





# Navigating the Future Landscape of Labor & Talent

Facilitated by  
Dr. Melissa Furman, MS, DBA



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Thinking about tomorrow...future of:



Work

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# Thinking about tomorrow...future of:



Work



Workforce

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# Thinking about tomorrow...future of:



Work



Workforce



Workplace

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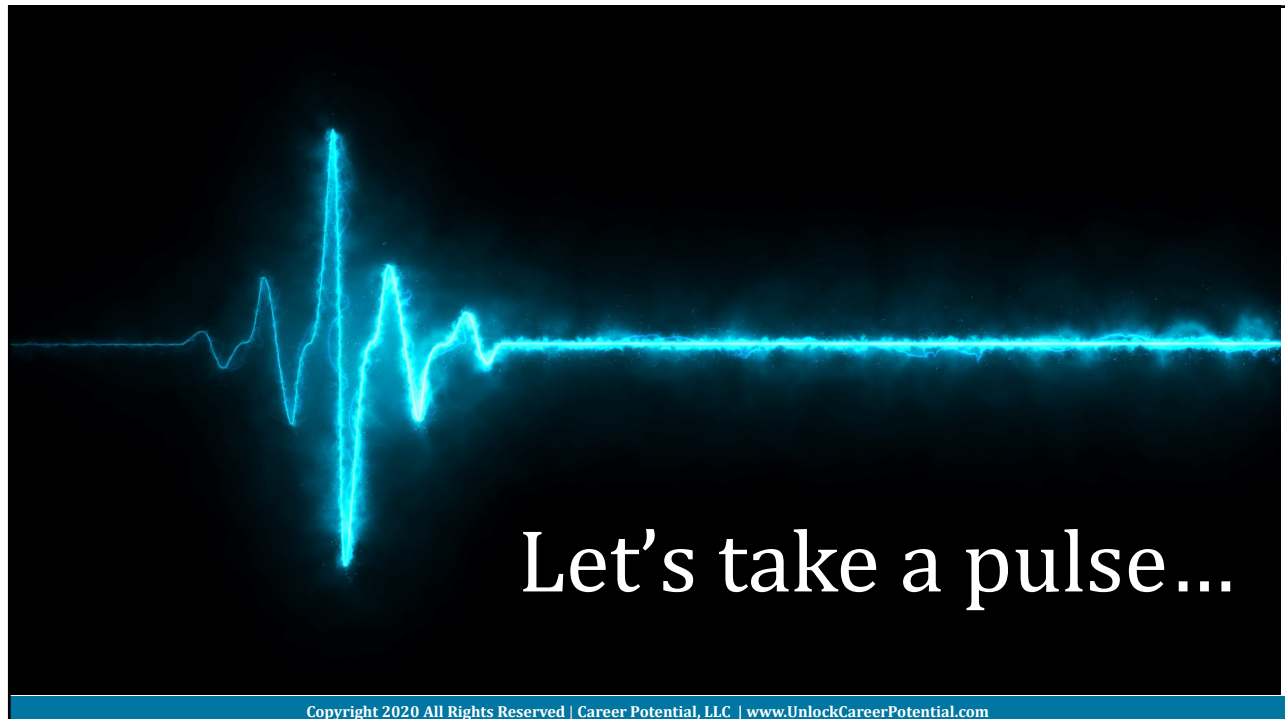
Thinking about tomorrow...future of:



