

An aerial photograph of a golf course, showing several green fairways and sand traps. The image is used as a background for the text.

**ATTRACTING TOMORROW'S TALENT  
WITH TODAY'S LEADERS**

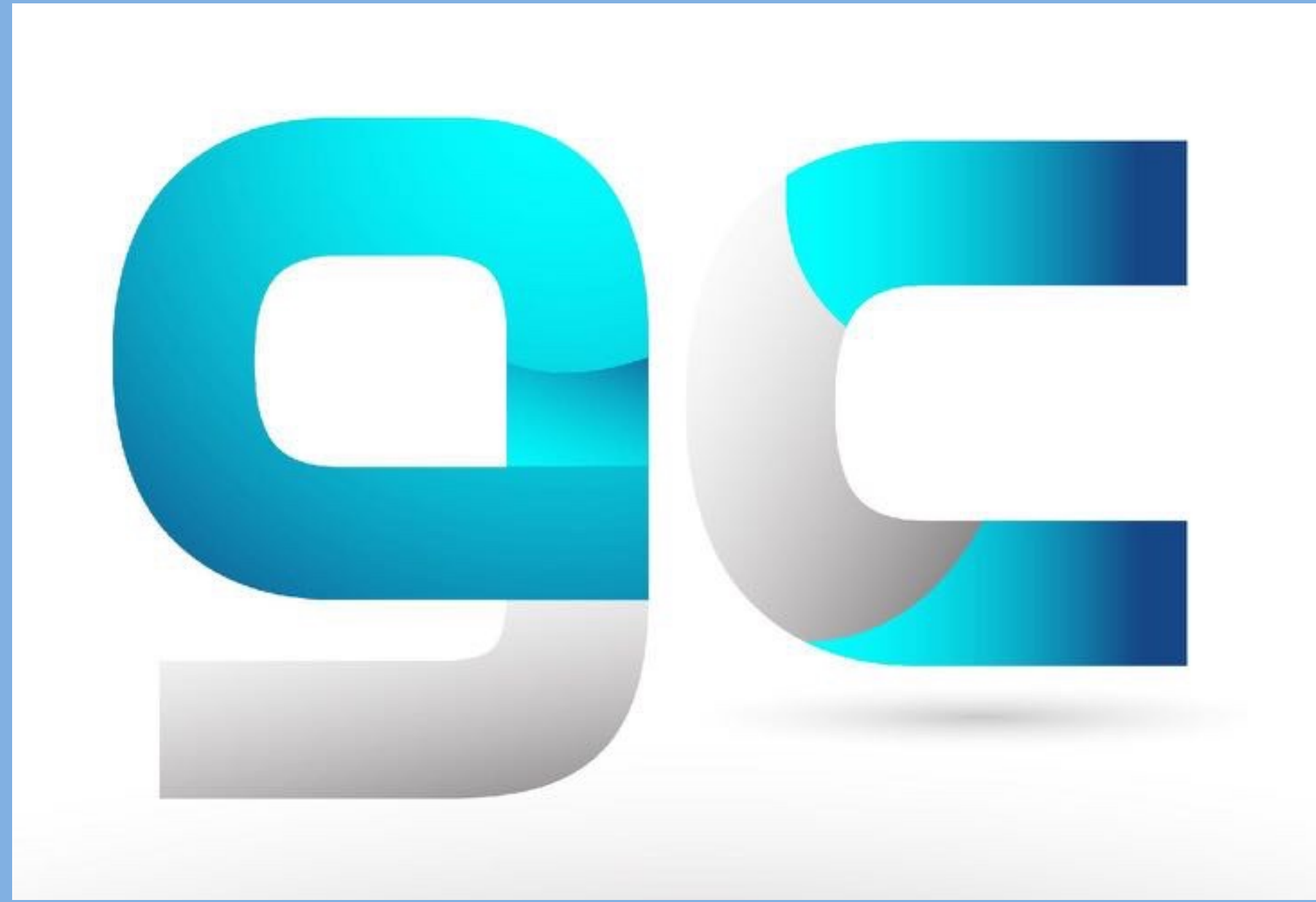
