



# IMPACT OF GENERATIONS ON ORGANISATIONS

“HR TRANSFORMATION: EMBRACING NEW TRENDS”

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LIVINGSTONE



# OBJECTIVE OF THIS PRESENTATION

- Where do you belong?
- Identify & highlight the main generations within today's workforce
- Understand the advantage of generation diversity in the workplace
- Identify the impact of generation differences
- Learn how to adapt and leverage them on different generations.



5% 10%  
85%

WHERE DO YOU BELONG?



# THE MAIN GENERATIONS AT WORK

1946 - 1964



**BABY BOOMERS**

Baby Boomers  
25% of today's  
workforce Aged-  
57-77

1965 - 1980



**GEN X**

Gen X 33% of  
today's workforce  
Aged 42-56

1981 - 1996



**MILLENNIALS**

Gen Y 35% of  
today's workforce  
Aged 26-41

1997 - 2010



**GEN Z**

Gen Z 5% of  
today's workforce  
Aged 12-25

*Yangueni*  
CHENDELA

#unstoppable



# BABY BOOMERS

Baby boomer" refers to a member of the demographically large generation born between the end of WWII and the mid-1960s.

Because of their high numbers and the relative prosperity of the U.S. economy during their careers, the baby boomers are an economically influential generation.

- Strong work ethic. Baby boomers aren't afraid to put in a hard day of work. ...
- Self-Assured. This generation is independent and self-assured. ...
- Competitive. Baby boomers like competition. ...
- Goal-centric. ...
- Resourceful. ...
- Mentally focused. ...
- Team oriented. ...
- Disciplined.



## GENERATION X IMPORTANT CHARACTERISTICS

Generation X refers to people born during the early to mid-1960s through 1980. Generation X, also called Gen Xers, grew up with minimal adult supervision and thus learned the value of independence and work-life balance. They also appreciate informality, are technologically adept, flexible and highly educated.

Generation X is more direct.

Professionals from Generation X are more direct than Millennials and Gen Zers, meaning they appreciate having more open and honest conversations. Gen Xers don't care about niceties.

"Often I feel that I can be much more straight with Gen Xers," said Samantha Skey, CEO of SHE Media. "So I'm able to operate a bit more naturally with Gen Xers,"

Generation X professionals embrace feedback and don't let negative feedback keep them up at night.

While Millennials are a bit shocked when they are hit with critical feedback, Gen Xers were raised before a time when even the losing team got a trophy. As a result, they are looking for ways to improve, not ways to be praised.

Generation Xers embrace work-life balance.

Generation X is the group that started to introduce the idea of a solid work-life balance into the workforce. Gen Xers watched members of the Silent Generation and Baby Boomers turn into workaholics in a workforce that encouraged long hours and a hard grind. Instead of totally adopting this mindset, Gen X professionals instead seek a balance of work and life, and introduced the idea into the workforce. In 2018, **31% of Gen Xers reported** taking 10-19 days, compared to only 21% of Millennials.

They have a hybrid relationship with technology.

While Gen Xers weren't raised with the internet, many of them did have access to it at the start of their careers. Many Gen Xers aren't attached to their phones, but they are keen on using email to communicate. While **60% of Millennials use their phones** more than an hour per day, only 40% of Gen Xers see the same amount of screen time.