Workforce

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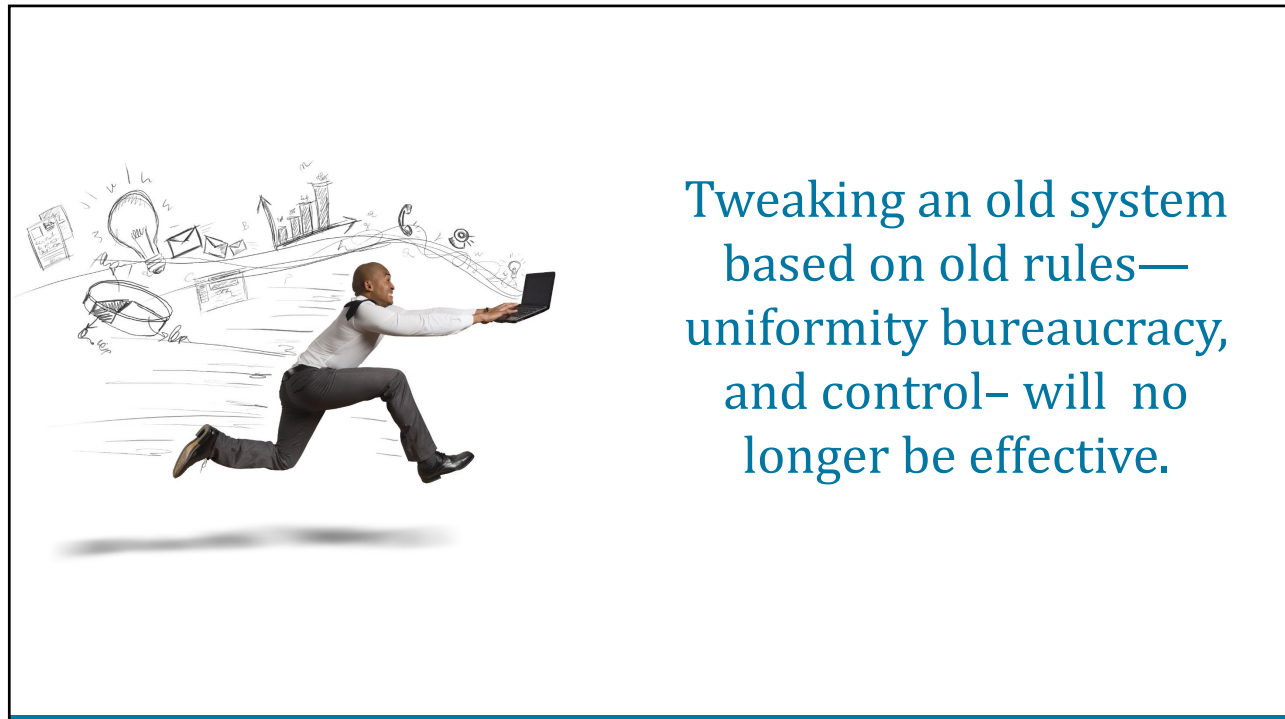




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Are you relevant?



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Younger generations want to know “why”.

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Tweaking an old system based on old rules—uniformity bureaucracy, and control- will no longer be effective.

Leaders must build their organizations around four principles:

- (1) Connection
- (2) Automation
- (3) Lower Transaction Costs
- (4) Demographic Shifts

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Five Generations in the Workplace				
				
<b>Veterans</b> Ages 76+	<b>Baby Boomers</b> Ages 57-75	<b>Generation X</b> Ages 41-56	<b>Generation Y</b> Ages 25-40	<b>Generation Z</b> Ages 12(ish)-24






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Five Generations in the Workplace				
				
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<b>Aspiration</b>	Home Ownership	Job Security	Career Success	Freedom & Flexibility
				Security; Stability; Equality/Equity

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## Five Generations in the Workplace

	 <b>Veterans</b> Ages 76+	 <b>Baby Boomers</b> Ages 57-75	 <b>Generation X</b> Ages 41-56	 <b>Generation Y</b> Ages 25-40	 <b>Generation Z</b> Ages 12(ish)-24
Aspiration	Home Ownership	Job Security	Career Success	Freedom & Flexibility	Security; Stability; Equality/Equity
Communication Preference	Face-to-Face; Hierarchy; Authority	Face-to-Face; telephone; e-mail; text	Anything efficient	Text; Social Media	Virtual; Face-to-Face






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## Five Generations in the Workplace