**STEVE BENCH**

**“NOW HIRING?”**









**GENERATIONAL CONSULTING**

**STEVE BENCH**

THE  
PITCH

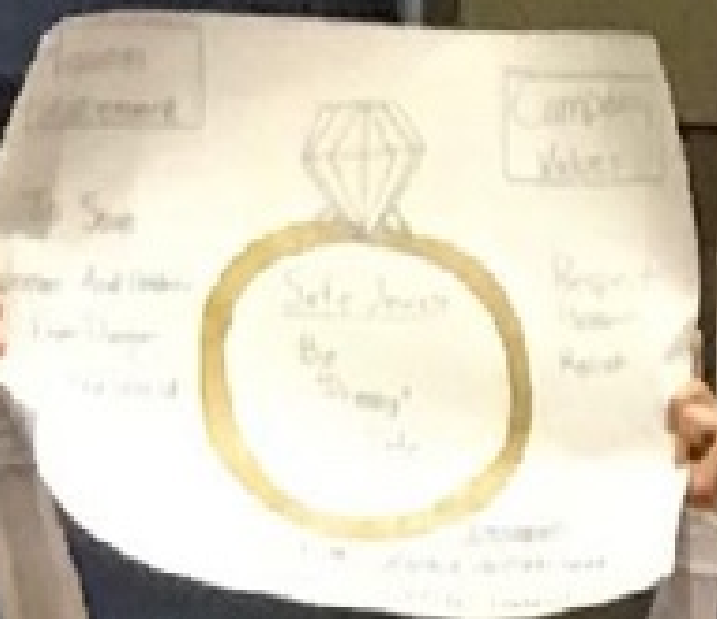




ANY WEAR  
Shoes

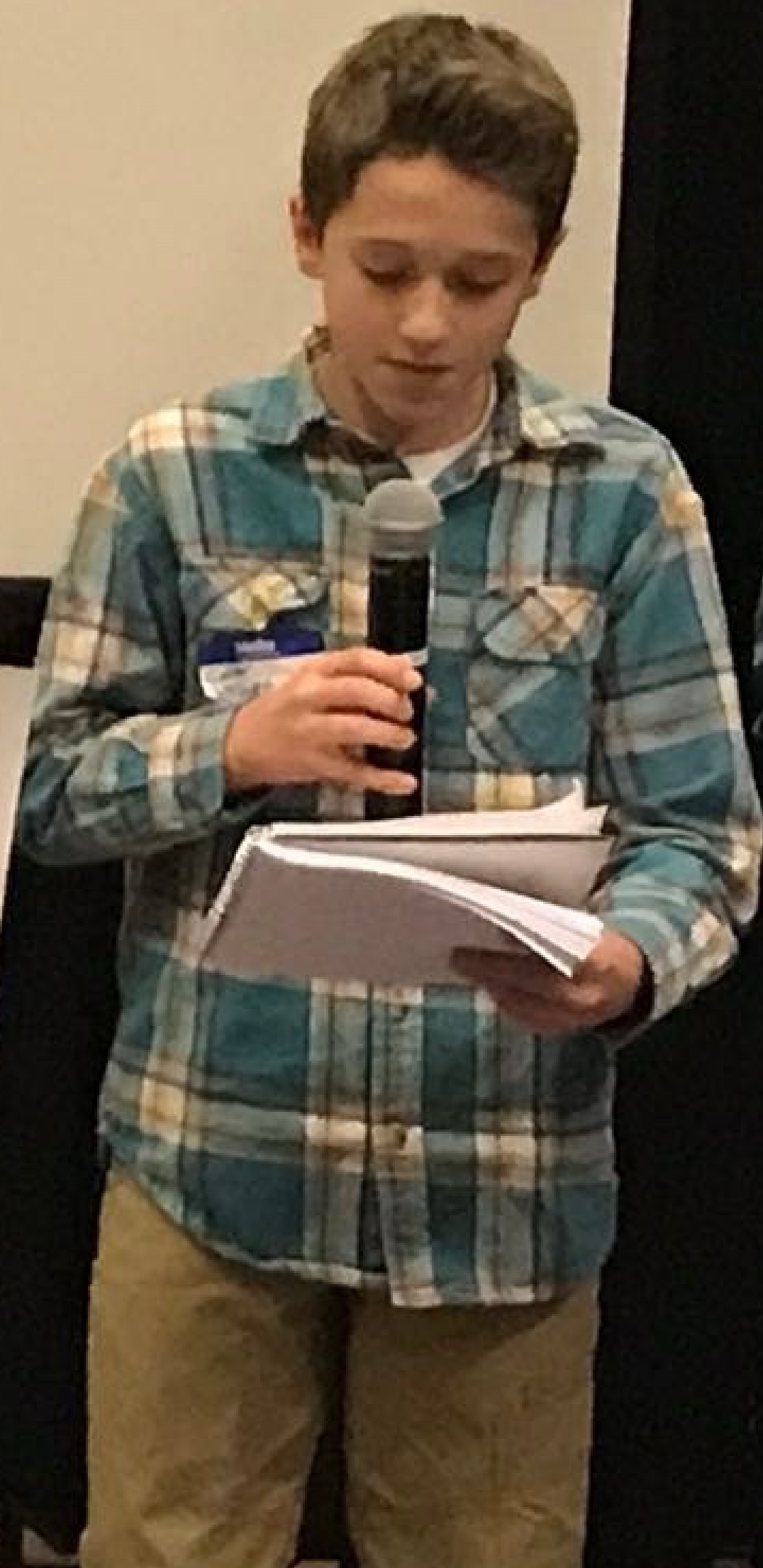
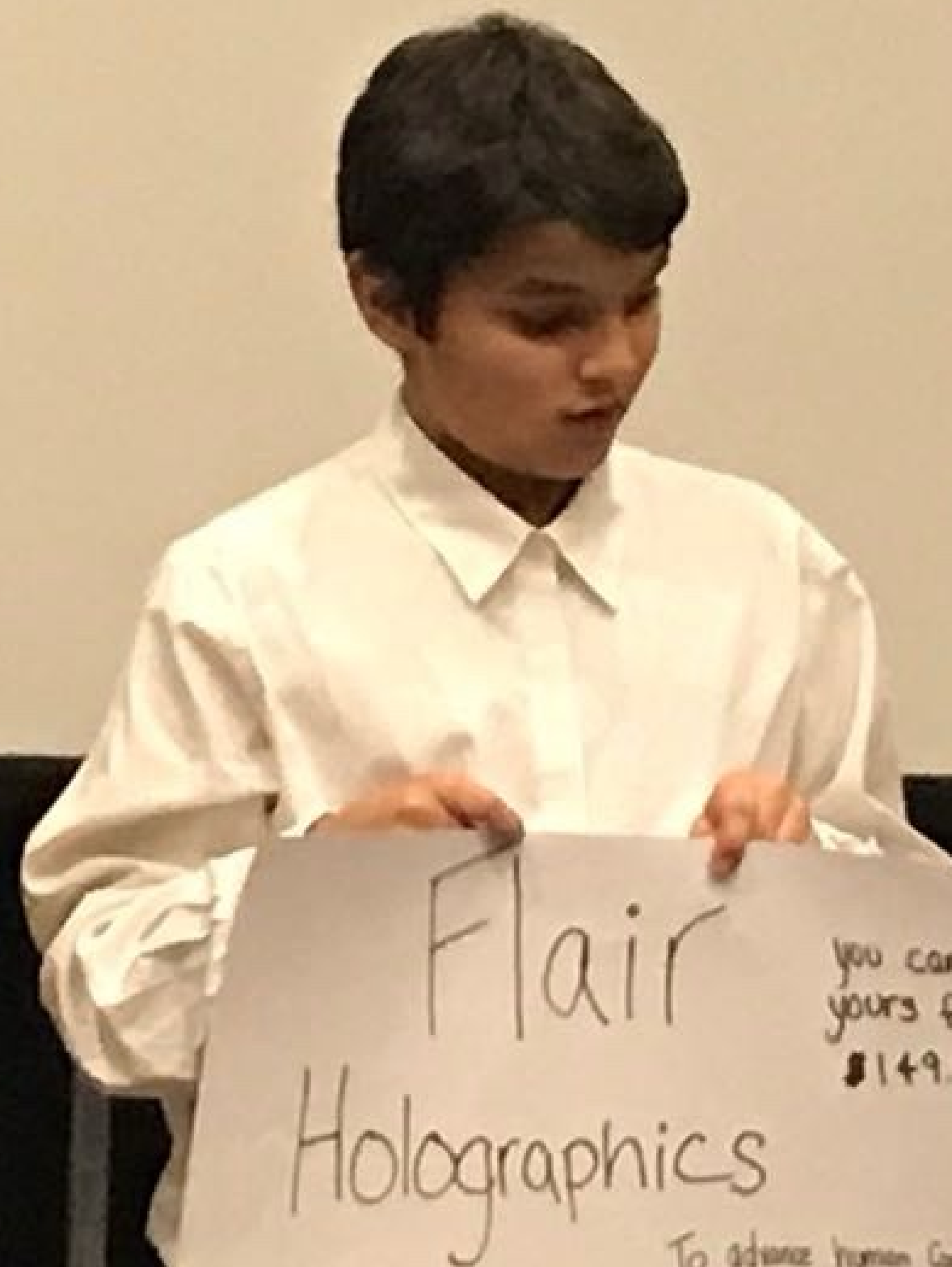
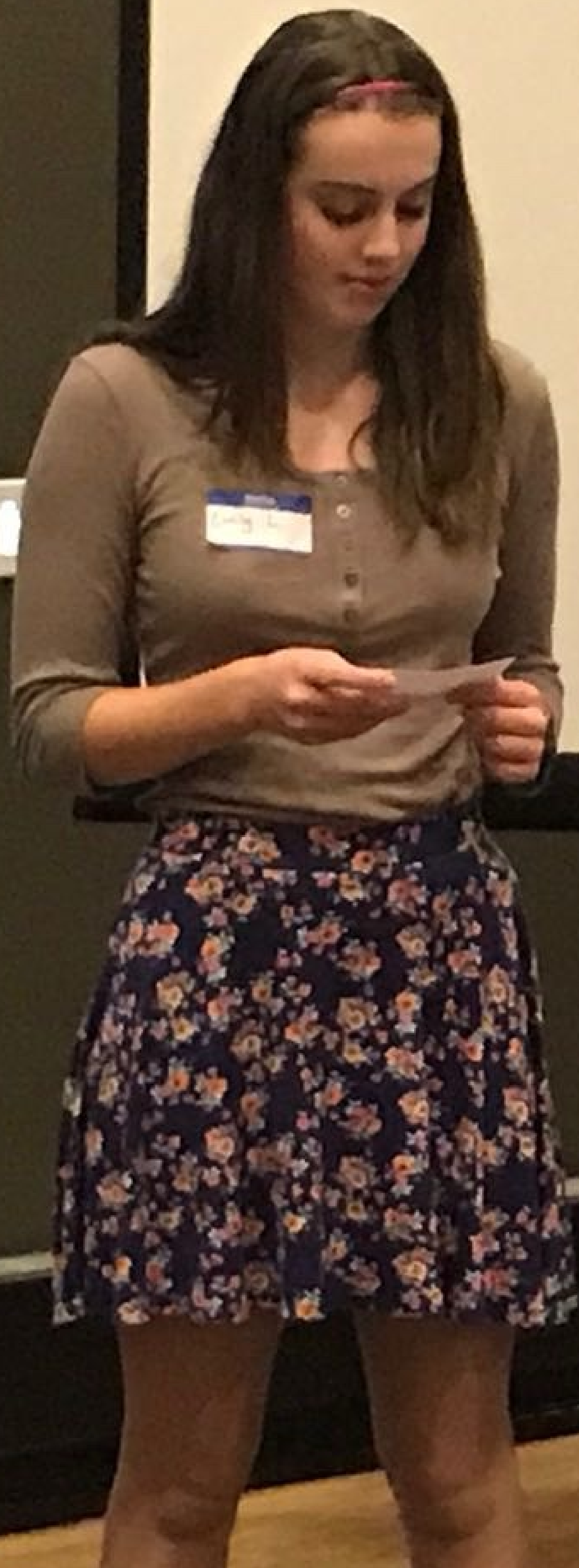
Golden Paws

