

# Impacts of the Generations on the Job Search

Facilitated by:

**Robin Throckmorton & Sammie Kelly**



Linda Gravett, Ph.D. SPHR and  
Robin Throckmorton, M.A., SPHR

## **BRIDGING THE GENERATION GAP**

An illustration of two silhouetted figures in business attire shaking hands, symbolizing agreement or partnership.

*How to Get Radio Babies,  
Boomers, Gen-Xers, and  
Gen-Yers to Work  
Together and Achieve More*



# Introductions



**Robin Throckmorton, MA, SPHR, SHRM-SCP**

Retired Shareholder of CSH

HR Consultant Emeritus



**Sammie Kelly**

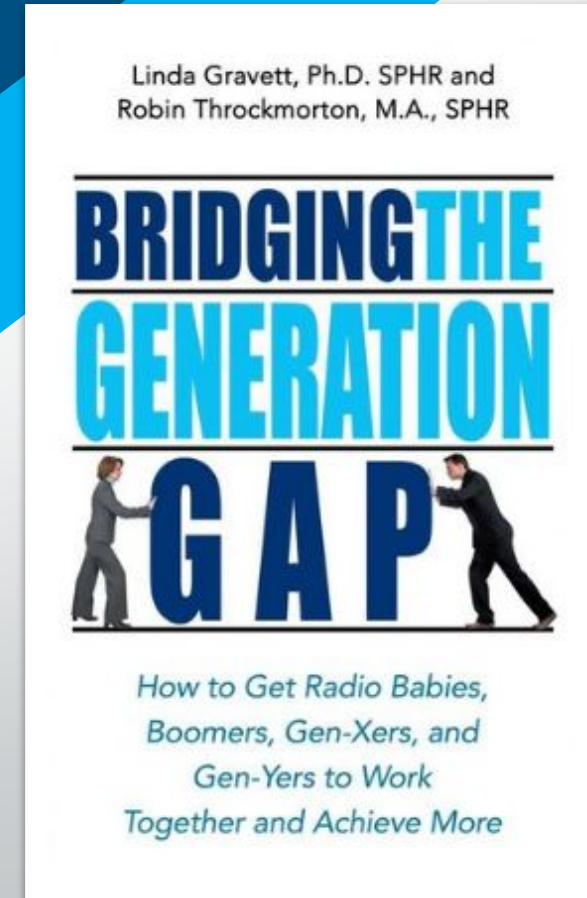
Neurodiversity Consultant

# Why the Generations?

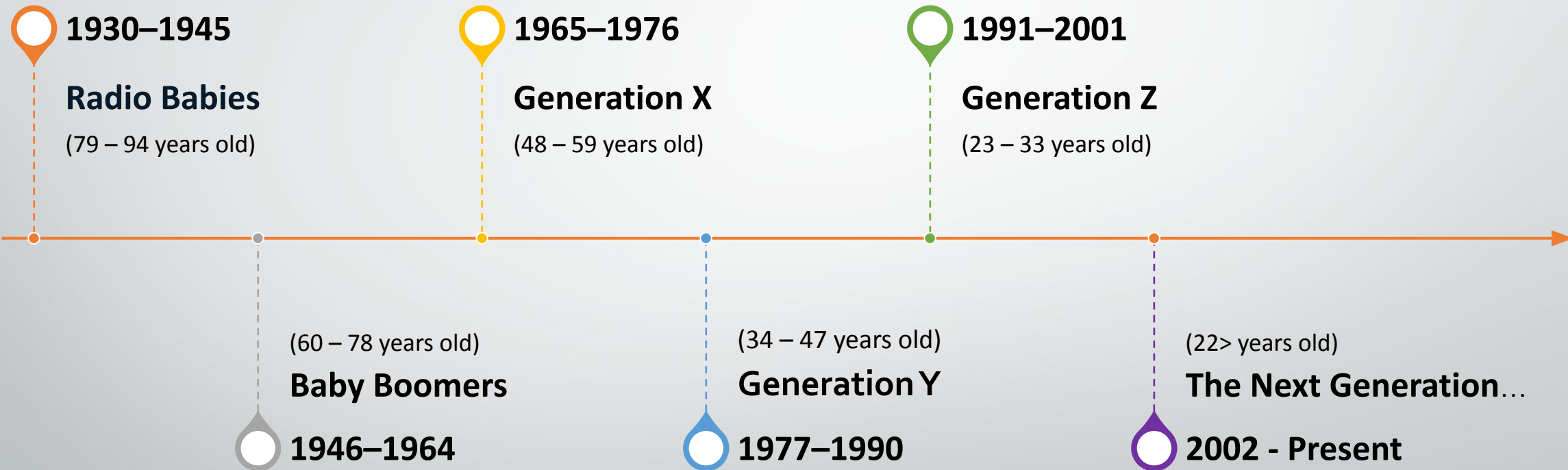
Each generation has a different perspective based on their upbringing and daily lives.

