



TALENT ATTRACTION: GENERATIONAL CHANGES AND TRENDS IN THE WORKPLACE

@TERRALFLETCHER

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DISCUSSION ROADMAP

I. TREND TRACKING

2. GET TO KNOW GENERATIONS – FIND GREATNESS

3. RECRUIT GREATNESS

4. RETAIN GREATNESS



TRENDS

- 10,000 people retire per day
- In 2018, 28% of public sector workers were 61 or older
- Millennials are the largest generation in the workforce
 - their presence in government lags far behind the private sector



WHAT CAN WE DO?

01

Learn about
each
generation

02

Recruit
great
people

03

Retain great
employees

GENERATIONAL MYOPIA

The Lost
Generation

Boomers:
spoiled, reluctant
to grow up

The
Greatest
Generation

ambitious
and hard-
working



GENERATIONAL MYOPIA

Generation X:
coddled,
complainers

skeptical, yet
self-reliant

Millennials:
narcissistic,
entitled, lazy

What will they
be known for
tomorrow?

Generation Z

What will they
be known for
tomorrow?



WHAT SHAPES A GENERATION?

MILLENNIALS

1985-1995



GENERATION Z!



1995 or later



3000

RECRUIT AND RETAIN TALENT





City of Green Bay

Overview ▾

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Reviews

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Jobs

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Salaries

1
Interviews

6
Benefits

--
Photos

City of Green Bay Overview

[Work Here? Claim your Free Employer Profile](#)

Website: www.ci.green-bay.wi.us

Headquarters: Allouez, WI

Size: 501 to 1000 Employees

Founded: 1838

Type: Company - Private

Industry: [Municipal Agencies](#)

Revenue: Less than \$1 million (USD)

Competitors: [City of Madison](#), [Town of Greenwich \(Connecticut\)](#), [City of Denton](#) [↔ Create Comparison](#)



What are your colleagues talking about?

Find your private company bowl on Fishbowl, join the hottest conversation with your colleagues anonymously.

[Join the Conversation](#) >

City of Green Bay Reviews

4.1 ★★★★★ ▾



Recommend
to a Friend



Approve
of CEO



Jim Schmitt
2 Ratings

WHAT'S YOUR
CURRENT
EMPLOYER
TALENT
BRAND?

GLASSDOOR



City of Green Bay Government

Government Organization · 3.3 out of 5 · 34.3 mi · Open now · 12K followers



Seat of Brown County, established as a trading post in 1634 by Jean Nicholas Nicollet. Incorporated



10+ posts in the last 2 weeks

Follow

Pages



City of Green Bay Public Works

Government Organization · 3.4 out of 5 · 34.3 mi · Open now · 12K followers · 4 posts in the last 2 weeks

If you have a problem/concern, please call our office or email during normal business hours.

Follow



City of Green Bay Parks, Recreation & Forestry Department

Government Organization · 3.6 out of 5 · 34.3 mi · Open now · 7.5K followers · 10+ posts in the last 2 weeks