AM



"2 paws are better than 1"

Stay safe to the future



Flair  
Holographics

you can get yours for \$149.99

To advance Human Connections  
Add Drug pictures to a whole  
New level

# CAMP CHAMPS





Relief  
Hannah V

GYMNASTICS

Safe Jewels  
Beid... safe  
Possi... Relief  
To Save  
Women And Children  
From Danger  
Around The World

# MILLENNIALS



# 6 GENERATIONS TO UNDERSTAND!?

**VETERANS**  
**BOOMERS**  
**GENERATION X**  
**MILLENNIALS**  
**GEN Z**  
**GEN ALPHA**



# THE GENERATIONS

**Veterans** 1925-1945 (81-101)

**Baby Boomers** 1946-1964 (62-80)

**Generation X** 1965-1980 (46-61)

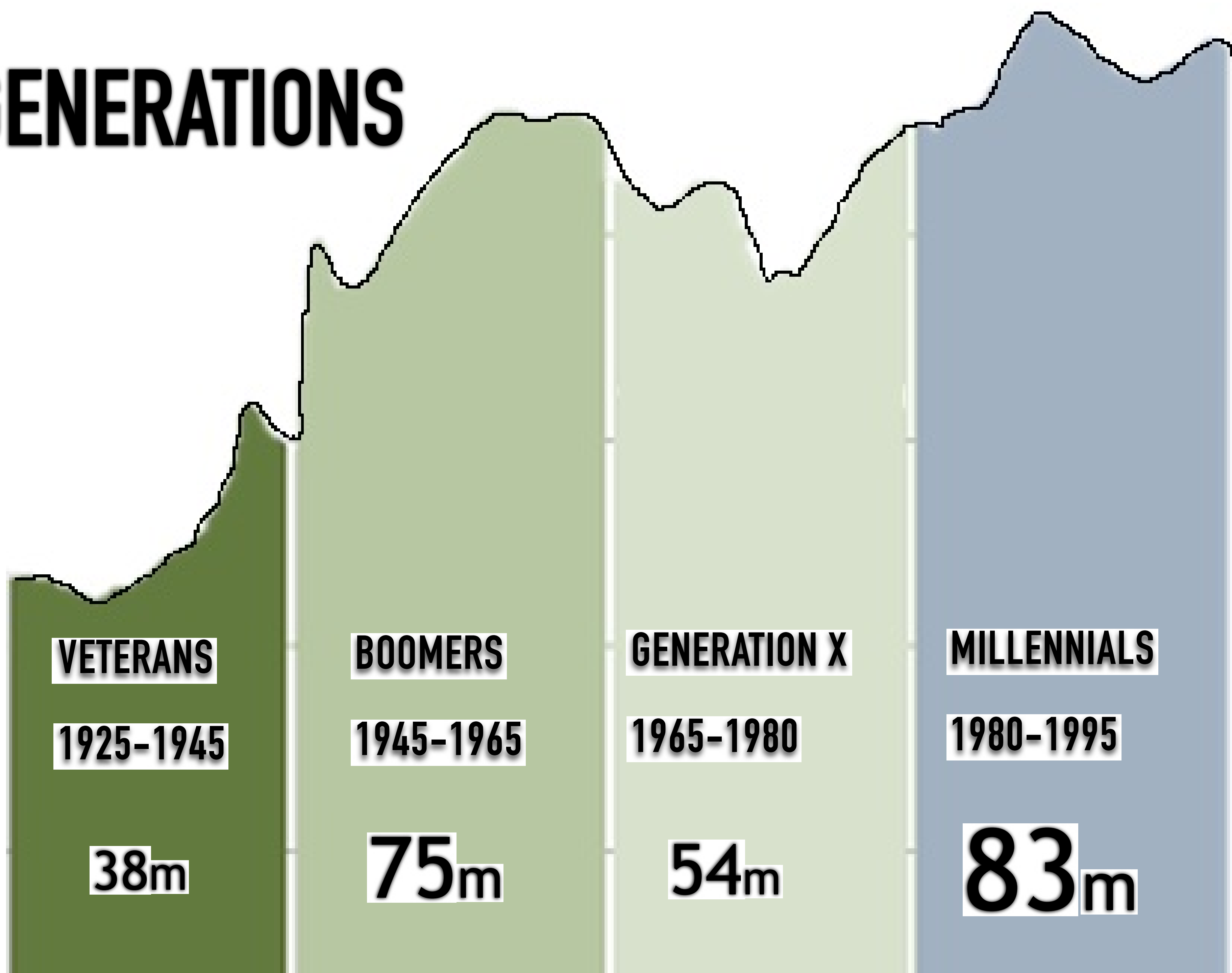
**Millennials** 1981-1995 (31-45)

**Generation Z** 1996-2010 (30-16)

**Gen Alpha?** - **NO WAY!** COVID KIDS! 2011-?



# THE GENERATIONS





**WHAT  
GENERATION  
DO YOU  
IDENTIFY WITH?**



**WHAT MAKES A GENERATION?**

# VETERANS





# IDENTITY THROUGH WORK



**CHILDHOOD TRAUMA  
SACRIFICE, HARD WORK**

**WHAT DID SOCIETY EXPECT?  
WORK ETHIC/RELIABLE**

**LEADERSHIP STYLE?  
COMMUNICATION STYLE?**

# ***BABY BOOMERS***



**SOCIAL SECURITY**

**BABY BOOMER**

**RAISED BY VETERANS**

**CIVIL RIGHTS**

**DO RIGHT BY YOUR PARENTS**

**WORK HARD – PLAY HARD**

**AMERICAN DREAM**

SIGNATURE

# ***BABY BOOMERS***

**Adulthood**

**BEING AN ADULT:  
HOLD A JOB/RELIANT  
FIND A SPOUSE  
START A FAMILY  
BUY A HOUSE  
\*\*BUY A CAR**





# ***BABY BOOMERS***

**Parenting**

**MY KID IS SPECIAL  
MORE CHANCES  
MORE COMMUNICATION  
SUPPORT & ASSISTANCE  
PROTECTED FROM FAILURE  
\*\*AND FULL ACCOUNTABILITY?**



