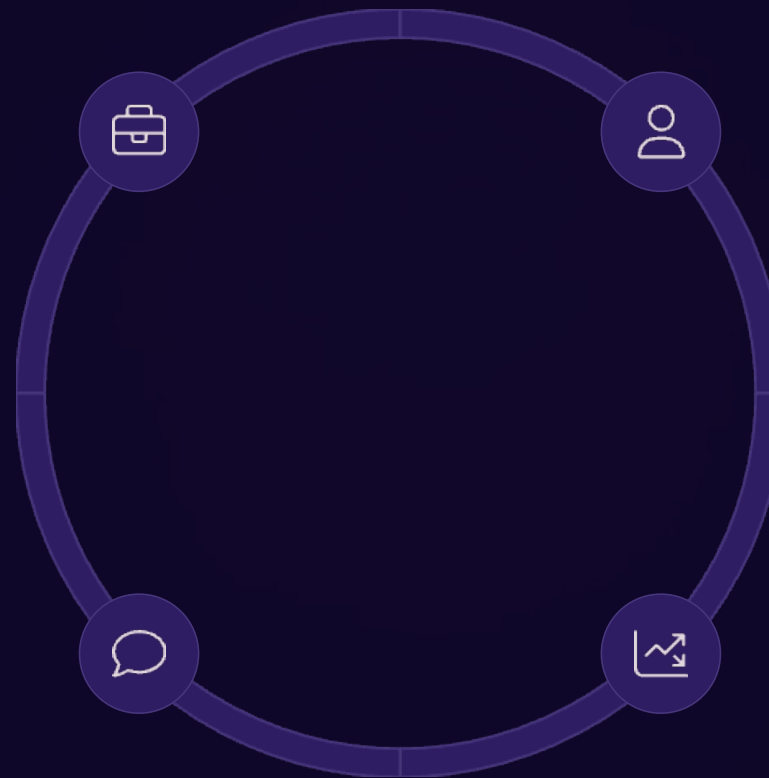
Baby Boomers Characteristics

Work-Centric

Define themselves through careers

Direct Communication

Prefer phone calls and in-person meetings



Team Players

Value facetime and collaboration

Goal-Oriented

Driven by professional achievement

Gen X at Work



Work-Life Balance

First generation to prioritize balance



Pragmatic

Focus on results and efficiency



Self-Reliant

Independent problem-solvers



Tech Adaptable

Bridge between analog and digital



Understanding Millennials



Meaningful Work

Seek purpose, not just paycheck



Career Growth

Expect advancement and skill development



Tech-Savvy

Digital natives comfortable with technology



Feedback Focused

Desire regular recognition and input



Gen Z Profile



Safety Conscious

Value stability and security



True Digital Natives

Never knew world without internet



Globally Minded

Diverse, inclusive worldview



Pragmatic Innovation

Blend practicality with creativity

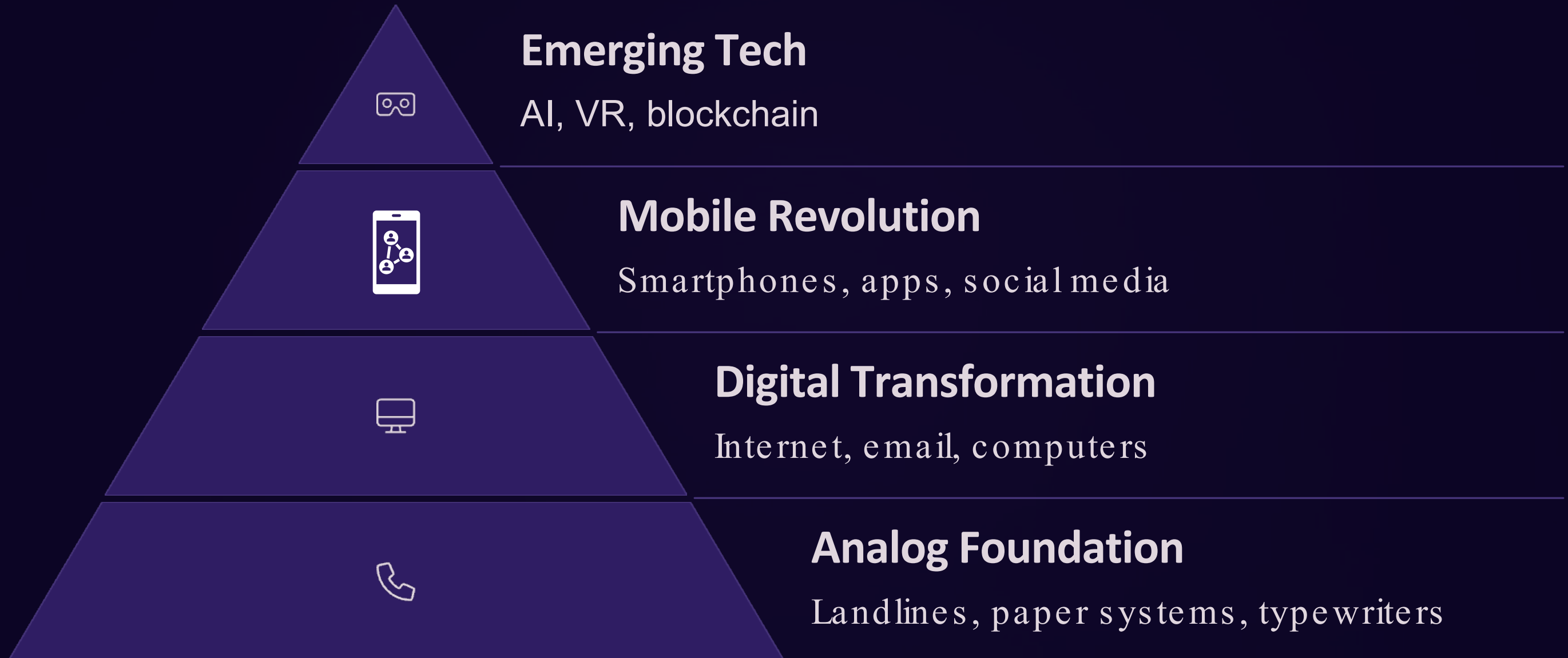


Agree



Disagree

Technology Generation Gap



**What technologies are around today that your
parents didn't have access to?**



Technology Evolution



Why This Matters

Workforce Crisis

Labor shortage across industries