	 <b>Veterans</b> Ages 76+	 <b>Baby Boomers</b> Ages 57-75	 <b>Generation X</b> Ages 41-56	 <b>Generation Y</b> Ages 25-40	 <b>Generation Z</b> Ages 12(ish)-24
Aspiration	Home Ownership	Job Security	Career Success	Freedom & Flexibility	Security; Stability; Equality/Equity
Communication Preference	Face-to-Face; Hierarchy; Authority	Face-to-Face; telephone; e-mail; text	Anything efficient	Text; Social Media	Virtual; Face-to-Face
Decision Making	Face-to-Face; Hierarchy/ Authority	Meetings; Consensus; Hierarchy/Authority	Independent	Strong Input	???






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## Five Generations in the Workplace

	 <b>Veterans</b> Ages 76+	 <b>Baby Boomers</b> Ages 57-75	 <b>Generation X</b> Ages 41-56	 <b>Generation Y</b> Ages 25-40	 <b>Generation Z</b> Ages 12(ish)-24
Decision Making Communication Preference	Knowledge Gap Face-to-Face; Hierarchy/Authority	Job Security  Face-to-Face; telephone; e-mail; text  Meetings; Consensus; Hierarchy/Authority	Career Success  Anything efficient  Independent	Freedom & Flexibility  Text; Social Media  Strong Input	Security; Stability; Equality/Equity  Virtual; Face-to-Face  ???






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	 <b>Veterans</b> Ages 76+	 <b>Baby Boomers</b> Ages 57-75	 <b>Generation X</b> Ages 41-56	 <b>Generation Y</b> Ages 25-40	 <b>Generation Z</b> Ages 12(ish)-24
Decision Making Communication Preference	Knowledge Gap Face-to-Face; Hierarchy/Authority	Greying Tsunami Face-to-Face; telephone; e-mail; text  Meetings; Consensus; Hierarchy/Authority	Career Success  Anything efficient  Independent	Freedom & Flexibility  Text; Social Media  Strong Input	Security; Stability; Equality/Equity  Virtual; Face-to-Face  ???






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Decision Making Communication Preference Aspiration	Knowledge Gap Face-to-Face; Hierarchy/ Authority	Greying Leadership Gap Meeting; Hierarchy	Career Success  Anything efficient  Independent	Freedom & Flexibility  Text; Social Media  Strong Input	Security; Stability; Equality/Equity  Virtual; Face-to-Face  ???

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Decision Making Communication Preference Aspiration	<div style="border: 1px solid red; padding: 5px; width: fit-content; margin: 0 auto;">                         Knowledge Gap                     </div> Face-to-Face; Hierarchy/ Authority	<div style="border: 1px solid red; padding: 5px; width: fit-content; margin: 0 auto;">                         Greying                          Leadership Gap                     </div> Meeting; Hierarchy	<div style="border: 1px solid red; padding: 5px; width: fit-content; margin: 0 auto;">                         Burnout                          Leadership Gap                     </div> Independent	Freedom & Flexibility  Text; Social Media  Strong Input	Security; Stability; Equality/Equity  Virtual; Face-to-Face  ???






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## Five Generations in the Workplace

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Decision Making Communication Preference Aspiration	Knowledge Gap Face-to-Face; Hierarchy/ Authority	Greying Leadership Gap Meeting; Hierarchy; Authority	Burnout Leadership Gap Independent	"Disrupters" "Peace Out"- (crisis fighter)	Security; Stability; Equality/Equity  Virtual; Face-to-Face  ???






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## Five Generations in the Workplace

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Decision Making Communication Preference Aspiration	Knowledge Gap Face-to-Face; Hierarchy/ Authority	Greying Leadership Gap Meeting; Hierarchy; Authority	Burnout Leadership Gap Independent	"Disrupters" "Peace Out"- (crisis fighter)	Clashing with Gen Y ???