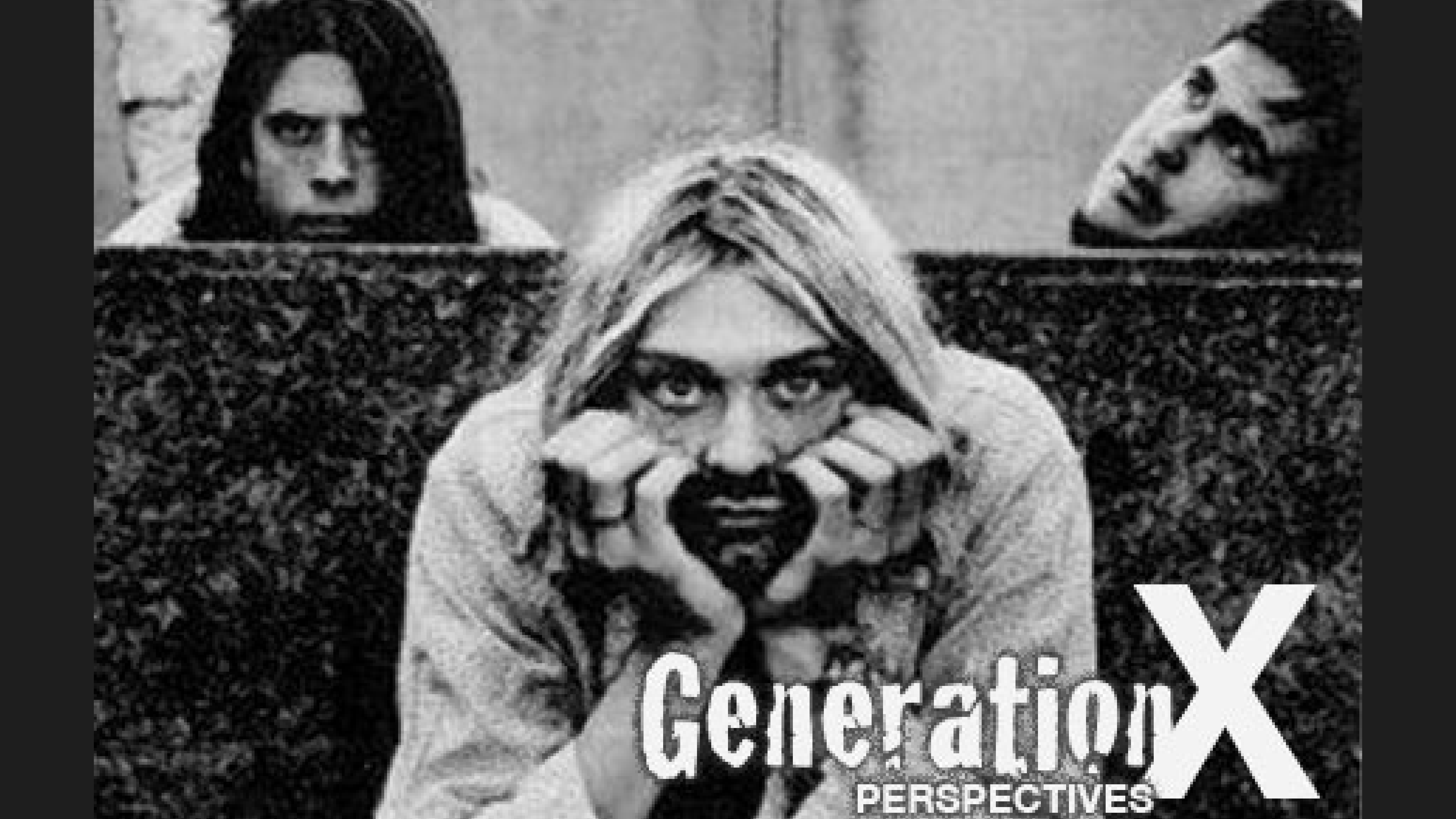
A photograph of a man and a young boy. The man, on the left, is smiling and has his hand on the boy's shoulder. The boy, in the center, is wearing a green soccer jersey with a patch on the sleeve and is holding a large, ornate gold trophy. The background is a clear blue sky.

KIDS RAISED TO FEEL:

POWERFUL

IMPORTANT

SUCCESSFUL



# Generation X

PERSPECTIVES

— I'M A —  
WOODEN SPOON  
LEAD PAINT  
NO CAR SEAT  
NO BIKE HELMET  
BED OF PICKUP  
RIDING  
GARDEN HOSE  
DRINKING  
— SURVIVOR —

# *GENERATION X*

**New Reality**

**PARENTS STRUGGLED  
FACTORIES CLOSED  
ECONOMY IS CHANGING!  
LOYALTY OATH BROKEN?  
WORK = IDENTITY?**



# *GENERATION X*

## Childhood

KIDS OF DIVORCE  
MOM AT WORK  
LATCHKEY KIDS  
SUPERVISED 24/7?  
NO WAY!



# *GENERATION X*

Childhood

**INDEPENDENT CHILDHOOD**

**AVERAGE SUMMER DAY:**

**KICKED OUT THE DOOR**

**GO PLAY...**

**DIDN'T COME HOME UNTIL??**



# *GENERATION X*

## TRAITS

### INDEPENDENT

“WE RAISED OURSELVES!”

### RESILIENT

FACED CONSEQUENCES OF ACTIONS

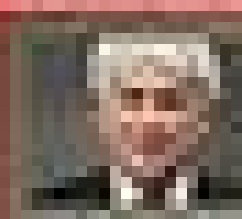
ABLE TO HANDLE ADVERSITY

### SELF RELIANT

NO ADULTS SWOOPING IN TO “FIX” IT

# SELF ESTEEM MOVEMENT





Let's Don't Think  
Gingrich  
White House Gov

Downside of War  
The Private Home  
CUTTON



Obama is Bringing  
The U.S.  
Back to Reality

# TIME

## The Case Against Over-Parenting

Why Mom  
and Dad need  
to cut the strings  
BY NANCY COHEN



# ***GENERATION X***

**Dilemma**

**IT WAS A BOOMERS WORLD**

**2 BOOMERS FOR EVERY X'ER**

**NO ONE WAS LISTENING!**

**GEN X HAD TO CONFORM**



# WORKFORCE Reality



*Boomers Retiring*

*Too Few Gen Xers*

*Employees Have Leverage?*

*We Need Them > They Need Us!*

# MILLENNIAL LEVERAGE

*New Status Quo*

*Safety Net*

*Peter Pan Generation*



# MILLENNIAL LEVERAGE

*Delayed Life Stages*

*Marriage & Kids*

*Mortgages & Debt*

**NOT YET!**

**↑ MOBILITY**



# MILLENNIALS



# **THE CHALLENGE: COMMUNICATION**

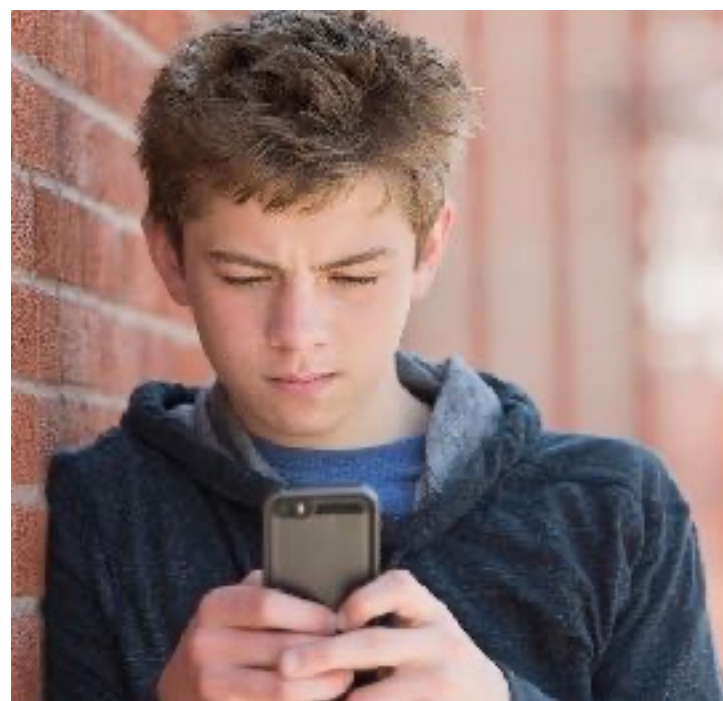
**YOUNG EMPLOYEES ARE MOST DISENGAGED?**

**DO JOBS COMPETE WITH OR COMPLIMENT MY LIFE?**

**BUILDING A CAREER TAKES TIME!**

**PATIENCE IS NOT A MILLENNIAL STRENGTH**

**IF IT'S NOT A FIT, I'LL JUST QUIT!**



# EXPECTATION DIVIDE?



# **CLOSE THE EXPECTATION DIVIDE & IMPROVE COMMUNICATION**



**WIN OVER LEADERS**

**ADDRESS STEREOTYPES**

# COMMON STEREOTYPES

***#1 Too Much Feedback***

***#2 Can't Handle Criticism***

# Old Rule

*“No News is Good News”*

*Not Anymore!*

*Supervised & Validated*

*Constant Dialogue*

# YOUNG PROFESSIONAL FEEDBACK

*“Don’t make me feel dumb  
when I mess up”*

*“Don’t treat me like a child”*

*“Not being taken seriously”*

# KEYS TO SUCCESS

# TRUST

*Feedback Is Key!*

*Feedback Builds Trust*

*Trust Builds Loyalty*

*Trust Enables Criticism*

*CONNECT* before we *CORRECT*



# WAYS TO BUILD

# MY TRUST

*Find Common Ground*

*Show Vulnerability - No Ego!*

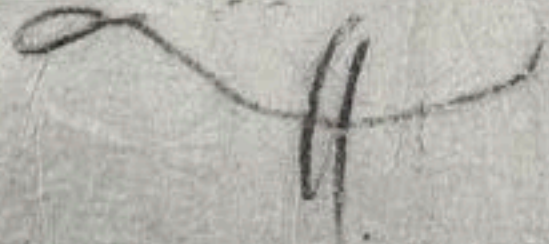
*Be Authentic (not fake)*



Hey Hottie,  
give me a  
call. If you want  
to, ask me for  
my number.