Talent Competition

Attracting and retaining key staff

Knowledge Transfer

Preserving institutional expertise

Workplace Harmony

Multi-generational collaboration



Demographic Reality

41M

Boomers Working

Still in the workforce

8,500

Daily Retirements

Boomers leaving workforce every day

2.8M

Worker Shortage

Manufacturing deficit by 2028

62.5%

Participation Rate

Lowest since 1970s



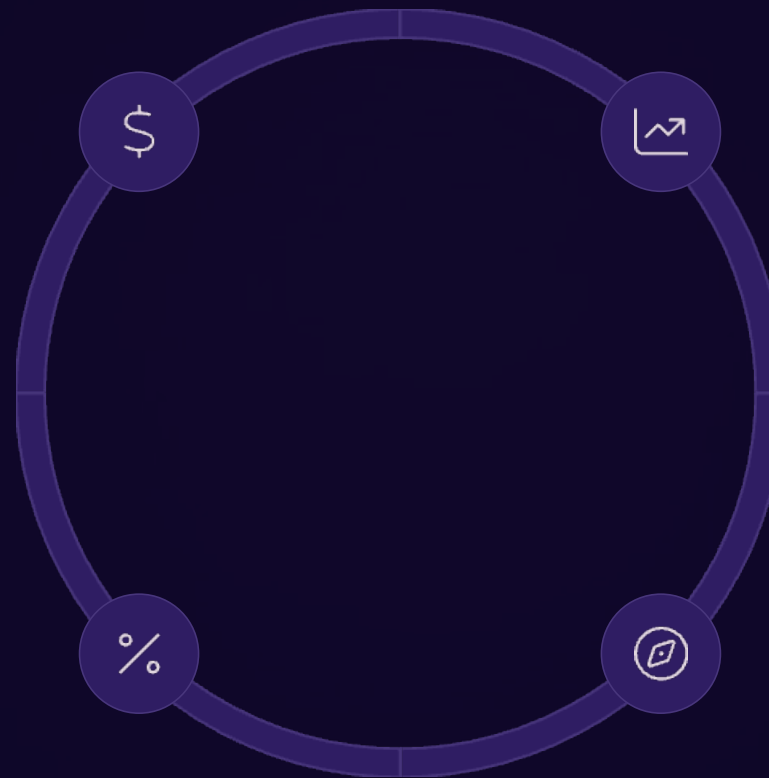
Boomer Re-entry Trend

Economic Necessity

Financial pressures driving return

23.9% Increase

Return-to-work surge in 2024



Inflation Impact

Rising costs eroding savings

Purpose Seeking

Desire for meaningful engagement

Generational Differences

Family Structure

From nuclear families to diverse arrangements

Leadership Style

From hierarchical to collaborative

Work/Life Balance

Hours and location flexibility

Education

Rising costs, changing expectations

Communication

In-person to digital preferences

Technology

Adoption rates and comfort levels

Work Ethic

Different definitions across generations

Feedback

Annual reviews to continuous input

What are you

seeing?

What Employees Want





Communication Evolution



Video Calls

Face-to-face connection regardless of location



Instant Messaging

Quick, informal updates and questions



Collaboration Tools

Shared workspaces for team projects

Attraction Strategies

Purpose-Driven Culture

Show meaningful impact of work

Early Engagement

Build pipeline from schools

Mentorship

Connect generations for learning

Growth Opportunities

Provide development pathways



Innovation Focus

Highlight cutting-edge practices

Work Environment

Create engaging, fun culture

Digital Recruitment

Meet candidates where they are

Flexibility

Offer work-life balance options

What's Working For You?

Identify Success

What strategies are attracting younger talent?

Analyze Impact

Which approaches improve retention?

Share Insights

Learn from collective experiences

8 Tips to Attract Millennial and Gen Z Talent



1



Create Social Impact

84%

Priority

Percentage valuing social
impact

3X

Engagement

Higher when work aligns
with values

67%

Retention

Improved when CSR is
prominent

Millennials and Gen Z



71% want to work for environmentally sustainable companies



59% consider social and environmental commitments when deciding where to work



55% said they would take a lower salary to work for a socially responsible company



51% will not work for a company without strong social or environmental commitments.