Follow

FACEBOOK

3.3 / 5 STARS

THINGS TO DO



Check your employer brand

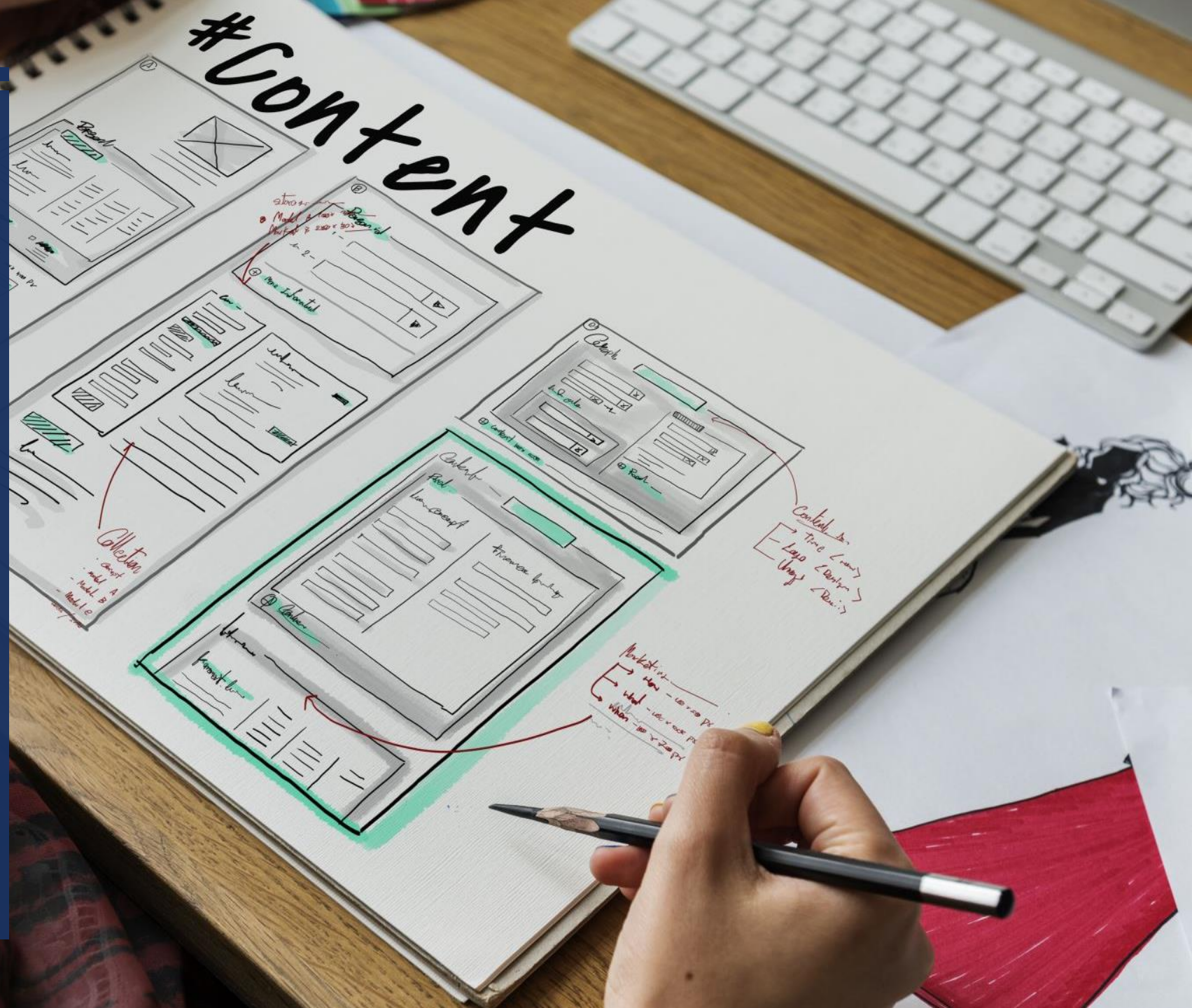


Brainstorm ways to show
greatness



IMPROVE YOUR BRAND

1. Ask for reviews
2. Share updates to your network
3. Highlight values





RECRUIT AND RETAIN MILLENNIALS

SEE THE GREATNESS OF MILLENNIALS

Technical experts

Seek groups

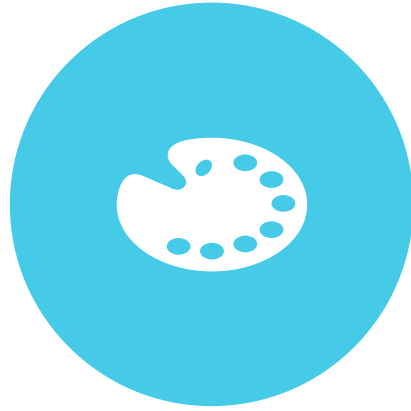
Integrate life and work

Optimistic

Socially responsible



**FOCUS ON
SOCIETAL
PROBLEMS**



BE CREATIVE



**DEVELOPMENT
OPPORTUNITIES**

WHAT MILLENNIALS WANT AT WORK

HOW TO RECRUIT MILLENNIALS



TECHNOLOGY



AUTHENTICITY



CULTURE



RECRUITING TIPS



Concise job
descriptions



Mobile friendly

HOW TO RETAIN MILLENNIALS

Engage

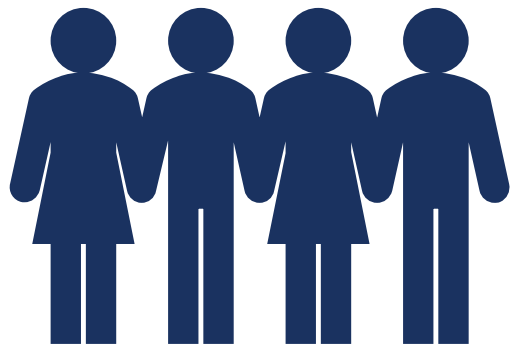


Highlight
career path



Recognize and
appreciate



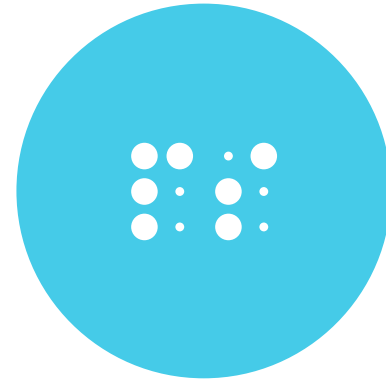


RECRUIT AND RETAIN GEN Z

THE GREATNESS OF GEN Z AT WORK



WILLING TO
EXPERIMENT



60% ARE
FREELANCING

HOW TO WORK WITH GEN Z

Focus on core
values

74% want
greater meaning
more than \$



RETAIN GEN Z



Innovation

Encourage innovation



Purpose

Align personal desire for a purpose