We can be successful by learning to understand the point of view of each generation, recognizing their similarities to find common ground and respecting their differences.

Through 15+ years of studying what the Generations can teach us, we're able to better inform, improve, and elevate interactions in the workplace.

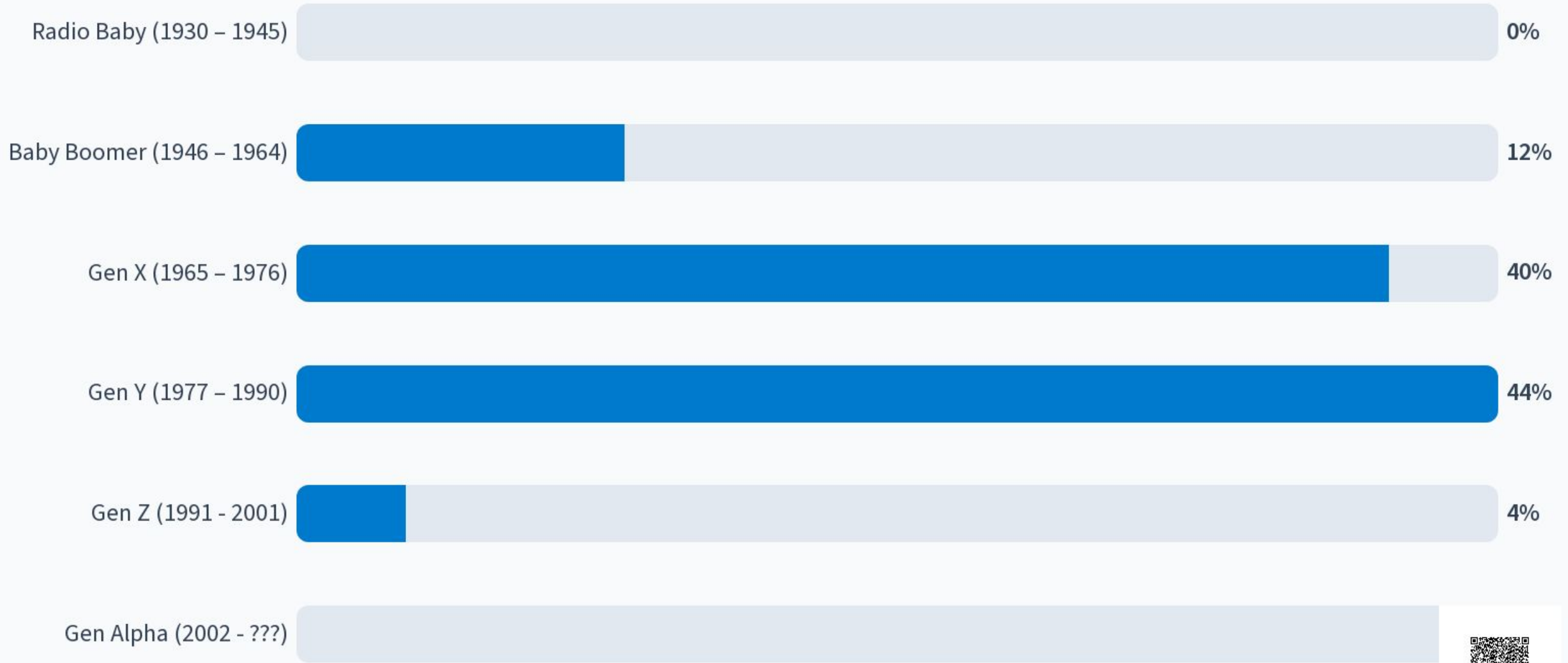


# The Generations





# What generation are you?





# Who Are the Generations?



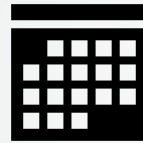
# Let's Get Talking

## Summarize Your Generation

- Historical Events
- Influences
- Work Preferences
- Preferred Communication



# Baby Boomers (1946 – 1964)



## Events of Their Times

- Civil Rights Marches
- Sexual Revolution
- Man on the Moon
- Nixon Resignation
- Vietnam War
- Woodstock



## Sense of Equity | Paying One's Dues

### Professionally:

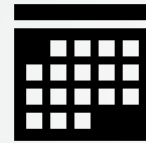
- Work Ethic
- Titles mean more
- Strong sense of loyalty

### Personally:

- Work defines them
- Value collaboration
- Team player

# Generation X (1965 – 1976)

## Events of Their Times



- Iran Contra
- Bomb Scares
- Nuclear Warfare
- Castro
- AIDS
- Oil Shortages
- Terrorist Attacks
- Soaring Inflation
- Watergate