Innovation Focus



Sustainable Practices

Environmentally conscious operations

2

Tech Integration

VR, drones, wearables, 3D modeling



Continuous Improvement

Culture of learning and adaptation



Inclusive Atmosphere

Dynamic, diverse workplace



3

Cultivating Fun

Social Media Presence

Share team achievements and culture

Company Events

Build camaraderie beyond work tasks

Sports Teams

Foster teamwork through recreation

Informal Gatherings

Lunches and after-hours connections

4

Digital Recruitment

Meet Them Online

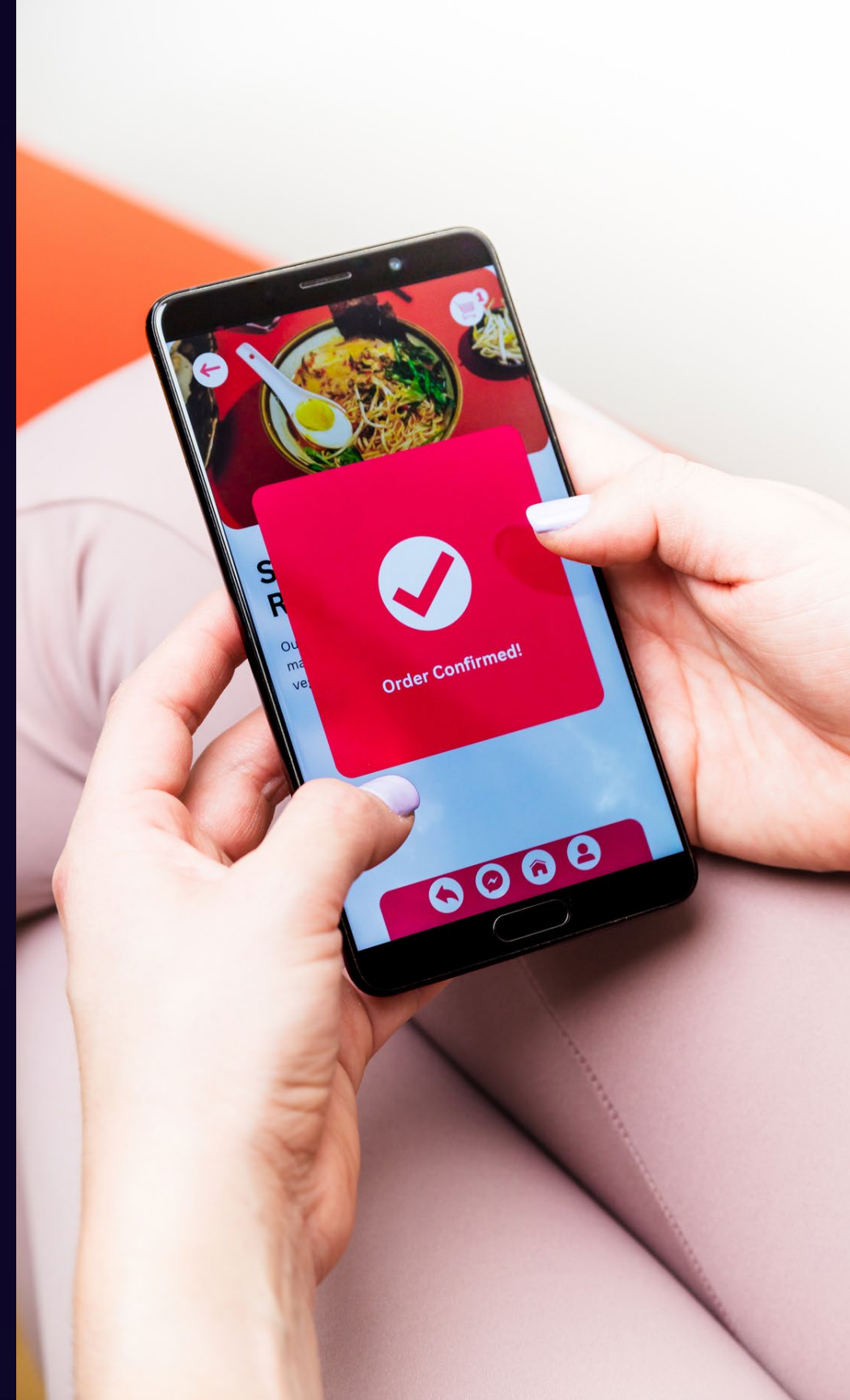
- Social media platforms
- Multi-channel job postings
- SMS application options
- Short code numbers

Digital Experience

- Mobile-friendly application
- Streamlined process
- Quick response times
- Virtual interviews

Culture Showcase

- Authentic social content
- Employee testimonial videos
- Behind-the-scenes blogs
- Day-in-the-life stories



