

# Collaborating in a Multi- Generational World

How to recognize, appreciate and engage all generations to create a culture based on inclusion and collaboration.





# Play Nice in the **SANDBOX**

with Penny Tremblay

**BUILD PRODUCTIVE, PEACEFUL AND PROFITABLE  
REALTIONSHPIS  
AT WORK**



# Objectives:

Understanding generational attributes and perspectives

PLAY NICE Strategies to mitigate potential conflict

Recruiting and engagement



# Managing Five Generations in the Workplace

## Opportunities

All generations bring different viewpoints and the diversity of ideas, experience, and skill set can broaden the collective knowledge base helping for better service to customers and the unlocking of ideation for potential growth.

## Threats

Different generations have a tough time understanding each other, the older generations find their peers easier to manage than the younger generations and vice versa, and this creates more conflict.





**Greatest  
Generation**

*Born before  
1945*

78+  
years old in  
2023



**Baby  
Boomers**

*1946 – 1965*

58 – 77  
years old in  
2023



**Gen X**

*1966-1980*

43 - 57  
years old  
in 2023



**Gen Y**

*1981-1996*

27 - 42  
years old  
in 2023



**Gen Z**

*1997 - 2012*

11 - 26  
years old  
in 2023



## Greatest Generation

Strong work ethic

Respect authority / hierarchy / conformity / loyalty

Slower to adapt new technology

## Baby Boomers

Competitive

Goal-oriented

Independent

Value excellence, fairness and consistency

## Gen X

Self-sufficient

Resourceful

Adaptable

Care less about loyalty

Results oriented / entrepreneurial

## Gen Y

Team-oriented

Achievement-oriented

Value a flexible work/life balance

Value company values culture above salary

## Gen Z

Value job security

Tech-savvy

Autonomous workers

Value diversity & inclusion

Feeds on regular feedback

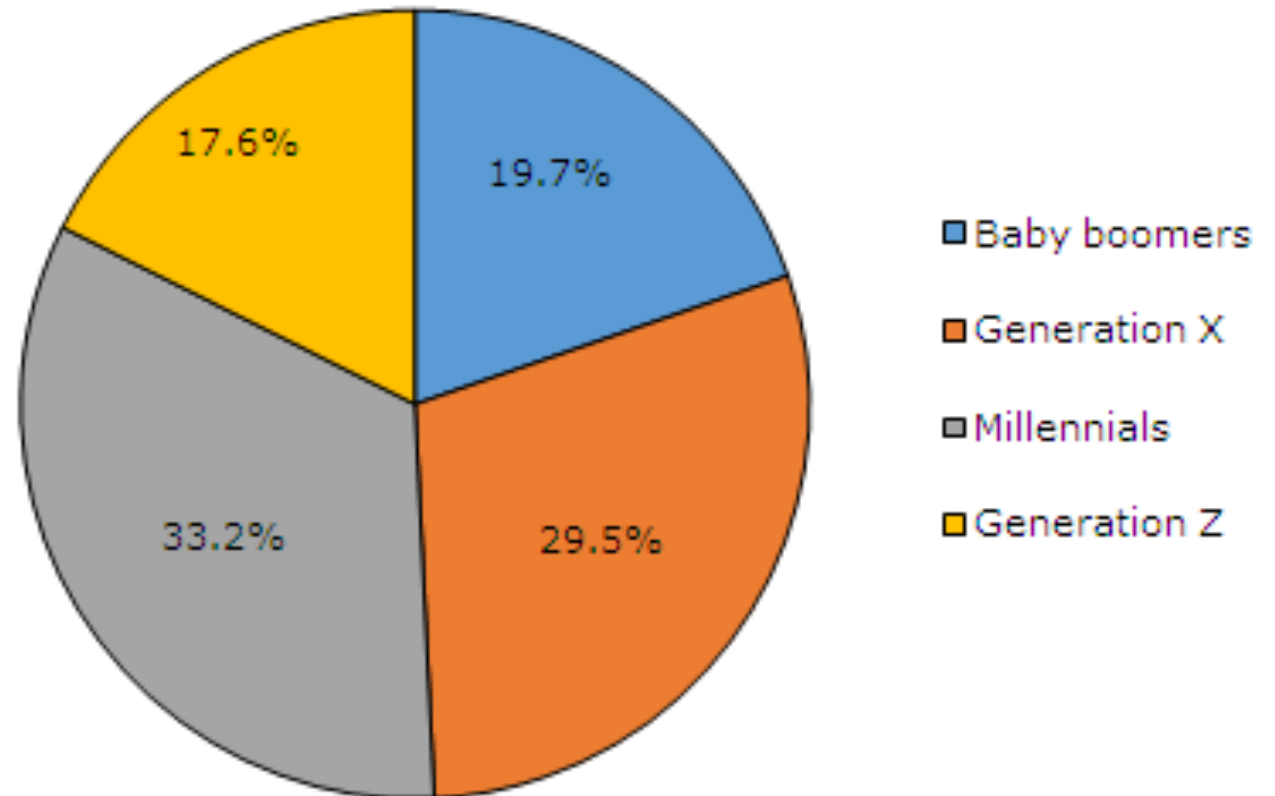


# A generational portrait of Canada's aging population from the 2021 Census

**Chart 2**

**One in three working-age persons (15 to 64 years) are millennials**

Distribution (in percent)



**Note:** Distribution (in percent) of the working-age population (15 to 64 years) by generation, Canada.

**Source:** Statistics Canada, Census of Population, 2021.

Critical factors that affect employee motivation, regardless of career or life stage.