with goals of the community



Develop

Develop their skills



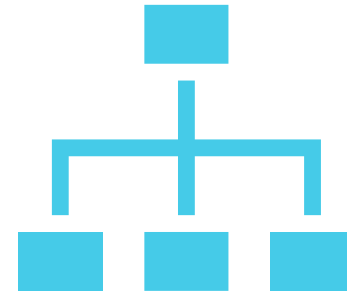


TO DO:
SHARE GREAT THINGS ABOUT
YOUR COMMUNITY

RECOGNITION FOR RETENTION



Meritocracy



Hierarchy



APPRECIATION FOR RETENTION

*Thank
You*

When JetBlue implemented a peer-to-peer recognition system, **employee satisfaction surged by 88%**



YOU GET TO SHAPE
THE YOUNGEST
GENERATIONS



BE GREAT,
FIND YOUR
GREATNESS

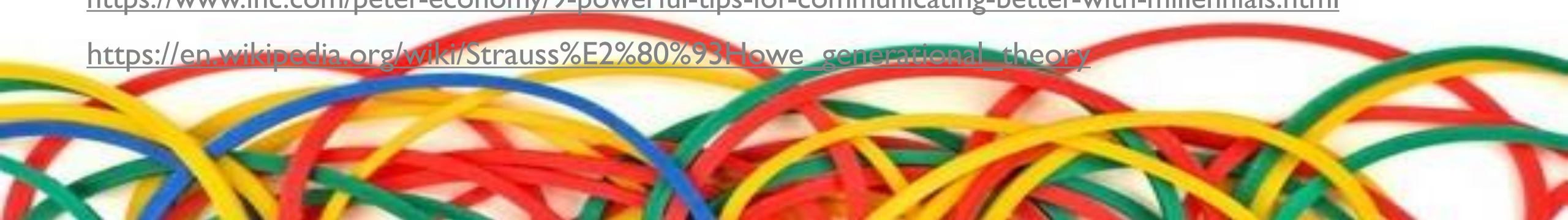
IMPROVE YOUR EMPLOYER BRAND
CHECK YOUR TECH
SHOW APPRECIATION
FOCUS ON PURPOSE

RESOURCES/CITATIONS

- Flex Your Communication by Terra L. Fletcher
- 5 Languages of Appreciation in the Workplace by Gary Chapman and Paul White
- Generations Inc. by Meagan and Larry Johnson
- The Gen Z Effect by Thomas Koulopoulos and Dan Keldsen

<https://www.inc.com/peter-economy/9-powerful-tips-for-communicating-better-with-millennials.html>

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<http://www.inc.com/ss/millennial-friendly-workplace>

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FLEX

**YOUR
COMMUNICATION**

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