# The Millennials / Generation Y



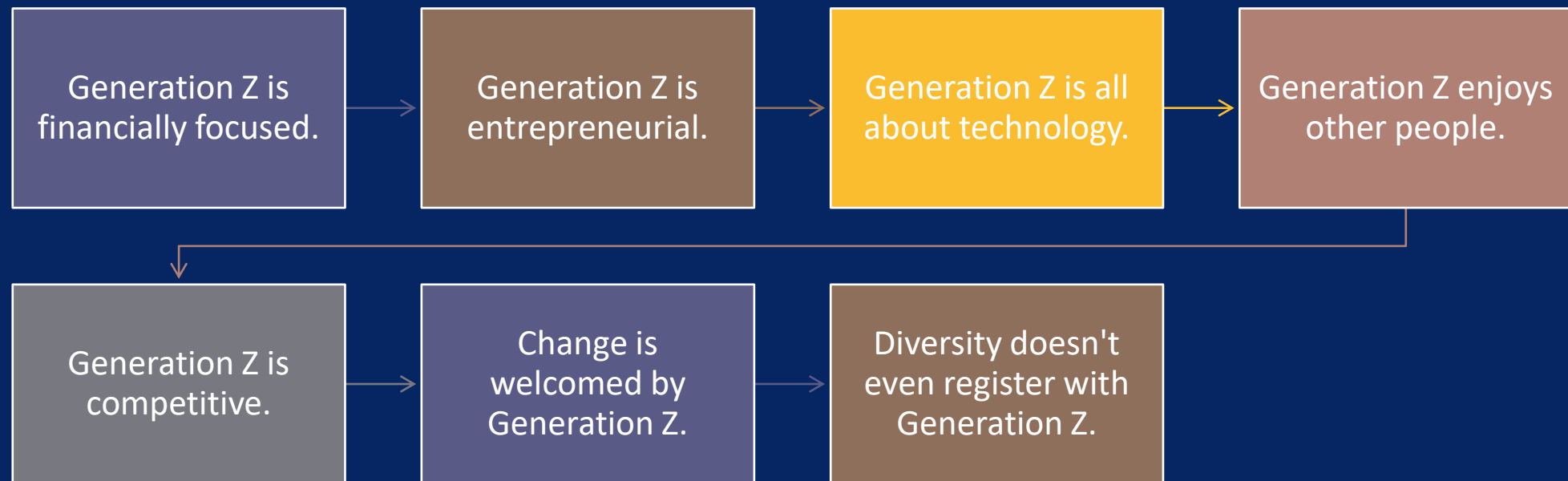
## Characteristics

- Expect real-time communication, consider email "slow"
- Visually-oriented
- Need immediate gratification
- Share information they consider valuable easily
- Friends = family
- Most likely brand advocates

## Calls To Action

- Prefer to share via text and, to come extent, Twitter
- Impulse buyers
- Will share deals as well as event information easily; willing brand advocates
- Internet or mobile coupons ideal
- Battery chargers and in-store WiFi entice
- They're likely content creators

# 10 DEFINING CHARACTERISTICS OF GENERATION Z





# WHAT MILLENNIALS & GEN Z SAY ABOUT THEIR BOSSES

01

FRUSTRATED WITH  
THEIR EMPLOYERS FOR  
NOT UNDERSTANDING  
THEM

02

THEY DON'T GET TO BE  
GIVEN ENOUGH  
FEEDBACK

03

SOMETIMES  
ORGANIZATIONS DON'T  
OFFER THEM A SENSE  
OF PURPOSE

04

THEY WOULD LIKE  
WORK WHERE THEIR  
IMPACT IS FELT AND  
APPRECIATED

# WHAT SHOULD COMPANIES DO TO RETAIN GENERATION Y & Z

YOUR RECRUITMENT AND ON BOARDING PROCESS SHOULD BE CHANGED IF YOU WANT TO SNARE THE BEST TALENT OF GENERATION Y & Z

RECOGNISE THE NEW DEMAND OF GENERATION Z WORKERS. (REVIEW YOUR DRESS CODE POLICIES, IT POLICIES, ETC)

BOOST YOUR ONLINE PRESENCE-MOST GENERATION STAFF ARE ATTRACTED TO COMPANIES WHO HAVE AN ONLINE PRESENCE.

BE AUTHENTIC AND ETHICAL.

OFFER STABILITY AND CLEAR PATHWAYS FOR CAREER PROGRESSION. WITHOUT THIS, IT WILL BE DIFFICULT TO RETAIN GENERATION Z

GENERATION Z WANTS THE OPPOSITE IF WHAT THE MILLENNIALS WANTED; THEY WANT STABILITY.

