



# How to Attract, Retain, and Engage a Multi-Generational Workforce

Chrissy Gass  
Director of Scholarships  
Office of Student Financial Aid  
Florida Atlantic University

Tamsyn French  
Associate Director, Student Financial Success  
Office of Student Financial Aid  
Florida Atlantic University

# GENERATIONAL EMPATHY

- Understanding others in relation to your own experiences
- Putting yourself in the position of someone born at a different point in history, walking in their shoes..



## Multigenerational Workforce Benefits



# Multi Generational Workforce

- Communication Issues
- Negative Stereotypes
- Varying Employee Expectations

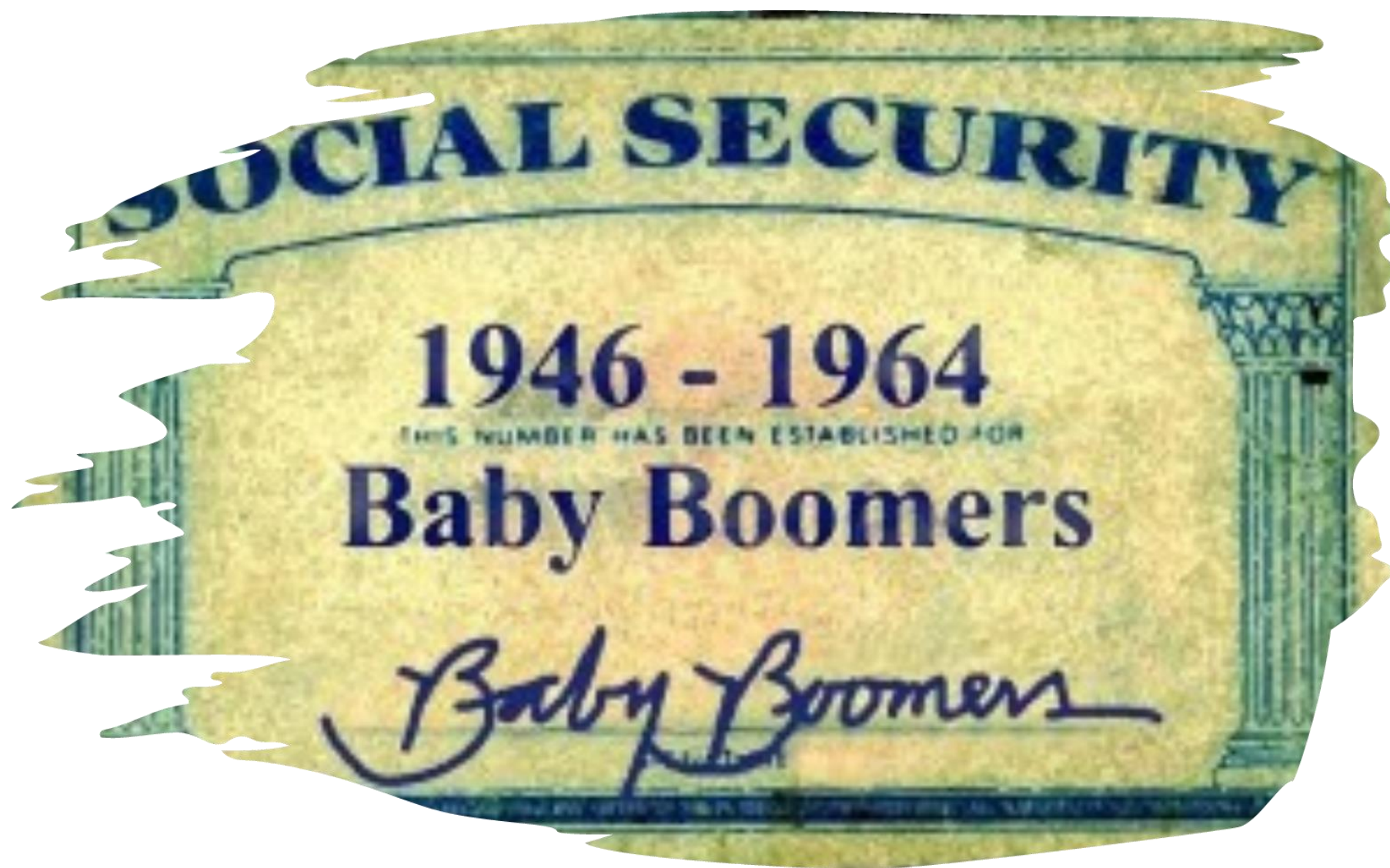


## Which Generation Are You?

Generation Z	(1997–2012)
Millennials	(1981–1996)
Generation Xers	(1965–1980)
Baby Boomers	(1946–1964)

	Baby Boomer	Gen X	Millennial	Gen Z
Communication	Face-to-Face or Phone	Voicemail or Email	IM or Text	One-on-one Communication
Acknowledgement	Show Personal Appreciation (Plaque/Office Upgrade)	Reward with Free Time or Opportunities	Awards and Certificates (Tickets/Travel)	Rewards with Social Effects (Time Off to Volunteer, Donations to Charity)
How to Show Respect	Treat Them as Equals	Support Training and Growth	Value Civic Duty	Allow Them to Voice Opinions
Best Supervision Style	Democratic Not Hierarchical	Give Them Freedom	Be Collaborative	Communicate and be Flexible
How to Motivate	Tell Them "We Need You" because...	Think Globally	Offer Coaching and Support	Regular Feedback and Develop Relationships (Mentorship)
How They Work with Teams	Motivated to Collaborate, but Need to Know How it Fits the Mission	Give Them Individual Assignments and Don't Micromanage	Provide Flexibility in Assignments and Participation	More Independent, Give Credit for Individual Work
Feedback	Ask for and Hear Their Input	Give Timely and Specific Feedback	Tell Them How They Make a Difference	Prompt and Frequent
