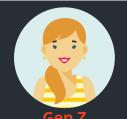
NAME EDUCATION SERIES

MULTI-GENERATIONAL WORKFORCE



Gen 2

- Fluent in mobile technology
- Prioritize purpose over paychecks
- True believers in the potential for overnight success
- Entrepreneurial spirit



Millennials

- Grew up with technology and plugged in 24-7
- Willing to trade high pay for fewer billable hours, flexible schedules, and work-life balance
- · Confident, ambitious
- Question authority



Gen X

- First generation born to working mothers
- First generation to expect women to have lifelong careers
- · Learned self-reliance
- Grew up cautious and skeptical of the world



Boomers

- Focused on themselves and their families
- Grew up believing they could accomplish any thing / change the world
- Birthed hippie, anti-war, women's lib movements; sexual revolution



Traditionalists

- Lived through the Great Depression; fought the great wars
- Built the economy, patriotic, family-focused, strong work ethic
- Believe in personal duty; respects authority

4.5 million

Gen Z employees enter the workplace each year



workers report to someone younger than them

Tips to overcome CHALLENGES

- Listen and learn from teammates
- Foster collaboration
- Empathize with wants and needs
- Set aside preconceived notions

ALL GENERATIONS WANT:



Respect and appreciation



A sense of connection



Their voices heard



Opportunities to make impact

POSITIVE IMPACTS

- Interjection of new ideas
- Sharing history and knowledge
- Mentors and role models
- Diversified teams
- Competitive business advantage

For more in-depth resources and to watch the complete webinar visit www.NationalWomeninRoofing.com/home/education/webinars/