## Lack of Trust

### Professionally:

- Fast paced
- Crave independence
- Change champion

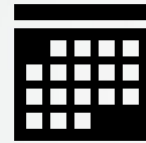
### Personally:

- Sandwich'd
- Seek life balance
- Adaptable



# Generation Y (1977 – 1991)

## Events of Their Times



- Assassinations
- School shootings
- Televised wars
- Terrorist attacks
- AIDS, anthrax, other biogenetic warfare
- Fear of strangers kidnapping them
- Technology boom



## Fear

### Professionally:

- Hesitant towards risk
- Looking for validation
- Technically savvy

### Personally:

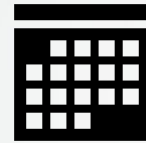
- Wary of strangers
- Increased anxiety
- Enjoy teams





# Generation Z (1992 – 2001)

## Events of Their Times



- 9/11
- War on Terror
- Energy crisis
- Recession of 2009
- Hurricane Katrina
- First African American President



## “Give me, Tell me, Show me”

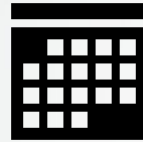
### Professionally:

- Hesitant towards risk
- Looking for direction
- The more specific, the better

### Personally:

- Research Generation (TikTok)
- “Life Hacks”

# Generation Alpha (2002 – ?)



## Events of Their Times


- Same Sex Marriage
- Me Too Movement
- COVID-19  
(Unofficially dubbed "Gen C")
- iPhone Introduced
- Osama Bin Laden Killed
- Sandy Hook



## Lasting Effect TBD

### Personally:

- Social issues, gender diversity, and climate concerns
- Comfortable making decisions



# Generational Challenges in Job Search



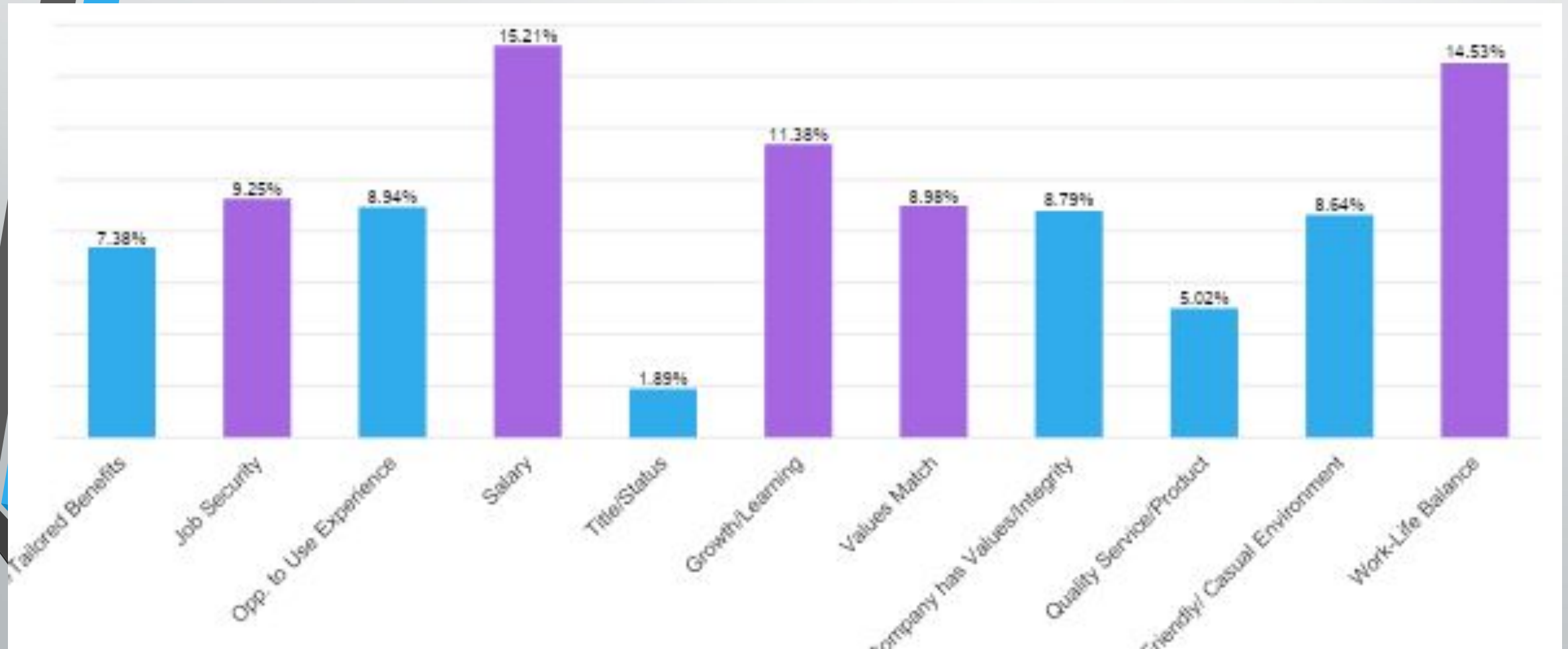
# Generational Challenges

1. Culture & Expectation
2. Communication Styles
3. Technological Competence
4. Perceptions of Work Ethic and Values
5. Job Searching
6. Ageism and Stereotyping