Professional Development	Offer Flexible Schedules or Phased Retirement	Care About Their Personal Goals	Provide the Latest Technology	Well-Being and Mental Health
What They Want	Leverage Their Knowledge	Make it Fun	Promote Volunteerism	Provide Learning and Growth Opportunities
They Value	Teamwork	Diversity	Technical Advancements	Diversity and Inclusive Culture







# Millenials

Monica Lewinsky scandal

**Video Games**

O.J. Simpson trial

**GEN**

**1965 - 1980**

**Fall of Soviet Union**

Personal Computer

Space Shuttle Challenger

I .A. riots



World Wide Web

Monstros

## Baby Boomers

- Being displaced by younger managers and new ways of doing things (technology and other)
- Reduction in productivity if they permit more flexibility and new, but unproven methods
- Loss of professional identity
- Loss of relevance

## Gen Xers

- Losing millennial employees (turnover) in support roles
- Not being adequately prepared for major leadership roles
- Lack of support from boomers and millennials
- Not having time for family/personal life.

## Millennials

- Not understanding perspectives and expectations of older colleagues
- Not doing everything right
- Disapproval
- Not appearing “smart”
- Not having a voice or restriction of their self-expression.

## Gen Zers

- Loss of privacy
- Cyber warfare
- Environmental harm (climate change);
- Global economic instability and global terror/safety concerns

FEARS

# Employee Engagement Efforts



**Academic Impressions**

**Motivation Mondays**

**Icebreakers**

**Virtual Café**

**Advisory Committee**

## **Management Practices To Lead A Multi-Generational Workforce**

**Work on your Employee Value Proposition (EVP)**

**Fine-tune your inclusive hiring process**

**Cater to different communication styles**

**Clarify and reiterate expectations**

**Accommodate diverse working styles and needs**

- **Create learning opportunities**
- **Combat bias and stereotypes**
- **Nurture an inclusive environment at work**

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