5

BALANCE

FAMILY

WORK

LIFE

Work-Life Integration



Flexible Hours

Adaptable shifts and schedules



Remote Options

Work-from-anywhere capabilities



Results Focus

Output over rigid structure



Life Priorities

Respect for personal commitments

6

Development Opportunities



Self-Directed Learning
Customizable growth paths



Industry Exposure
Trade shows and conferences



Project Ownership
Leadership opportunities



Success Celebration
Recognition for achievements





Effective Mentorship



Cross-Generational Knowledge

Transfer expertise between age groups



Informal Connections

Face-to-face time beyond meetings



Flattened Hierarchy

Access to leadership and decision-makers



Mutual Learning

Two-way exchange of perspectives



Start Recruiting Early

72% HS of freshmen considering careers

Start with middle school or younger

Educate students about the trades

Plant tours; school visits

Reach teachers/guidance counselors

Educate them on the benefits / compensation

Attend high school career fairs

Get involved with Vocational Programs

Talent Development Strategy

Identify

Find talent early through diverse channels

Retain

Recognize achievements and contributions



Attract

Showcase meaningful work and culture

Onboard

Create personalized integration experience

Develop

Provide continuous growth opportunities



Personal Commitment

Reflect

What one action will have most impact?

Commit

Write down your specific next step

Share

Tell someone to create accountability

Schedule

Set timeline for implementation

Connect With Lisa Ryan



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Social

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Ready For Implementation

Monday Morning

Take your first
step toward
change

Next Month

Evaluate initial
impact

Six Months

Measure retention
improvements

One Year

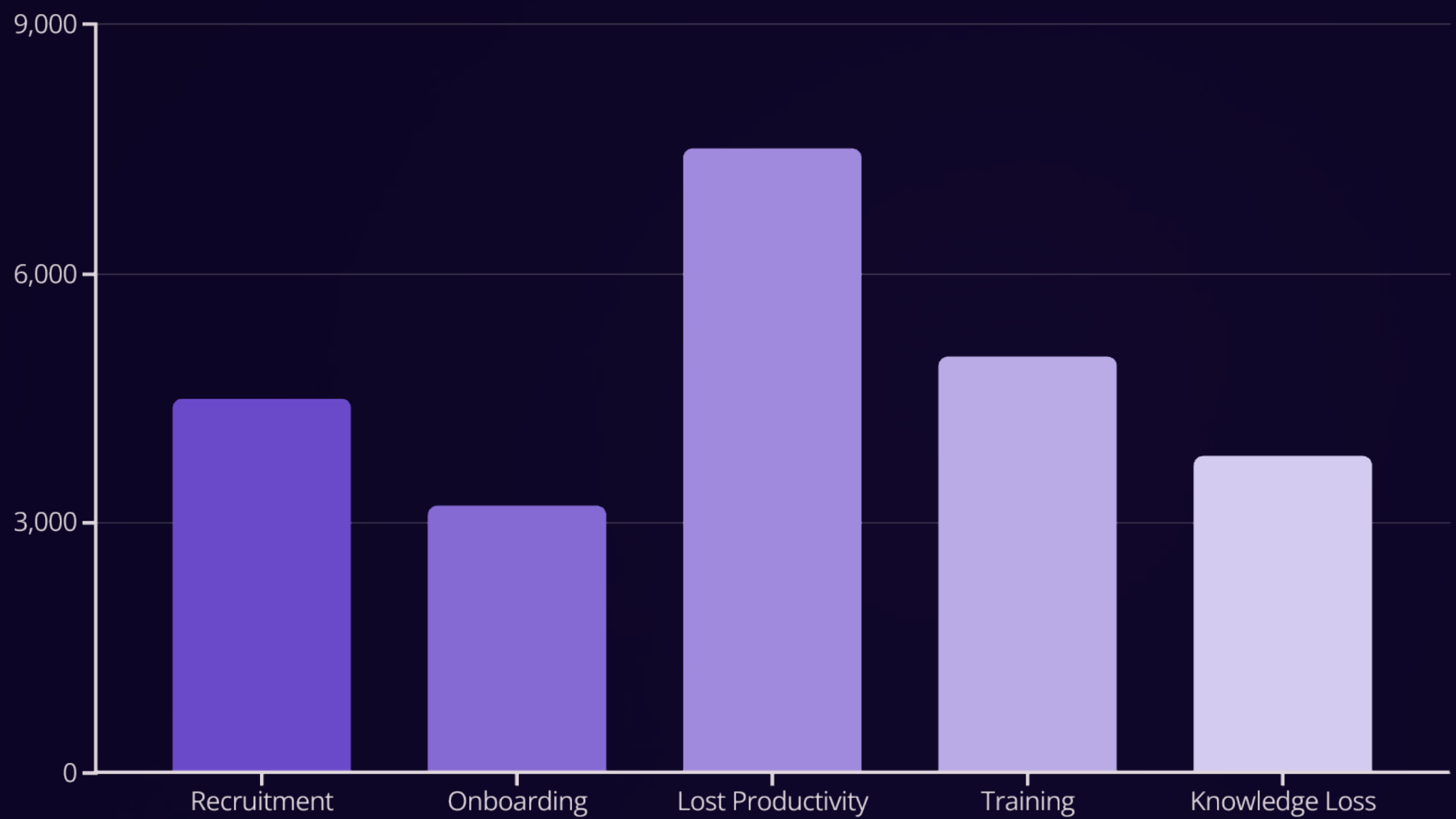
Develop
comprehensive
strategy

Generational Values Summary

Generation	Key Values	Communication	Engagement Strategy
Traditionalists	Loyalty, hierarchy	Formal, structured	Respect experience
Boomers	Work ethic, achievement	Direct, personal	Recognition, status
Gen X	Independence, balance	Straightforward	Autonomy, flexibility
Millennials	Purpose, growth	Digital, collaborative	Development, meaning
Gen Z	Security, authenticity	Visual, immediate	Technology, social impact



Retention Cost Calculator



Average cost to replace an employee: \$24,000 (varies by position and industry)

Benefits Preferences by Generation

Traditionalists & Boomers

- Healthcare coverage
- Retirement plans
- Paid time off
- Long-term care

Gen X

- Work-life balance
- Flexible schedules
- Financial planning
- Family benefits

Millennials & Gen Z

- Student loan assistance
- Mental health support
- Remote work options
- Professional development