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<b>Decision Making</b> Communication Preference	<div style="border: 1px solid red; padding: 5px; display: inline-block;">             Knowledge Gap              Face-to-Face; Hierarchy/ Authority           </div>	<div style="border: 1px solid red; padding: 5px; display: inline-block;">             Greying              Leadership Gap              Meeting; Hierarchy; Authority           </div>	<div style="border: 1px solid red; padding: 5px; display: inline-block;">             Burnout              Leadership Gap              Independent           </div>	<div style="border: 1px solid red; padding: 5px; display: inline-block;">             "Disrupters"              "Peace Out"  <small>(Crash Testers)</small> </div>	<div style="border: 1px solid red; padding: 5px; display: inline-block;">             Clashing with              "Adulting"              Gen Y           </div>

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**AND/OR**

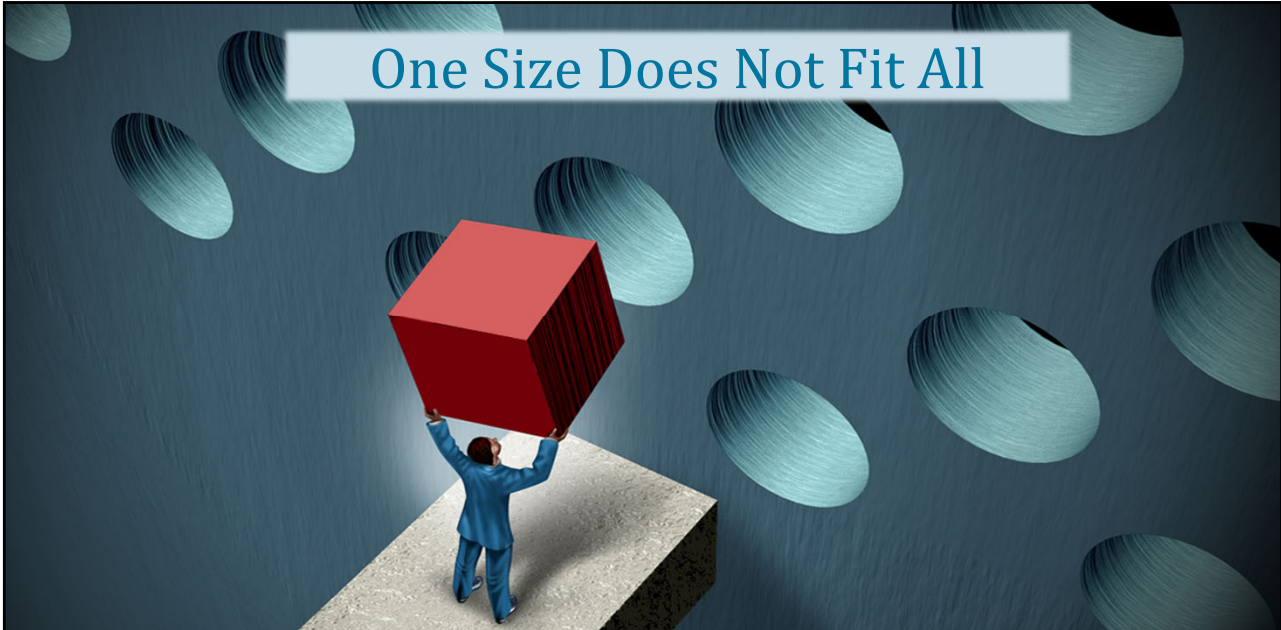
Employer of Choice

Expand Applicant Pool

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One Size Does Not Fit All



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# One Size Does Not Fit All



Generation  
Cultural  
Gender  
Socioeconomic  
...

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# What are people seeking in an employer?



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# What are people seeking in an employer?