# Culture & Expectations

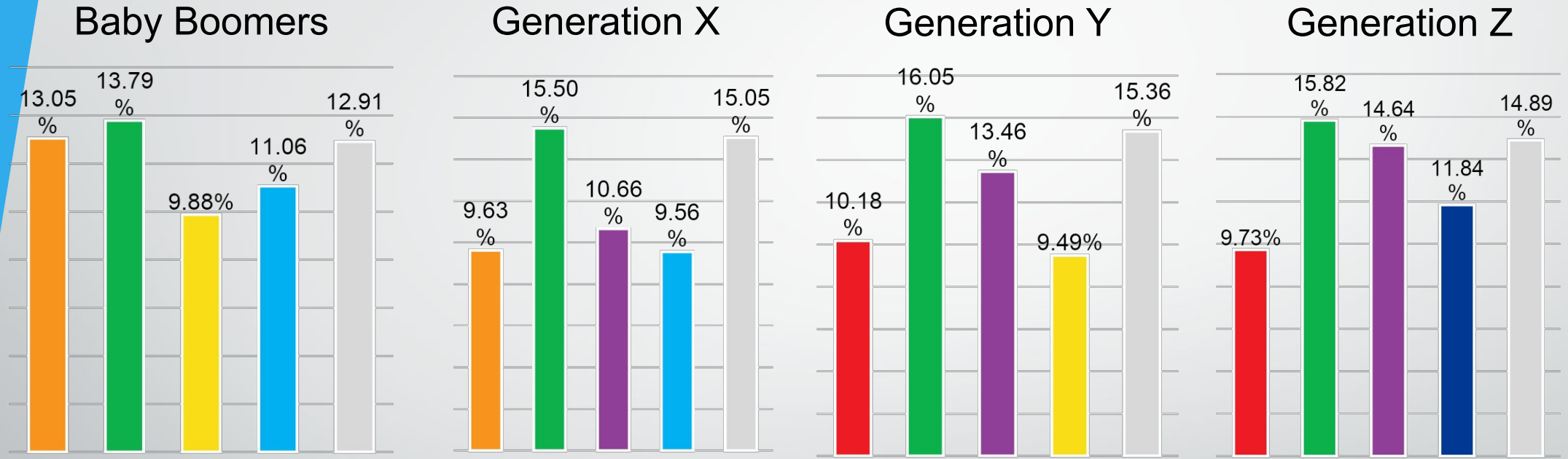
# Reasons to Join a Company



■ = Top Five Reasons



# Reasons to Join a Company

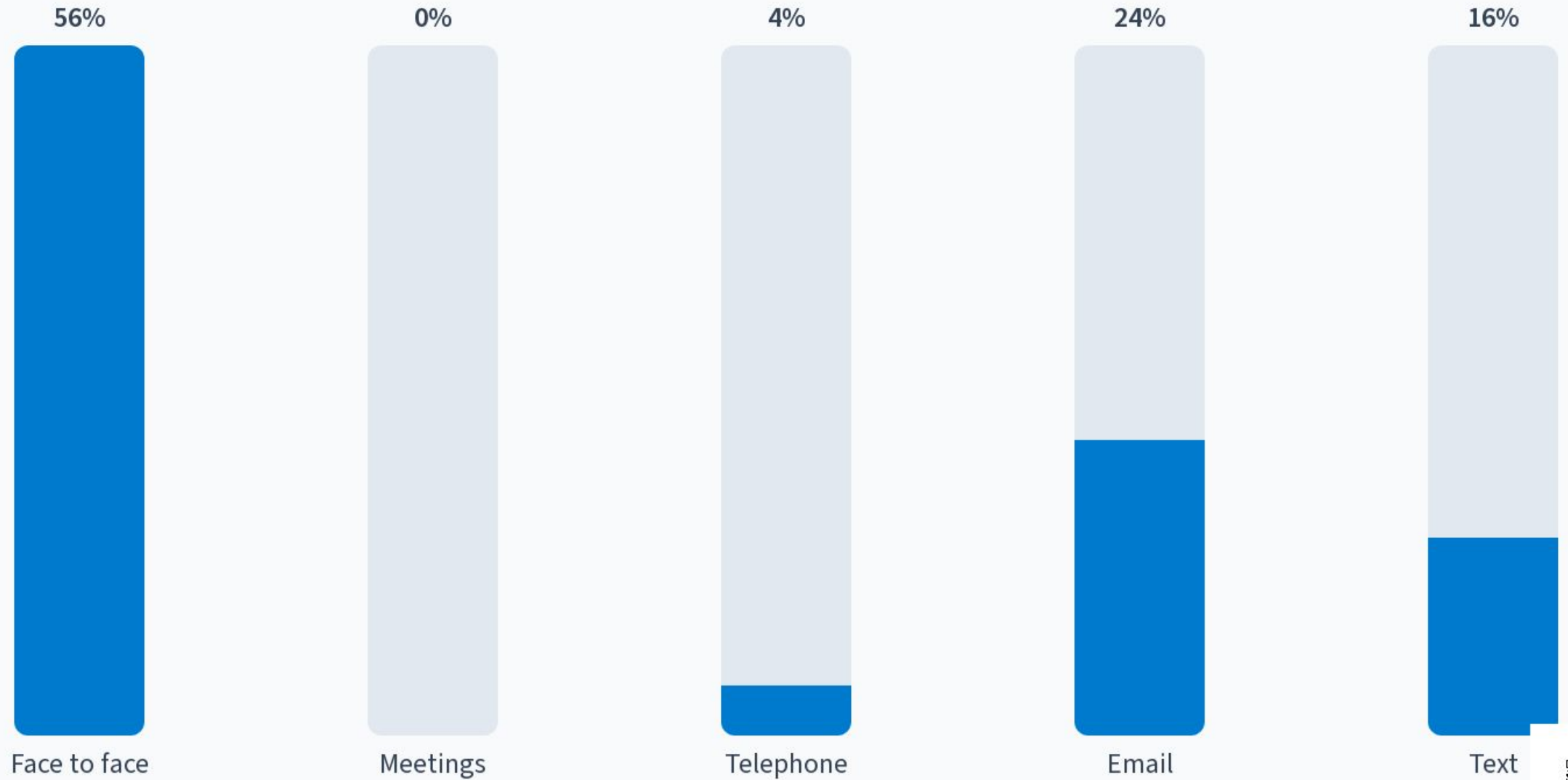


- Job Security
- Salary
- Match btwn Company & Personal Values
- Friendly, Casual Work Environment
- Opportunity to Use Experience
- Growth & Learning Opportunities
- Company has Values/Integrity
- Ability to Enjoy Work/Life Balance

# Communication Styles



# What is your preferred communication approach?





# Communication Preferences



Radio Babies: Face-to-Face



Baby Boomers: Meetings



Generation X: Email



Generation Y: Email or Text



Generation Z: Text or Face-to-Face



Generation Alpha: To be determined...

# Communication Preferences



**Most Preferred  
Communication Method?**



- #1: 1-on-1 Discussions**
- #2: Email**

**Least Preferred  
Communication Method?**



- #1: Text**
- #2: Chat**

# We're More Flexible Than We Think...

**They say that as long as the first and last letters are in the same spot, people can still understand what they're reading.**