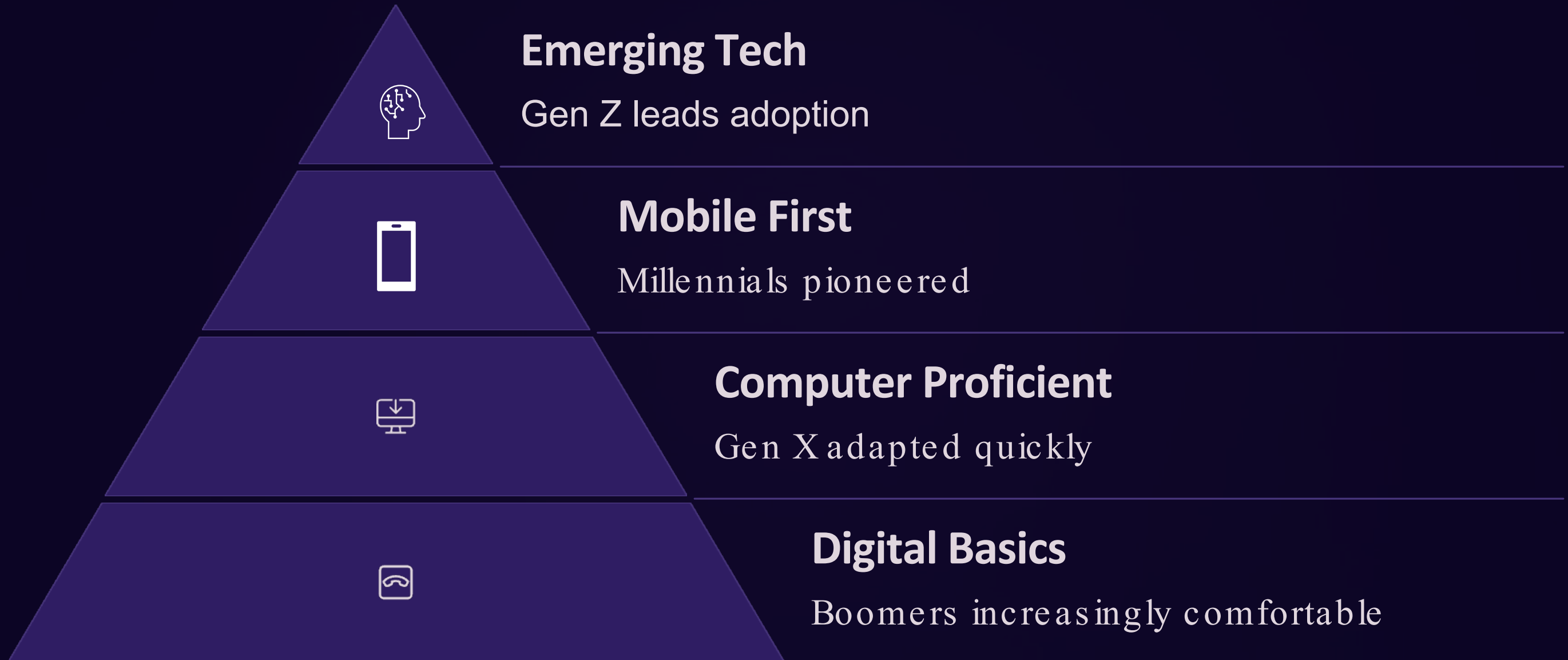


Leadership Style Evolution



Younger generations respond better to collaborative and inclusive leadership styles that provide autonomy while maintaining guidance.

Technology Adoption By Generation



Feedback Preferences

Traditionalists

"No news is good news"

