

### Agenda

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- Generation Definitions & Overview
- Generation Wants From an Employer
- Attracting Trends and New Ideas
- Retaining Trends and New Ideas

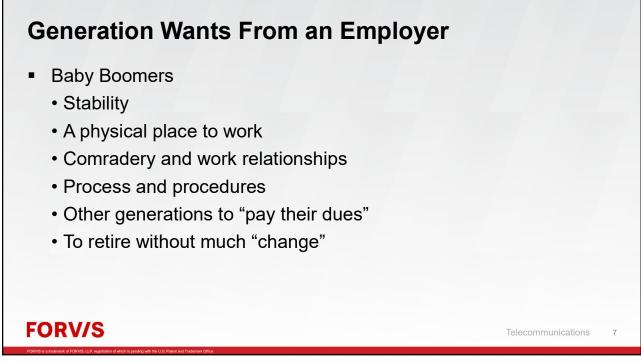
### FORV/S

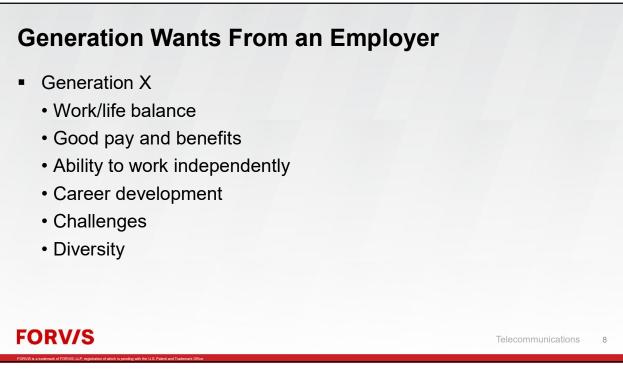
Generation	Born	Age (2024)	Population
Baby Boomers	1946 to 1964	60 - 78	68.6 million
Generation X	1965 to 1980	44 - 59	65.4 million
Millennials	1981 to 1996	28 - 43	72.2 million
Generation Z	1997 to 2012	12 - 27	69.6 million

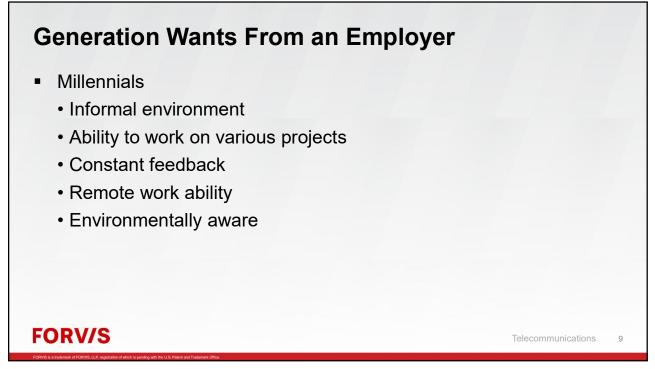
	Baby Boomers	Generation X	Millennials	Generation Z
Family Values	Strong, respect for elders	First latchkey children	Single-parented children	Egalitarian and diverse
Experiences	Post-war boom	Introduction of first PC	9/11 attacks	More global
Signature Product	Television	Personal computer	Tablet/smart phone	Virtual and augmented reality related
lcons	Steve Jobs, Tom Hanks, Barack Obama	Tiger Woods, Will Smith, Adam Sandler	Mark Zuckerberg, Jennifer Lawrence, Lady Gaga	The Rock, Tom Holland, Taylor Swift

	Baby Boomers	Generation X	Millennials	Generation Z
Leadership	Democratic	Informal	Motivational	Humble and courageous
Feedback	Once a year with documentation	Interrupts and asks how they are doing	Wants feedback at the push of a button	Short and constant
Work/Life Balance	No balance – "live to work"	Balance – "work to live"	Balance – "It's 5 pm, I've got to go"	Remote work at any time
Work Ethic	Workaholics	Want structure and direction	What's next, multitasking	Strong, but on their terms

	Baby Boomers	Generation X	Millennials	Generation Z
Motivated By	Being valued and needed	Freedom	Working with other bright people	A sense of purpose
Aspiration	Job security	Work-life balance	Freedom and flexibility	Everchanging, meaningful work
Attitude Toward Career	Careers are defined by employers	Loyalty to profession, not necessarily to employer	Work "with" organizations, not "for" them	Careers are defined by them
Career Outlook	Career = self worth	Career = one party of me	Career = opportunity to add value	Career = social responsibility







### **Generation Wants From an Employer**

- Generation Z
  - One that makes a difference
  - Diversity and inclusion
  - Values mental health and self-care
  - Ability to work "on their terms"
  - Having a social conscious



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### Attracting - Trends and New Ideas Baby Boomers To be able to mentor other generations Work with others of the same generation Very strong benefits

- Health insurance after retirement
- · Giving them a leadership role and a purpose

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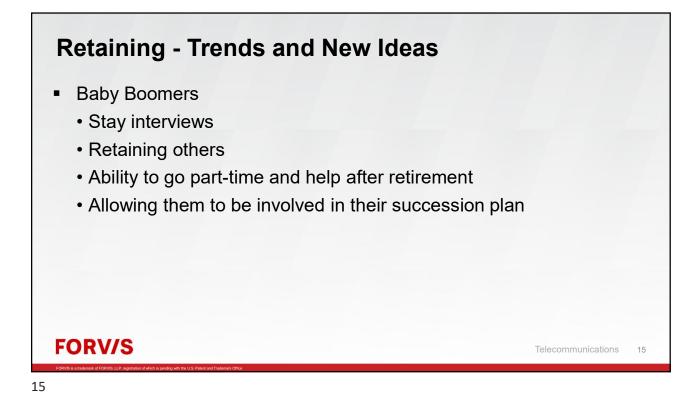
### **Attracting - Trends and New Ideas**

- Millennials
  - Financial stability to pay student loans during rising inflation
  - Constant communication during recruiting and interviewing process
  - Highlighting your company's purpose
  - The ability to work from home
  - "Unlimited PTO"

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### **Retaining - Trends and New Ideas**

- Millennials
  - Professional development and learning opportunities they are always preparing for their next job
  - Growth ability they see the opportunities to move to the next level and have seen their peers accomplish it
  - Don't tell them to do something a certain way because "we have always done it that way"
  - Keep your workforce diverse
  - Direct, constant feedback at all times

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### **Retaining - Trends and New Ideas**

- Generation Z
  - Mental health benefits and support
  - Provide a clear path for career growth
  - · Maintain an upbeat, low stress work environment
  - Always be investing in the latest technology

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