

# Appreciating a Multigenerational Workforce

— 2017 —



## Traditionalists

pre-1946

The generation that established the status quo

2% of workforce

- Comfortable in formal hierarchies
- Loyalty to company is automatic
- Make the best mentors and ambassadors



Appreciate them with:

- Mentorship opportunities
- Symbolic corporate awards
- Flexible schedules
- Leisure/travel gifts
- Retirement awards

## Boomers

1946-1964

First generation to be coined "workaholics"

29% of workforce

- Strongly associates work tenure and status with self-worth
- Identifies with management roles
- Seeks stability and longevity at work



Appreciate them with:

- Service celebrations
- Leadership opportunities
- Companywide banquet recognition
- Flexible schedules
- Electronics, leisure, and home gifts

33% of workforce



## Gen X

1965-1976

First generation to challenge the status quo

- Strong work ethic but loyalty is earned
- Independent yet works well with others
- Good rapport with management

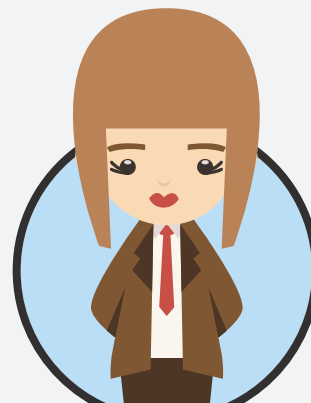
Appreciate them with:

- Regular performance recognition
- Autonomy
- Flexible schedules
- Telework options
- Electronics, gift cards, and lifestyle gifts

## Gen Y

1977-1997

35% of workforce



The generation that established their own status quo

- Wants to work for kind, charitable companies
- Values authenticity and respect over high salary or career path
- Productivity and work ethic are chronically underestimated

Appreciate them with:

- Regular performance recognition
- Autonomy
- Flexible schedules
- Telework options
- Electronics, gift cards, and lifestyle gifts

The next generation of workers...

## Gen Z

post-1997

1% of workforce

- Highly technology literate
- Primarily uses social media for news/communication
- Values transparency from management



Appreciate them with:

- Early and frequent recognition
- Onboarding mentors
- Support for parallel careers and pursuits
- Flexible schedules
- Social recognition, virtual gift cards, and team recognition

Source:

US Bureau of Labor Statistics

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