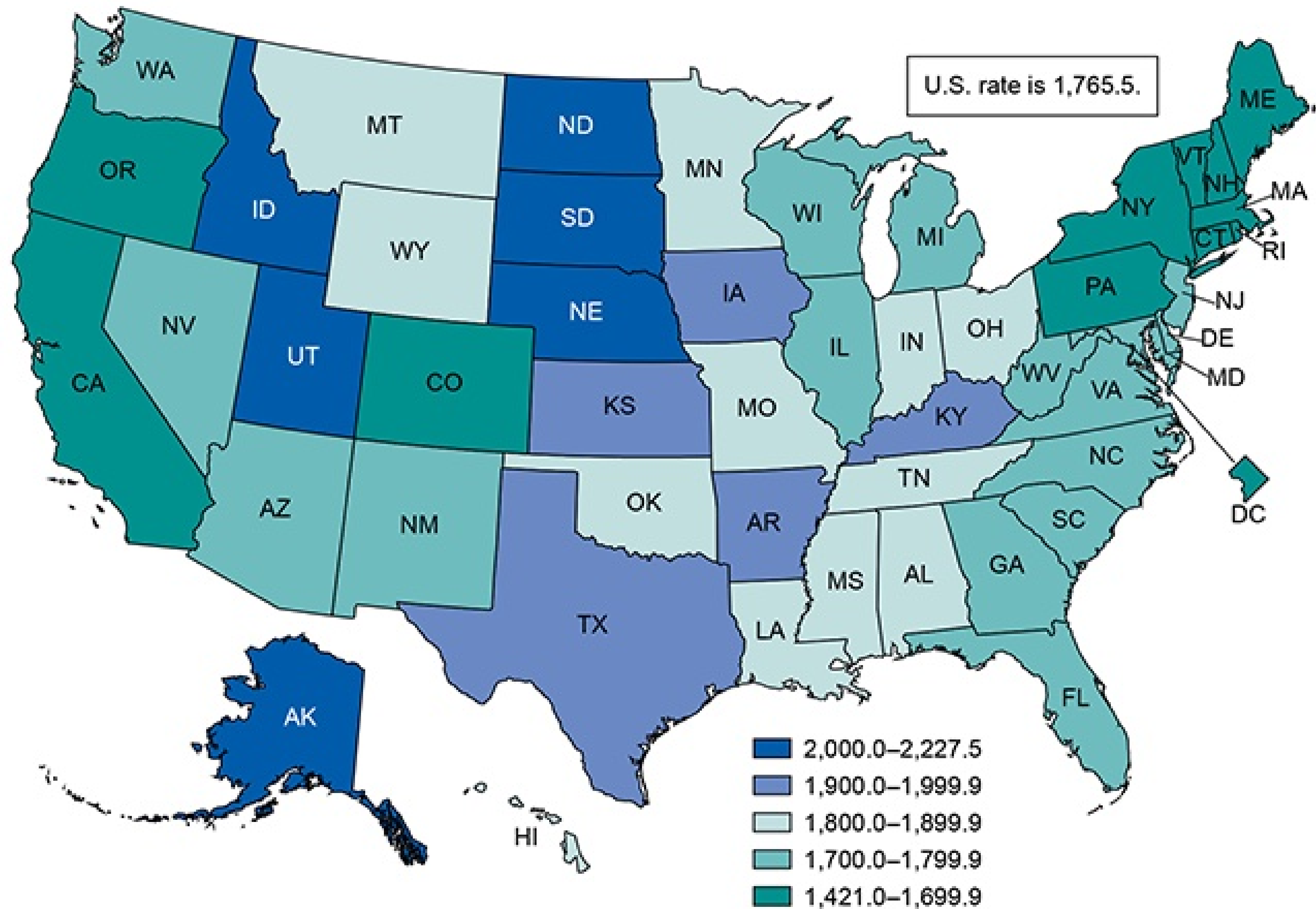
- Stevie  
love  
VA

NIKKI  
800 588 2300



**EMOTION OR LOGIC?**

**DEMOGRAPHICS**



# LIVE BIRTHS PER 1000 PEOPLE

Zoom

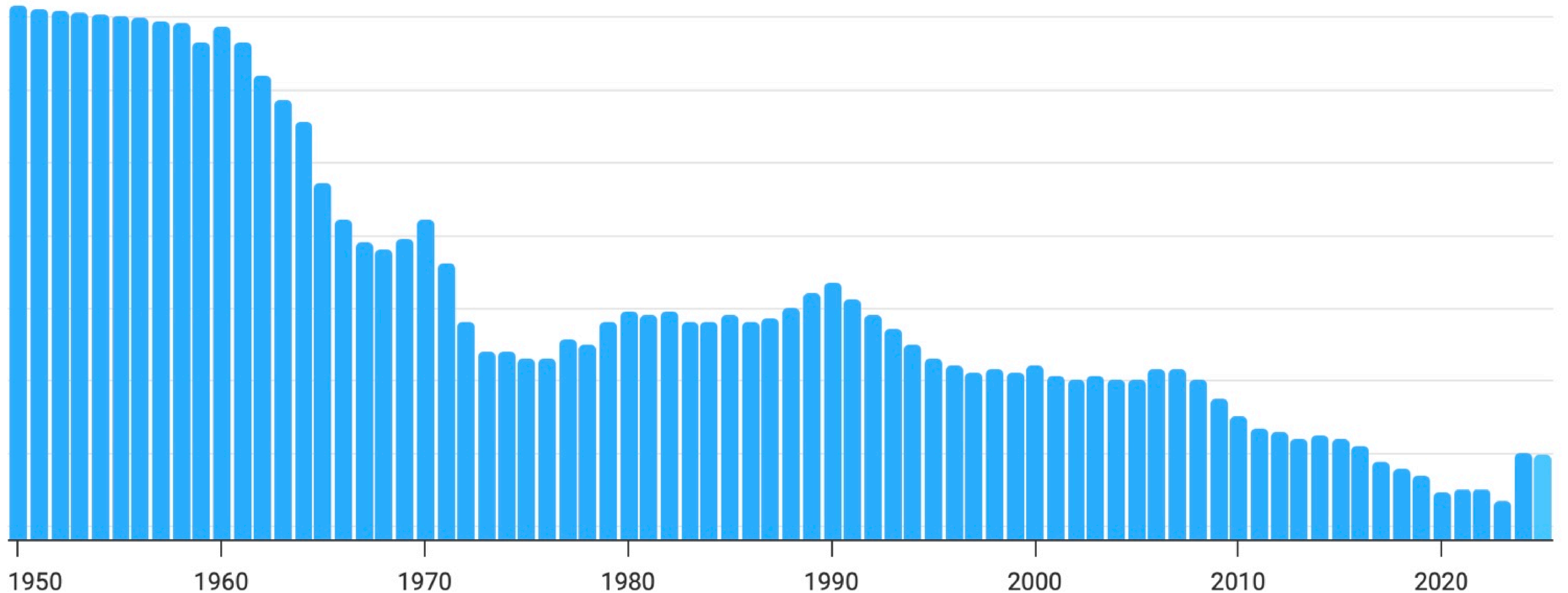
10Y

20Y

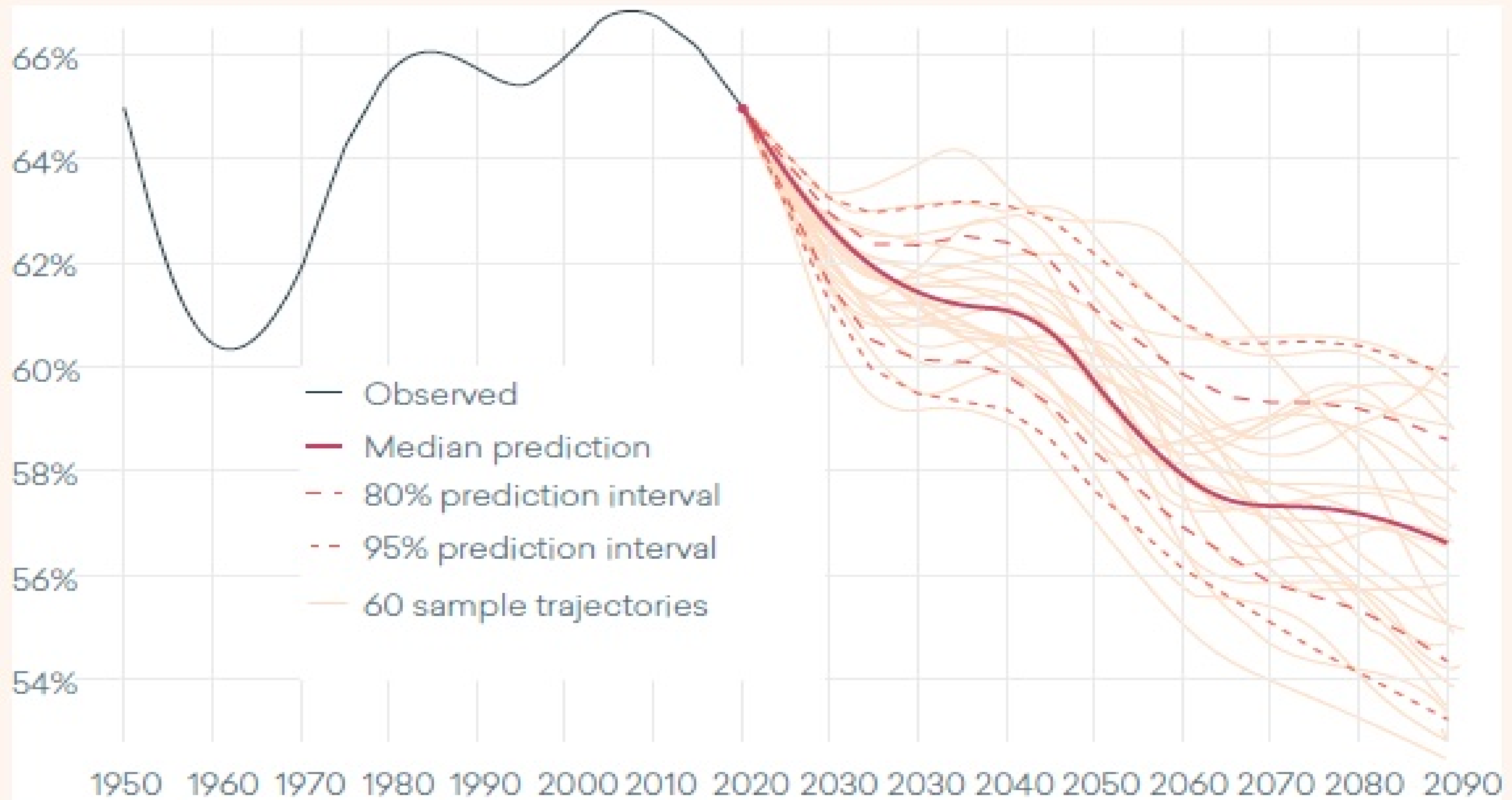
30Y

40Y

All



# U.S.: % OF POPULATION AGE 15 – 64



Source: United Nations, DESA, Population Division

# GENERATION Z HAS ARRIVED



**PEOPLE BORN IN 1900'S GOTTA STICK TOGETHER!**

# DURING JOB INTERVIEWS, EMPLOYERS SAY RECENT COLLEGE GRADUATES HAVE...

<b>STRUGGLE WITH EYE CONTACT</b>	<b>53%</b>
<b>ASKED FOR UNREASONABLE COMPENSATION</b>	<b>50%</b>
<b>DRESSED INAPPROPRIATELY</b>	<b>47%</b>
<b>USED INAPPROPRIATE LANGUAGE</b>	<b>27%</b>
<b>REFUSED TO TURN ON CAMERA DURING A VIRTUAL INTERVIEW</b>	<b>21%</b>
<b>BROUGHT A PARENT TO THEIR INTERVIEW</b>	<b>19%</b>

**INTELLIGENT.COM SURVEY  
DECEMBER 2023  
800 EMPLOYERS**

# HOW IS GEN Z DIFFERENT THAN THE MILLENNIALS?





***PLAY-BASED  
CHILDHOOD***

***INDEPENDENT  
RESILIENT  
SELF-RELIANT***

# *SCREEN-BASED CHILDHOOD*



# ***GENERATION Z***

# ***Differences***

***See World in Real Time***

***Smartphones & Social***

***Algorithms & PTSD?***

***Nation Divided, World on Fire***



# DISTRUST FOR AUTHORITIES?