Formal annual reviews

Private recognition

Boomers

Detailed performance evaluations

Public recognition

Monetary rewards

Gen X

Direct, straightforward feedback

Results-focused reviews

Autonomy as reward

Millennials/Gen Z

Continuous, immediate feedback

Coaching conversations

Growth opportunities

Onboarding Best Practices

Pre-Boarding

Engagement before first day

Day One Experience

Memorable, welcoming introduction

Role Clarity

Clear expectations and guidance

Culture Integration

Connection to mission and team

Ongoing Support

Check-ins through first 90 days

Career Development Pathways



Personalized Plans

Individual growth roadmaps



Multiple Tracks

Technical and leadership paths



Skill Building

On-demand learning resources

4

Stretch Assignments

Challenging growth opportunities

5

Continuous Coaching

Regular development conversations

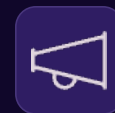


Employee Resource Groups



Community Building

Connect people with shared interests



Voice Amplification

Platform for diverse perspectives



Innovation Source

Fresh ideas from varied experiences



Leadership Development

Opportunity to build new skills

Recognition Strategies

Peer-to-Peer

Empower team recognition

Real-Time

Immediate acknowledgment
of contributions

Personalized

Tailored to individual
preferences

Public & Private

Balance visibility and comfort

Value-Aligned

Connect to organizational mission

Building Culture Across Generations



Shared Values

Unifying core principles



Open Communication

Multi-channel information flow