**If that's true for you, call twice once you are finished reading this.**



# We're More Flexible Than We Think...

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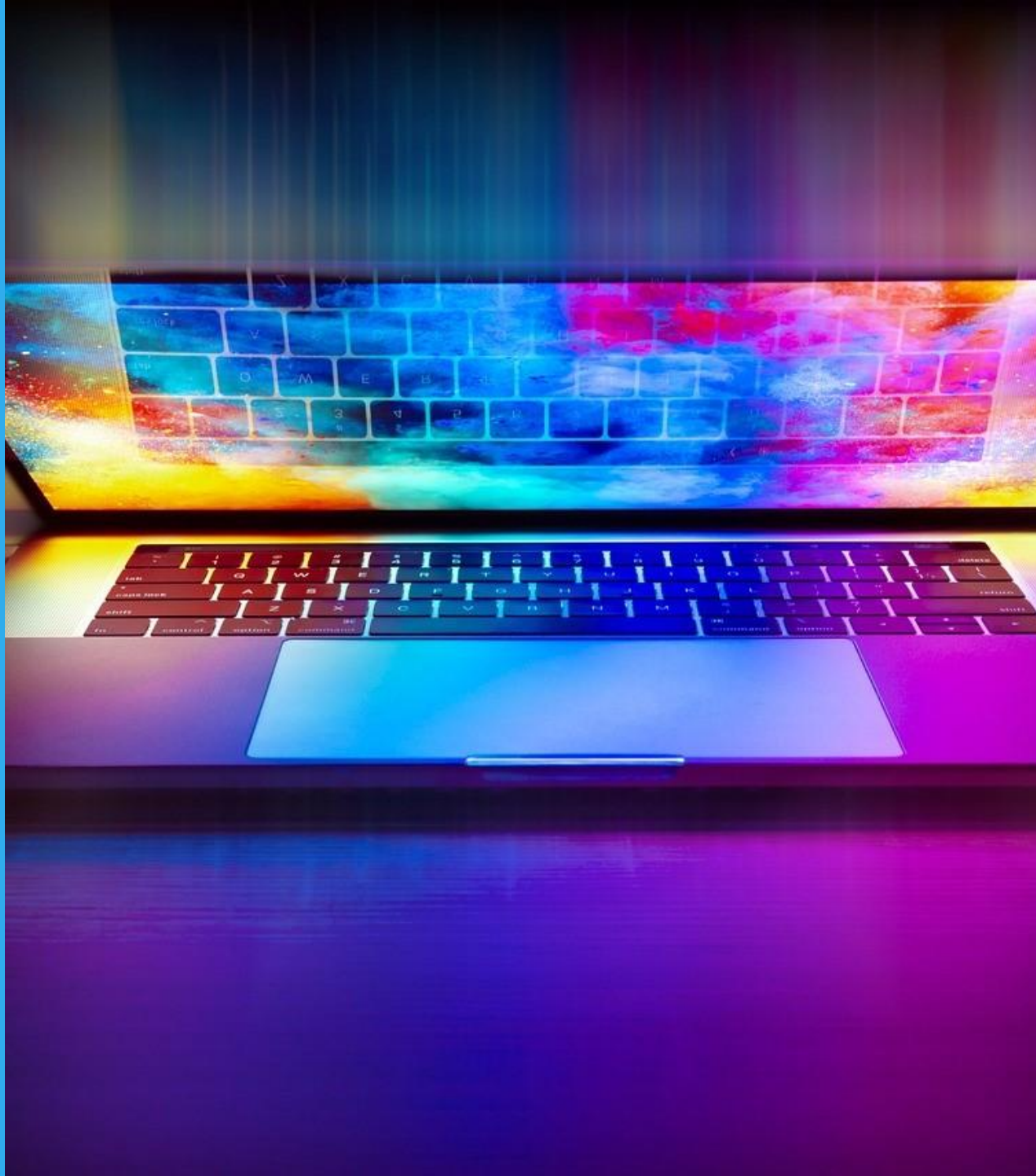
If that's true for you, clap twice once you are finished reading this.

# Activity



## Communicating to Different Generations in the Job Search

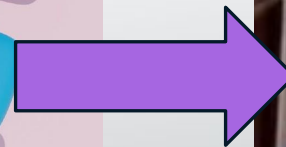
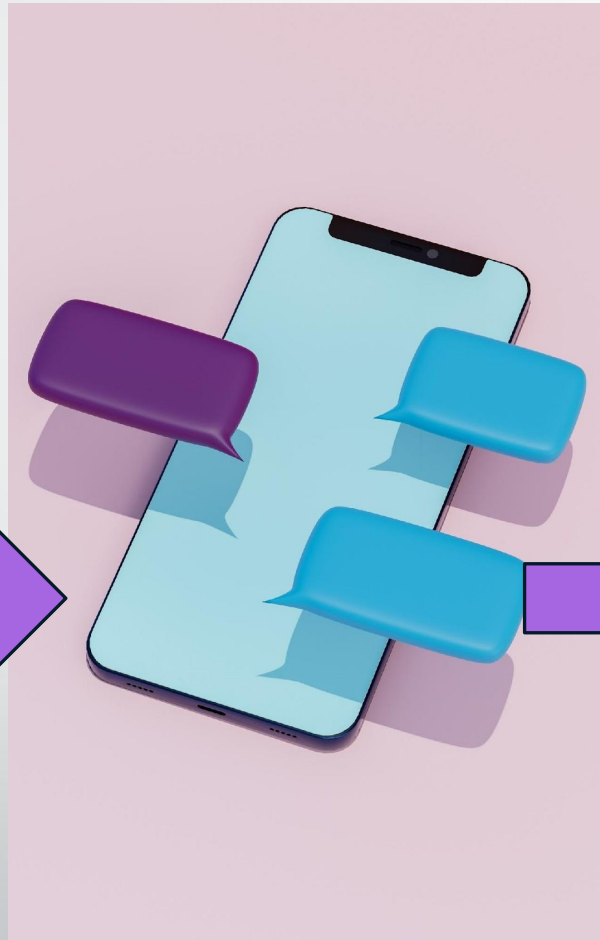
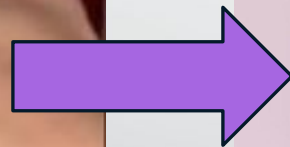
- Applying
- Follow-up
- Phone Interview
- Thank You
- Other