**OLD RULE: DEFER TO AUTHORITY & INSTITUTIONS**

**MILITARY, PARENTS, TEACHER, DOCTOR, NEWS, MEDIA**

**NOW: CHALLENGE AUTHORITY! SMARTPHONE EXPERTS**

**WHO IS THE ENEMY IN 2026? WHAT HAS GEN Z SEEN?**

**UNITED WE STAND, DIVIDED WE FALL**



A FAREED ZAKARIA  SPECIAL

# DISCONNECTED

LIFE IN A DISRUPTIVE DIGITAL AGE

# PERCENT OF U.S. TEENS WHO SAY...

## 8<sup>TH</sup>, 10<sup>TH</sup>, AND 12<sup>TH</sup> GRADERS, 1991-2021



SOURCE: MONITORING THE FUTURE/JEAN TWENGE/'GENERATIONS'

A young boy with brown hair, wearing a dark blue hoodie, is looking down at a smartphone he is holding in his hands. He has a serious, almost worried expression on his face. The background is a blurred brick wall.

# **IS THE LADDER BROKEN?**

**LONELY**

**ISOLATED**

**DEPRESSED**

**LACK FAITH**

**IN OUR**

**INSTITUTIONS**

# FINDING MY PURPOSE

**AM I GOING TO BE HAPPY?**

**RISK AVERSE DIGITAL NATIVES**

**DIGITAL FOOTPRINT – ALWAYS WATCHING**

**MY VISION OF ADULT HAPPINESS**

***“WHAT IF I’M NOT GOOD ENOUGH?”***



# ADULT IDENTITY

SHOW THEM

*Expertise Not Required!*

*Help You Build Some*

*Provide What You Need*

*Show You Who Came Before*



GOATS  
+  
AKHZB?

