

NWR EDUCATION SERIES

MULTI-GENERATIONAL WORKFORCE



Gen Z

- 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

1 in 3 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



Their voices heard



A sense of connection



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/

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