EQUIP YOUR STAFF WITH THE LATEST TECHNOLOGY

GENERATION Z WILL SWITCH JOBS IF THEY ARE NOT HAPPY.

# IMPLICATIONS FOR NOT UNDERSTANDING GENERATIONAL DIFFERENCES



**High turn over**



**Grievances and complaints**



**Demotivated workforce**



**Poor performance**



# WHAT IS THE ADVICE TO EVERY LEADER ON MANAGING THE DIVERSITY WITHIN A WORKPLACE?

- **Don't dwell on differences.** There seems to be a tendency to focus more on what is different about each generation than on what similarities might exist. Avoid the potential to accept as true the stereotypes about various generations; be alert to language that perpetuates stereotypes: "All (insert generation) are ...," or "My generation is ...."
- **Build collaborative relationships.** We understand and appreciate others more when we have the opportunity to get to know them. Creating opportunities for employees of different generations to interact in both work- and non-work-related settings can help to build relationships and minimize misunderstandings.
- **Study your employees.** Understand the demographics of your workplace as well as employee communication preferences. An annual survey can be used to help identify both differences and similarities between various employee groups.
- **Create opportunities for cross-generational mentoring.** This can work both ways—don't automatically assume that younger generations will be mentored by older generations. All age groups have opportunities to learn from each other.
- **Consider life paths.** Understand where your employees are at in their life paths in terms of responsibilities and interests, they may have outside the workplace. But don't make assumptions. It's important to remember that employees, regardless of generation, share both commonalities and differences.

# WHAT IS YOUR COMPANY DOING TO KEEP THE EMPLOYEES ENGAGED?

#CustomerServiceWeek2024  
 #CSW2024  
 #UBA@75



SI FSI Outsourcing  
 Oct 10 · 🌐

was a throwback Thursday to the good old days of  
 Our team rocked their best 90s attire for Day 4 o  
 customer Service Week.  
 #CustomerServiceWeek #90sThrowback #DressUpI



valued customers! Stay tuned for more fun as we continue to bring smiles and solutions throughout the week.  
 #CustomerServiceWeek #AboveAndBeyond  
 #StanbicSuperheroes

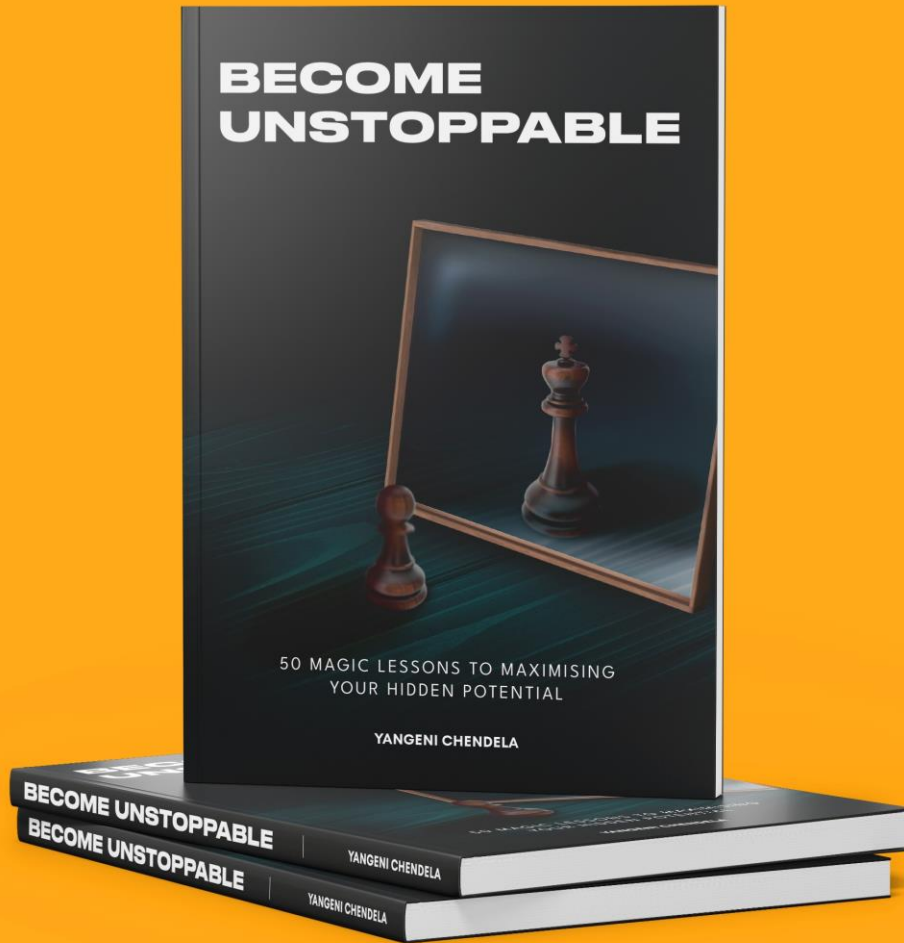
"Keep your sports jersey! Nursing! This run dress-down day was all about showing our empathy —because just like you, we at Indo Zambia Bank are passionate about teamwork and a winning spirit!"