# OUR OPPORTUNITY



**LEAN IN > OPT OUT**

**WORKPLACE = GEN Z "SOCIAL CAPITAL"**

# GENERATION Z



*Life Stage*

*Learning Style*

*Access*

*Control & Voice*



# MANAGING TALENT

Life Stage

*Decision Profile*

*Work Family*

*Emotional Connections*



# GENERATION Z

Learning Style

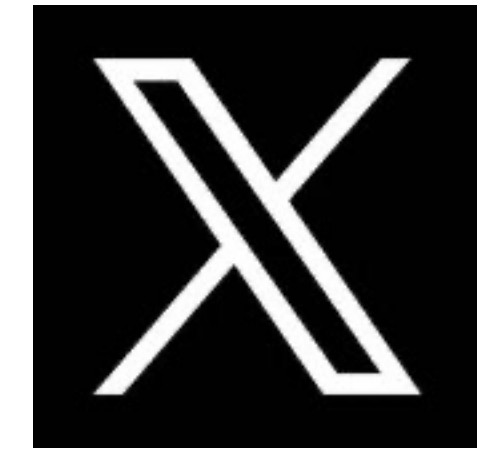
*Interactive vs Passive*

*The iPhone Test?*

*Online Presence?*



# HOW DOES GEN Z VIEW YOUR BRAND?



# TALENT ENGAGEMENT

*People*

*Information*

*Opportunities*

*Am I Thriving?*

ACCESS

☰ **Forbes** / Leadership / #Employers ↗

**Half Of U.S. Employees Are Actively Searching For A New Job**



**Shep Hyken**, CONTRIBUTOR

Jul 1, 2018 8:00 AM 3,522 👁



# TALENT ENGAGEMENT

*More Frequent Milestones*

*Shorter Time Horizons*

*Benefits & Recognition*

*Now Focused...1 Hour Today > Future*

**THRIVING**

☰ **Forbes** / Leadership / #Employers →

**Half Of U.S. Employees Are Actively Searching For A New Job**



**Shep Hyken**, CONTRIBUTOR

Jul 1, 2018 8:00 AM 3,522 👁



# KEYS TO SUCCESS

VOICE

*Decision Making*

*Offer Choice*

*Peer Mentors*

*Peer Nominated Awards*



***Let them weigh in, to get buy-in?***



# ***GEN Z ENGAGEMENT IDEAS***

**MONTHLY NIGHT OUT!**

**ANNUAL STAFF APPRECIATION EVENT**

**POINTS SYSTEM TO EARN BENEFITS & PERKS**

**EMPLOYEE RESOURCE GROUPS (ERGS)**

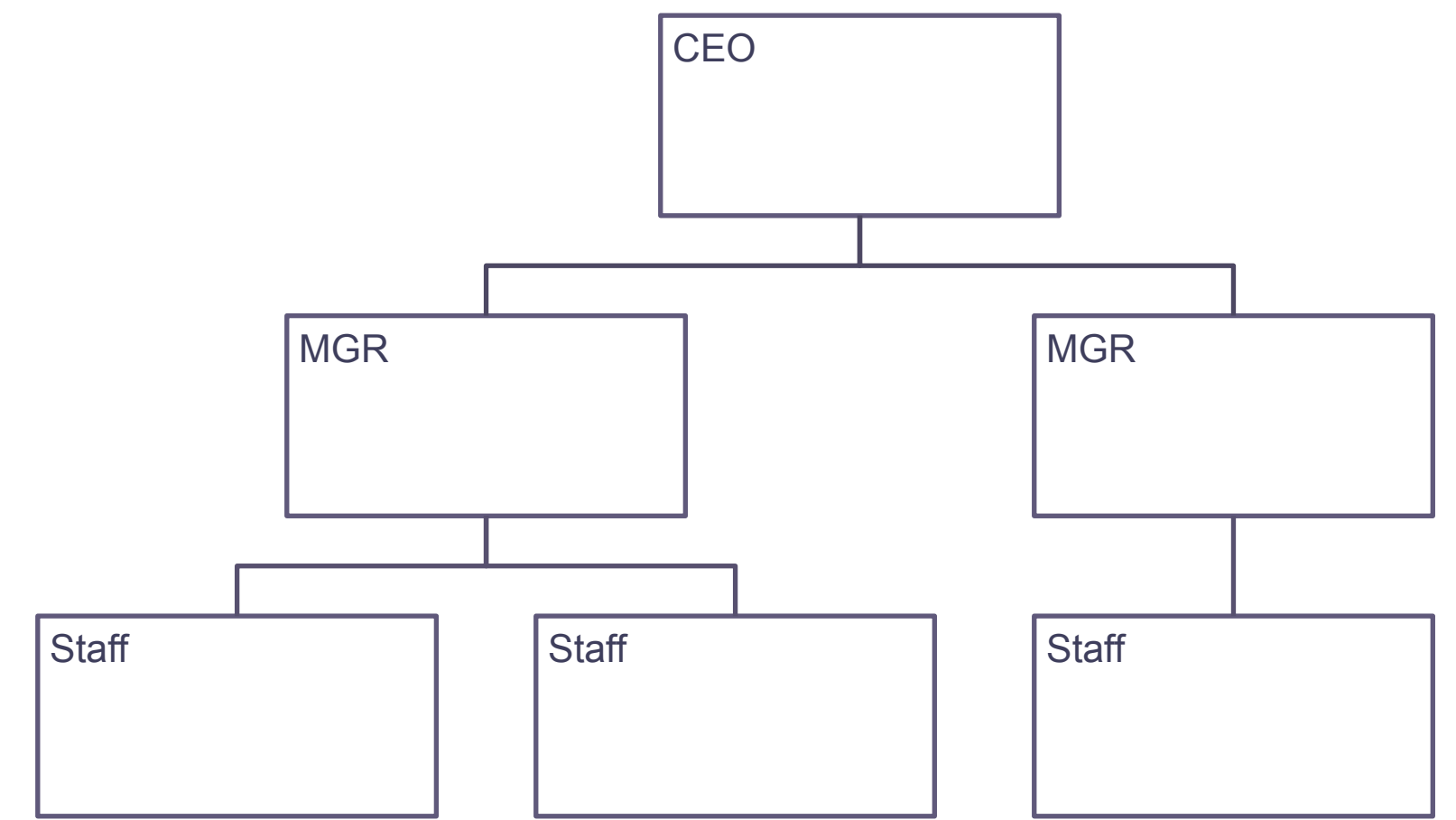
