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GEORGIA CHAMBER
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Communicating with Multiple Generations in the Workplace



Baby Boomers (1946 - 1964)

- 25% of the U.S. workforce
- Retiring at a rapid rate
- Most experienced in workforce

Generation X (1965 - 1976)

- 33% of the U.S. workforce
- Millennials just took over top spot for majority of workforce
- Many in Senior Management
- Used to working with both Boomers and Gen X
- Many in Middle - Senior Management

Millennials (1977 - 1994)

- 35% of the U.S. workforce
- Focused on social responsibility with an ingrained knowledge of technology
- Introduced “Job Hopping”
- Moving into Middle- & Senior-Management positions
- No longer the new kids on the block

Generation Z (1995 - 2010)

- 5% of the U.S. workforce
- 61 Million Strong
- New ideas for work culture
- Used to technology



What Generation Are You?



Digital Natives vs Digital Adapters

- Preference for informal mediums like text or IM
- Voicemail phobia
- Consistent use of each channel
- More frequent, shorter messages

- Preference for phone calls
- Reluctance with new technology
- Inconsistent use of each channel
- Higher quality, less frequent messages



Returning to the Office: The Multigenerational Approach





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Thank You!