**Ask,  
don't assume.**

Stay interviews  
Focus groups  
Task force  
Junior Board



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## Employees stay When they are

- 1. PAID WELL 
- 2. MENTORED 
- 3. CHALLENGED 
- 4. PROMOTED 
- 5. INVOLVED 
- 6. APPRECIATED 
- 7. TRUSTED 
- 8. EMPOWERED 
- 9. VALUED 

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# Take Inventory

## Employees stay When they are

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Employees stay  
**When they are**

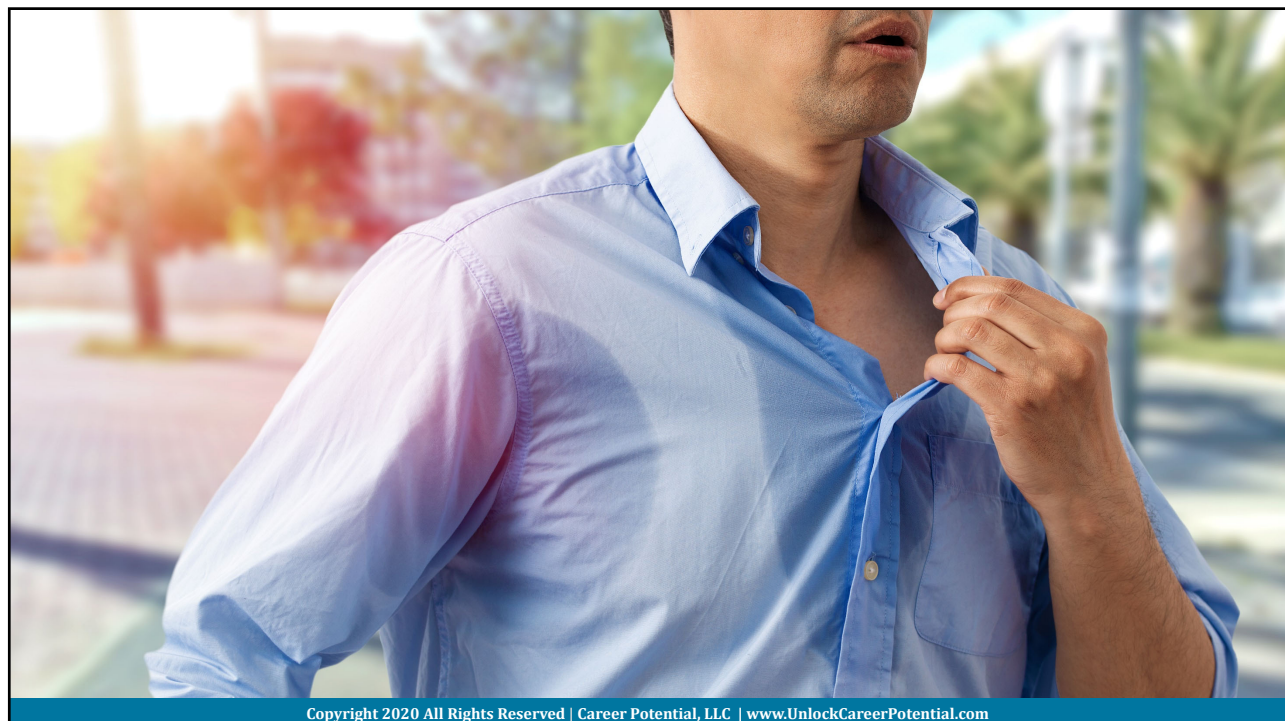
1. PAID WELL
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10. SUPPORTED

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Shift  
Mindset

Policies  
Recruiting/Hiring Practices  
Staffing  
Qualifications  
Hours  
Services  
Technology

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Are you relevant?

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Slide 59 features three icons on the left: a person with a lightbulb in a speech bubble, a pyramid of people, and a quote. The quote is in large blue font: "People don't leave bad companies, they leave bad managers." Below the quote is the name "- Marcus Buckingham" in orange. At the bottom is a blue footer with white text: "Copyright 2020 All Rights Reserved | Career Potential, LLC | www.UnlockCareerPotential.com".