**PAY MY SUBSCRIPTIONS! :)**

**EXPLAIN MY BENEFITS & ENCOURAGE GOALS**

**REVERSE MENTORING OPPORTUNITIES**

**ELDER CARE RESOURCES & SUPPORT**

# HOW INFO IS HELD?

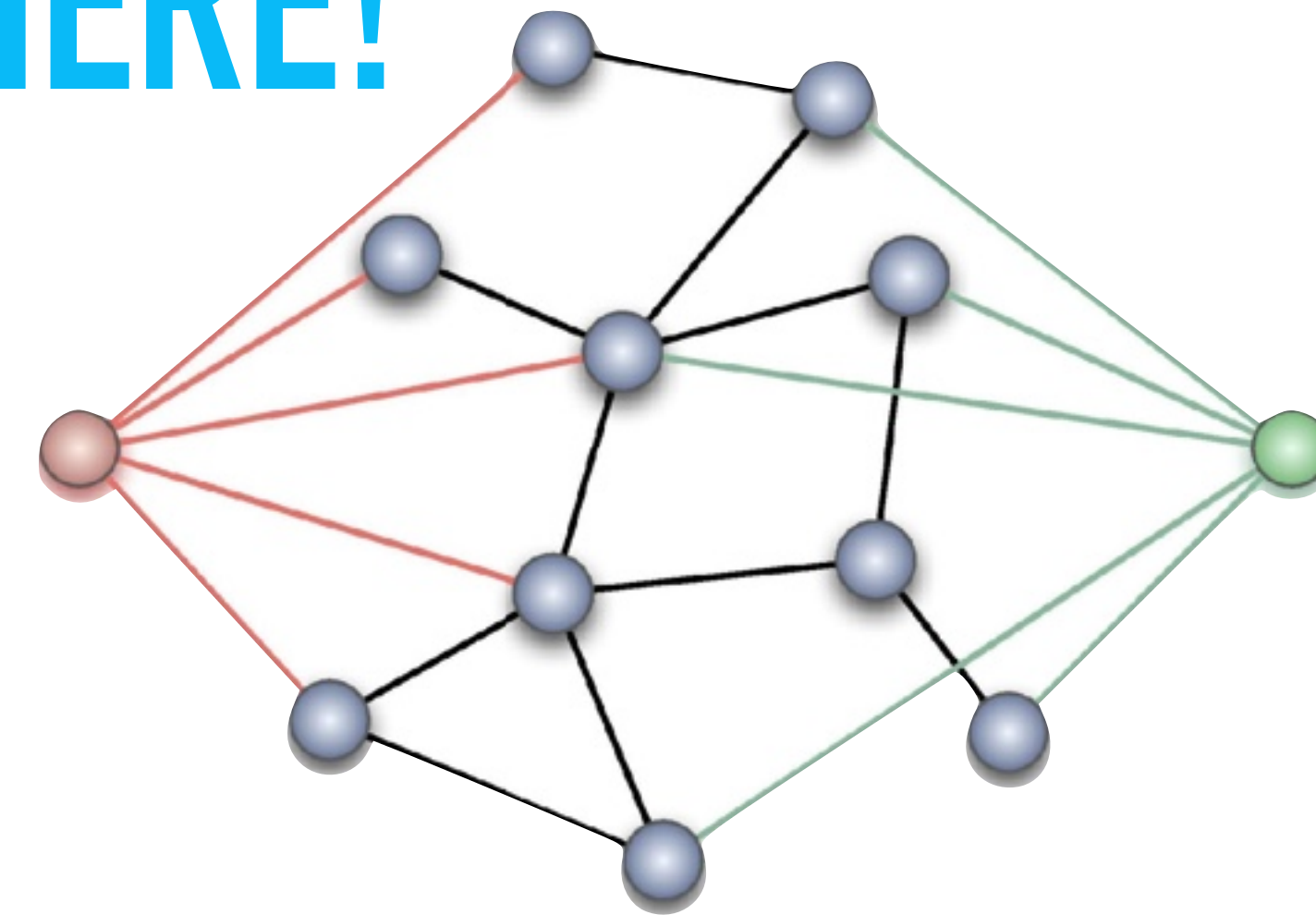


**NOT ALWAYS AT THE TOP – IT'S EVERYWHERE!**

**ARE YOU OPEN TO BEING CHALLENGED?**

**IF YOU ANSWER MY QUESTIONS:**

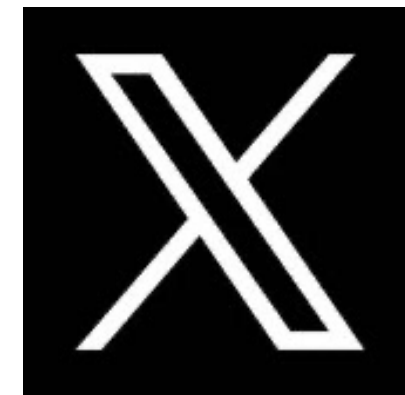
**YOU ALLOW ME TO “WEIGH IN” TO GET “BUY IN”**



# FIRST GENERATION BORN ONLINE

Google TO KNOW yelp.

You Tube TO WATCH NETFLIX



FOR NEWS



amazon TO SHOP



airbnb FOR ROOMS

Uber FOR RIDES



# BUILD SOCIAL CAPITAL



**SOMETHING BIGGER THAN MYSELF  
SOMETHING I CAN BELIEVE IN**

# SOCIAL CAPITAL

SHOW THEM

*Legacy of Dedicated Employees*

*Committed to What We Do*

*Impact on Community*

*Reverence, Admiration & Celebration*



**GOATS**

# SOCIAL CAPITAL

New Leaders

*Reflection of Myself in Them*

*Inspired to Consider*

*What Will My Legacy Be?*

*The Ladder in NOT BROKEN!*



**1/3**

***Get It***



**1/3**

***Can Be Taught***



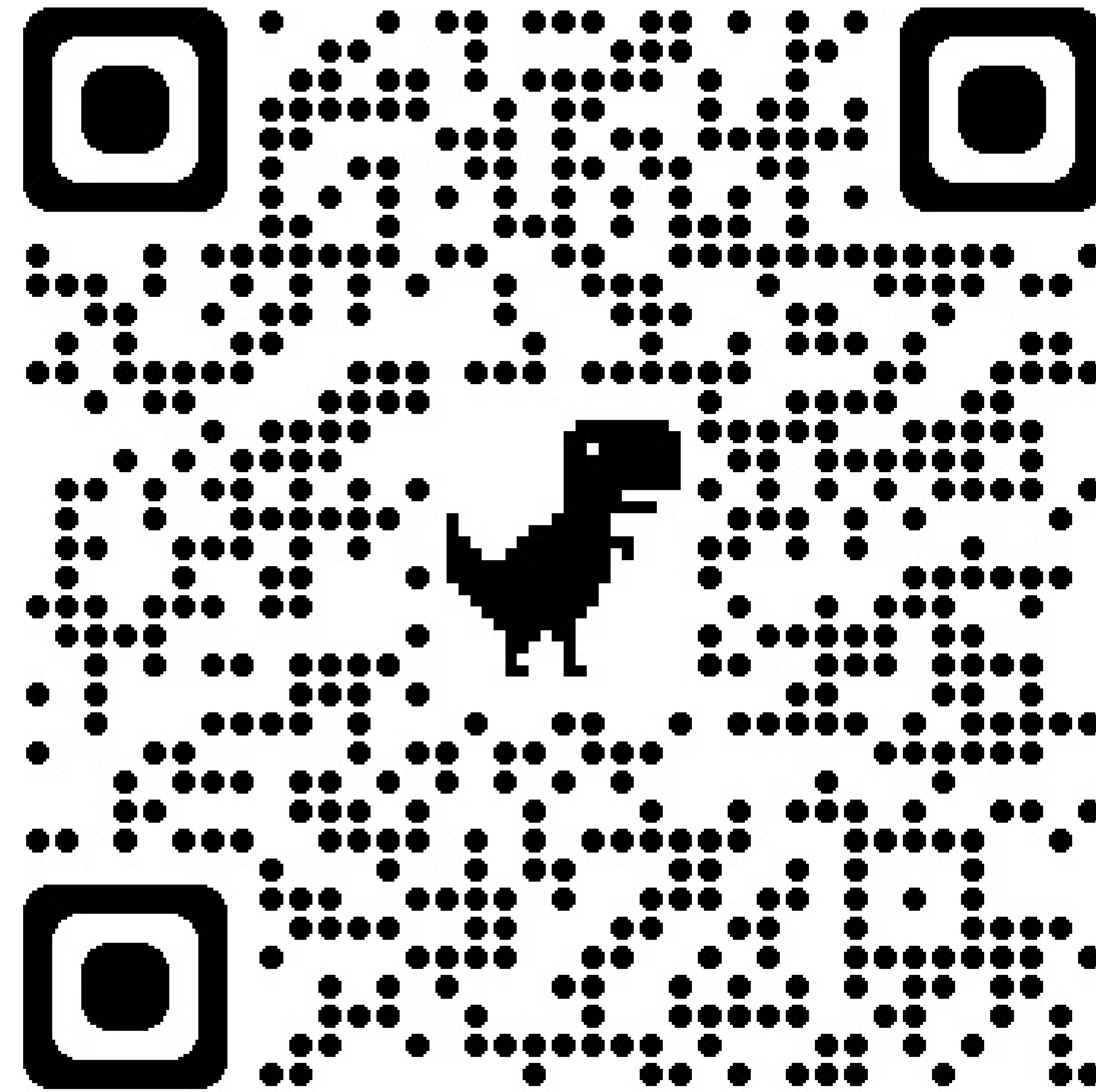
**1/3**

***Not Ready!***



# THANK YOU!

# SLIDES?



***@steveybench***