# Technological Competence



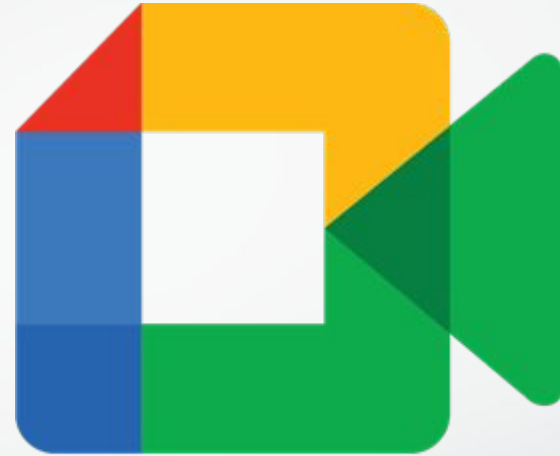
# Communication & Technology



# Technology



Microsoft Teams



Google Meet



# Technology

Baby Boomers



While we often do not get excited about technology, we do use and understand it and are often savvier with it than you think.

Gen X



We have an innovative approach when it comes to technology.

Gen Y



We work smarter, not harder... We use technology to be efficient.

Gen Z



**Technology has been a part of our entire lives; we value it and feel very comfortable using it.**



# Work Ethic & Values



Use one word to define what work ethic means to you.

reliable dependability  
effort consistent integrity  
focus  
driven  
drive  
**reliability**  
respect  
accountability critical  
grit  
**responsible**  
commitment



# Work Ethic



Radio Babies: Arrive Early/Stay Late



Baby Boomers: Facetime



Generation X: Balance Work/Life



Generation Y: Similar Values



Generation Z: Entertaining



Generation Alpha: To be determined

# What Do the Generations Say?



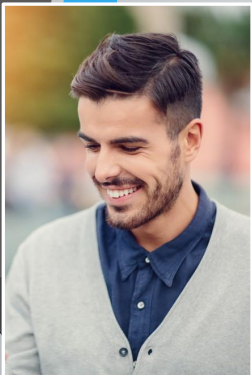
Baby Boomers

We are hardworking, have a strong work ethic, value integrity, and are loyal.



Gen X

We work hard and have integrity, a strong work ethic, and valuable experience from which younger and older generations can learn.



Gen Y

We still know what it means to work hard and have a strong work ethic. We use technology to be more efficient.



Gen Z

We are not lazy! We can be extremely loyal and hardworking, but the leadership has to first respect us and treat us as equals – not underlings.





# Job Searching: Leverage Your Generational Strengths



# Baby Boomers

- Leverage Experience
- Update Your Resume
- Leverage Your Network
- Utilize Online Platforms
- Address Age Directly
- Update Your Skills
- Explore New Opportunities
- Stay Positive and Persistent

# Generation X

- Embrace Technology
- Focus on Work-Life Balance
- Utilize Professional Development
- Network Strategically.

# Generation Y

- Build a Strong Online Presence
- Showcase Skills with Portfolios
- Seek Meaningful Work
- Leverage Social Media

# Generation Z

- Highlight Digital Proficiency
- Seek Internships and Freelance Work
- Focus on Personal Branding
- Network Online