Shift Mindset

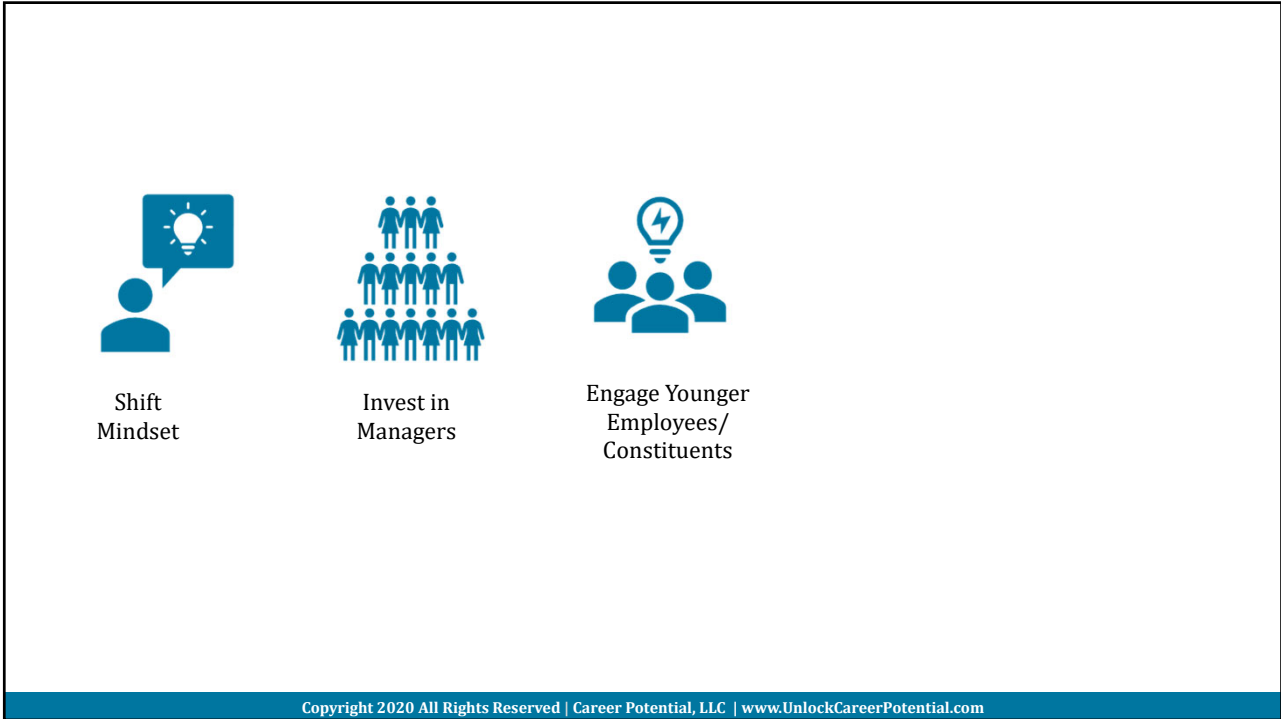
Invest in Managers

**“People don’t leave bad companies, they leave bad managers.”**

**- Marcus Buckingham**

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Slide 60 features three icons on the left: a person with a lightbulb in a speech bubble, a pyramid of people, and three people with a lightning bolt above them. Below the icons are the labels "Shift Mindset", "Invest in Managers", and "Engage Younger Employees/ Constituents". At the bottom is a blue footer with white text: "Copyright 2020 All Rights Reserved | Career Potential, LLC | www.UnlockCareerPotential.com".


Shift Mindset

Invest in Managers

Engage Younger Employees/ Constituents

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Shift Mindset      Invest in Managers      Engage Younger Employees/ Constituents      Recharge Employees

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Shift Mindset      Invest in Managers      Engage Younger Employees/ Constituents      Recharge Employees      Build Your Brand

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Develop. Achieve. Succeed.

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