Factors That Build Engagement	Factors That Undermine Engagement
ACHIEVEMENT	
Meaningful work Recognition Career growth Compelling mission	Micromanagement Lack of feedback Limited resources Unclear future
CAMARADERIE	
Partnership principles Respectful dialogue Supportive teams Strong community	Poor communication Destructive conflict Poor internal service High levels of distrust
EQUITY	
Fair pay and benefits Fair treatment Transparency Strong values	Favoritism Climate of disrespect Lack of accountability Workload imbalance



## Start with your leaders and managers

Effective leaders understand who they are, how they behave and how they influence their team.

- Limited resources and even less time, leaders face ever more elevated levels of stress.
- Overwhelmed leaders provide significantly less recognition and support.





## ACTIVELY LISTEN

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More than 3 quarters of Gen Z employees feel they're ignored by their manager. Young people want careers that are fluid and allow room creativity, while also being heard in more senior level conversations.

## PLAY NICE



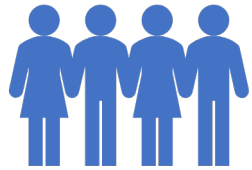


# INCLUDE EVERYONE

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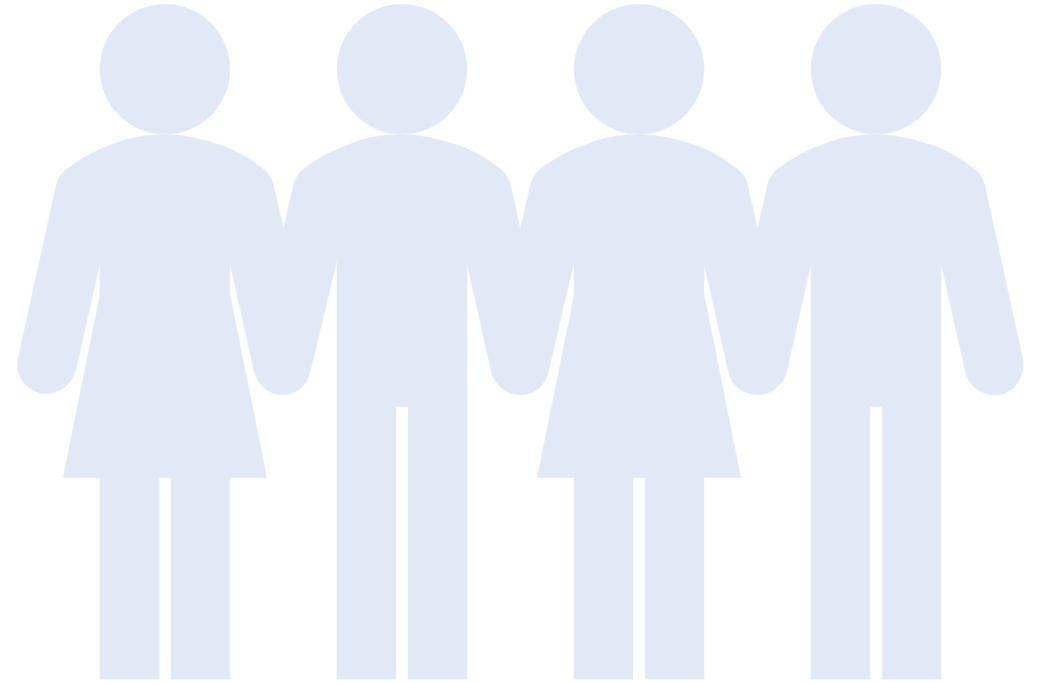
Younger generations are more focused on pay transparency, equitable benefits, a healthy work culture and the flexibility to work at their own pace.

# PLAY NICE



# Retaining Your People

- Know who is quiet quitting
- Highlight personal value
- Recognize small and big wins
- Offer career management
- Offer financial wellness services





# Choose Flexibility over Standard Practices

1. **Structured chain of command**
2. **Regular communication with Sr. leadership**
3. **Connect with employees more often**
4. **Help younger workers understand business challenges and realities**
5. **Celebrate achieved goals together**



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PEACE

### Let's Stay In Touch!

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## 5 BIGGEST MISTAKES LEADERS MAKE

WHEN CONFLICT SURFACES THAT COSTS  
BILLIONS IN LOST TIME, PRODUCTIVITY, AND  
RETENTION

*and how you can avoid them*



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# BUILDING

PEACEFUL, PRODUCTIVE AND  
PROFITABLE RELATIONSHIPS AT WORK



WATCH NOW





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**SANDBOX**  
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# Winning in the *NEW* WORKPLACE **SANDBOX**

even when the going gets tough!