**Let's Talk**



**Additional Tips You've Found that Help**



# Job Searching: Preparing for Interview

# Older Interviewed by Younger

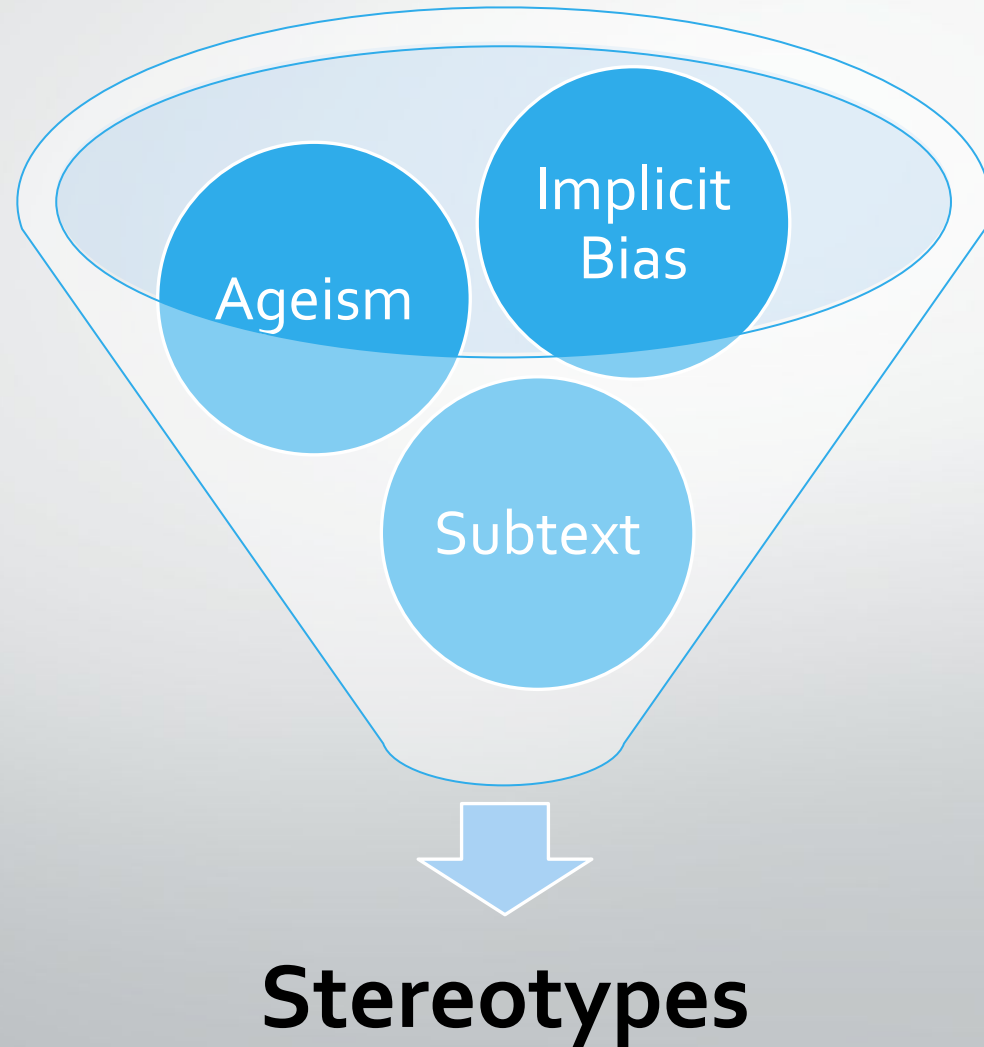
- Embrace a Collaborative Mindset
- Communicate Effectively
- Build Rapport
- Address Experience Positively
- Be Open to Feedback
- Demonstrate Learning Agility
- Show Flexibility and Inclusiveness
- Reflect on Company Culture

# Younger Interviewed by Older

- Understand the Interviewer's Perspective
- Communicate Effectively
- Highlight Adaptability and Learning
- Demonstrate Work Ethic
- Engage in Professional Dialogue
- Respect and Adapt to Professional Norms
- Showcase Your Unique Strengths
- Prepare for Behavioral Questions



# What Does This Mean for Me?

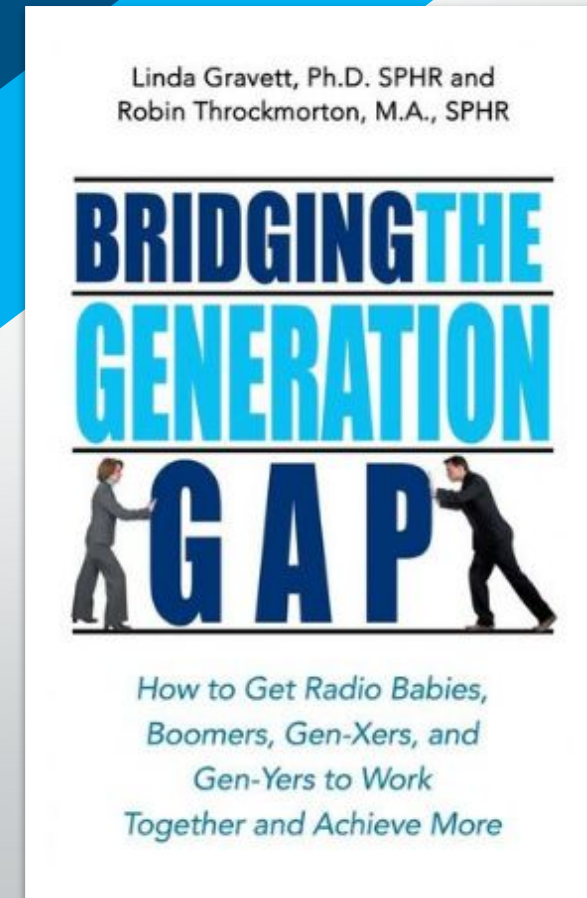


# Why the Generations?

Each generation has a different perspective based on their upbringing and daily lives.

We can build connections and find a new level of respect for those that we work with by being open and being willing to learn and listen to each other.

Embracing each generation's strengths and opportunities can help us better understand how we can work together in a respectful and collaborative workplace.





Questions?



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