As we commemorated World Mental Health Day, we were reminded of the powerful role sports and exercise play in boosting mental well-being.

Do not forget to visit our branches, open an account, and experience banking with a team that's always on your side!

#CustomerServiceWeek #IZBFosteringGrowth  
 #IndoZambiaBank #IZBat40 #IZB #LetsGrowTogether  
 #SupportingYouDevelopingZambia





# CONCLUSION

IT IS AN OWNER'S RISK FOR ANY EMPLOYER TO IGNORE THE DEMANDS OF THE CHANGING TRENDS WITHIN A WORK FORCE.

*“ONLINE PRESENCE MAY NOT HAVE HAD ANY IMPACT 20 YEARS AGO, BUT TODAY, IT DETERMINES WHETHER NEW STAFF SHOULD JOIN YOU OR NOT”*

- Yangeni Chendela

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# WANTS AT WORK



To lead a multi-generational team, you need to understand each generation's values and drivers. Use this guide for quick insights. But remember — each person is unique. Tailor your approach to meet individual needs.

	<b>BABY BOOMERS</b> (1946 – 1964)	<b>GEN X</b> (1965 – 1980)	<b>MILLENNIALS</b> (1981 – 1996)	<b>GEN Z</b> (1997 – 2012)
<b>DEFINING TRAITS</b>	Optimistic, mentor-focused, resilient	Independent, resourceful, strong communicators	Tech-savvy, collaborative, socially conscious	Digitally native, entrepreneurial, embrace diversity
<b>CORE VALUES</b>	Hard work, loyalty, financial security, achievement	Autonomy, balance, efficiency, pragmatism	Purpose, growth, teamwork, continuous learning	Individuality, authenticity, recognition, mental health
<b>WORK STYLE</b>	Goal-oriented, prefer clear hierarchy	Self-reliant, focused on results, value flexibility	Collaborative, tech-enabled, thrive on feedback	Adaptable, tech-centric, thrive in flexible settings
<b>COMMUNICATION PREFERENCES</b>	In-person, phone calls	Email, direct communication	Instant messaging, collaborative platforms	Digital-first, prefer texting & messaging apps
<b>PREFERRED BENEFITS</b>	Retirement plans, healthcare	Flexible schedules, remote work	Career development, wellness programs	Hybrid work, mental health support
<b>HOW TO LEAD</b>	Encourage mentorship, recognize experience	Provide autonomy, focus on outcomes	Offer feedback, clear paths for growth	Prioritize mental health, offer flexible schedules

## QUICK GUIDE FOR INSIGHTS ON THE GENERATIONS AT WORK