Inclusive Practices

Everyone feels they belong



Mutual Respect

Valuing diverse perspectives



Shared Experiences

Cross-generational connections

Learning & Development Evolution

Traditional Training
Standardized classroom approach



E-Learning
Digital self-paced programs



Microlearning
Bite-sized, on-demand content



Immersive Learning
AR/VR experiential training



AI-Powered Development
Personalized learning paths



Work Environment Preferences

Traditionalists/Boomers

- Private offices
- Structured spaces
- Formal meeting rooms
- Clear boundaries

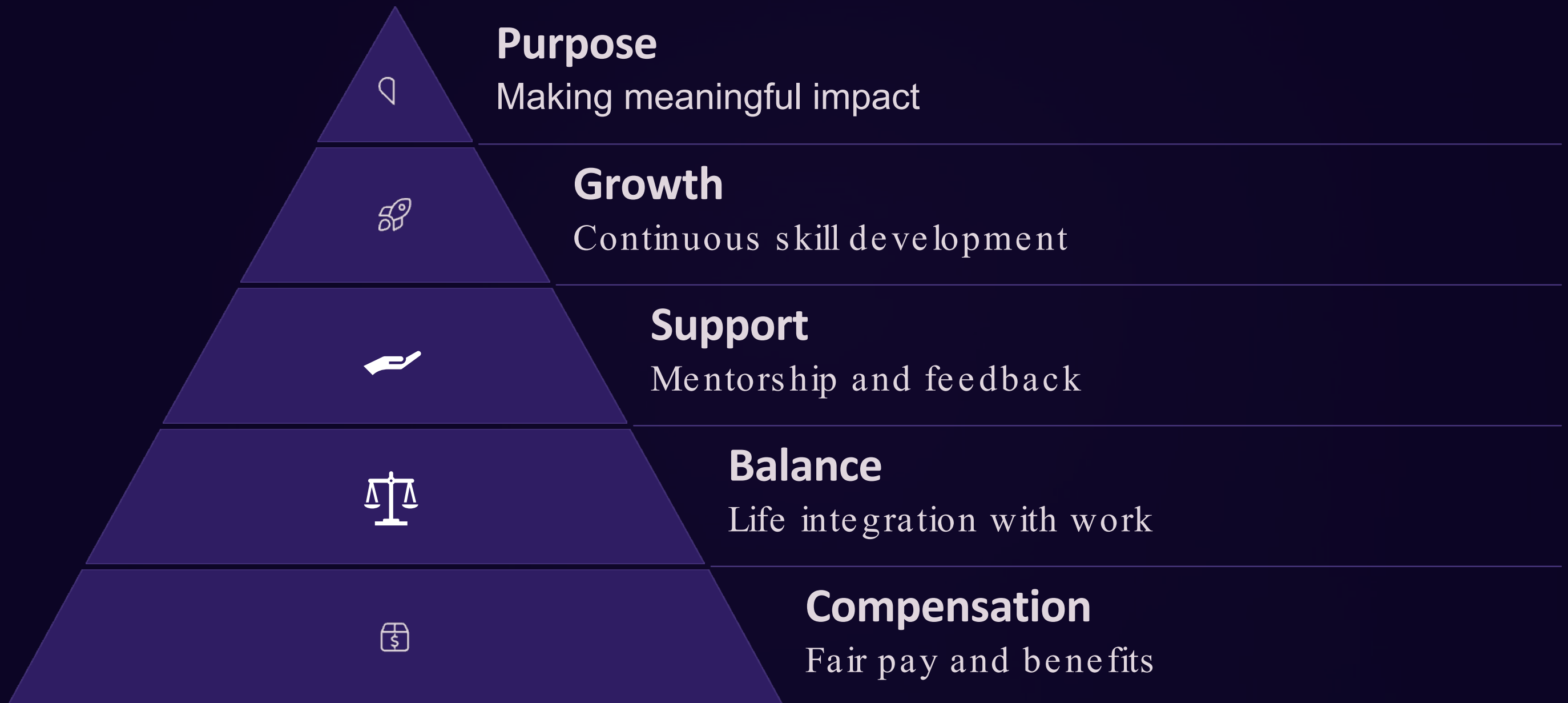
Gen X

- Blend of private/open
- Functional design
- Efficient layouts
- Technology integration

Millennials/Gen Z

- Collaborative spaces
- Casual lounges
- Amenity-rich
- Flexibility options

Millennial Career Motivators



Gen Z Workplace Priorities



Security

Stability in uncertain times



Social Impact

Making a difference in society

3

Diversity & Inclusion

Truly representative workplace

4

Technology Integration

Cutting-edge digital tools



Hybrid Work Best Practices



Digital Collaboration

Seamless tools for all locations



Inclusive Meetings

Equal voice for all participants



Location Flexibility

Choice based on work needs

Implementation Roadmap

Assessment

Audit current generational mix



Prioritization

Identify highest impact changes



Team Formation

Cross-generational implementation group



Pilot Programs

Test strategies in contained environment



Measurement

Track engagement and retention metrics



Refinement

Continuous improvement cycle

