

# ANALYSIS, OBSERVATIONS & BEST PRACTICES FOR FOUR GENERATIONS OF JOB SEEKERS

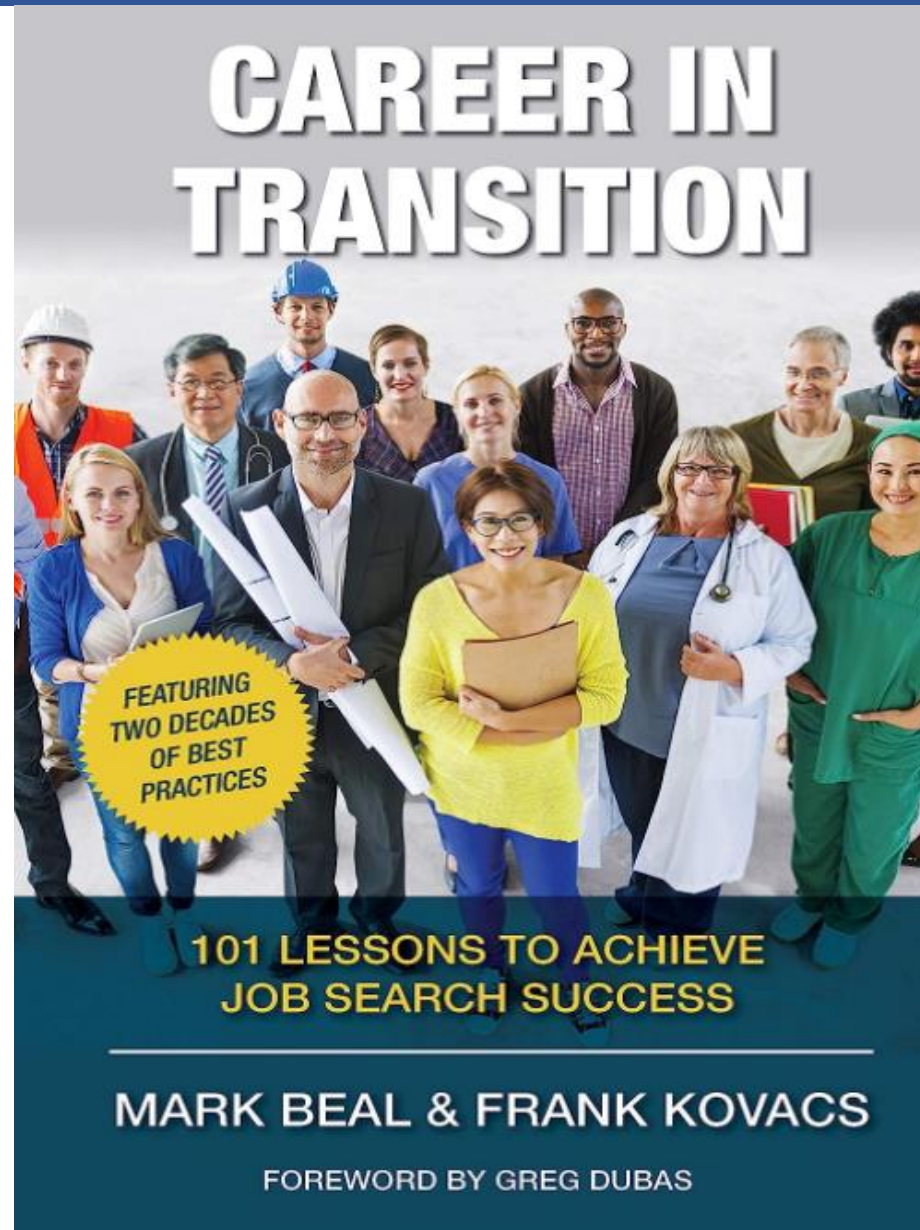


**PRESENTED BY: FRANK KOVACS & MARK BEAL**



**DATE: October 14, 2023**

# OUR PREVIOUS COLLABORATION



# OUR NEXT COLLABORATION

*WIN THE JOB & THRIVE IN A MULTIGENERATIONAL WORKPLACE*  
To Be Published On Amazon Early 2024

# OUR NEXT COLLABORATION

*“I want to be thoroughly used up when I die, for the harder I work, the more I live. I rejoice in life for its own sake. Life is no brief candle to me. It is a sort of splendid torch which I have got a hold of for the moment, and I want to make it burn brightly as possible before handing it to future generations.”*

*- George Bernard Shaw*

# Today's Agenda

**Today's Unprecedented Five Generations In The Workplace**

**Generation-By-Generation In The Workplace**

**All Generations Deliver Business-Building Value**

**Think Like Gen Z When Job Prospecting**

**Questions & Answers**



# Do You Know That In Some Companies Today There Is An Unprecedented Five Generations In The Workplace?



**Silent Generation: Ages 77-94**

**Baby Boomers: Ages 57-76**

**Gen X: Ages 43-56**

**Millennials: Ages 27-42**

**Gen Z: Ages 11-26**

# Generations in the Workplace Chart



## The Silent Generation

Born between 1928 and 1945

- Not familiar with technology
- Personal interactions
- Managerial experience
- Pension plans are a priority

## Baby Boomers

Born between 1946 and 1964

- Traditional recruiting process
- Face to face interactions
- Do not like changing jobs
- Prefer mentoring younger groups

## Generation X

Born between 1965 and 1980

- Can adapt to technologies to some extent
- Usually proud of their industry experience
- Financially responsible
- Self-reliant

## Millennials

Born between 1981 and 1996

- Tech friendly
- Want to lead
- Value deeper purpose and philosophy at workplace
- Want to be judged by the quality of work and not the hours of work

## Generation Z

Born between 1997 and 2012

- Extremely comfortable with the latest tech
- Looking for stability
- Prefer flexible working hours
- Prefer diverse workplaces

**OLDER GENERATIONS: “WORK HARDER, NOT SMARTER”**  
**YOUNGER GENERATIONS: “WORK SMARTER, NOT HARDER”**



**OLDER GENERATIONS: “LIVE TO WORK”**  
**YOUNGER GENERATIONS: “WORK TO LIVE”**



# According To A Live Career Study 89% Consider Generational Diversity In The Workplace A Positive Element Of Work



**87%: Consider the opportunity to learn from each other as a benefit of a multigenerational workplace**

**78%: However, more than three-quarters believe a multigenerational workplace could lead to conflict**

**IT IS CRITICALLY IMPORTANT TO RECOGNIZE THAT  
NO MATTER THE GENERATION  
EACH GENERATION BRINGS MEASURABLE VALUE TO THE WORKPLACE**



**ADDITIONALLY, ALL GENERATIONS WANT RECOGNITION & RESPECT  
FOR THE VALUABLE ROLE THEY PLAY  
FROM 64% OF GEN X TO 53% OF GEN Z**

# THE SILENT GENERATION, BABY BOOMERS, GEN X VALUE



**Substantive Experience**

**Well-Established Professional Networks**

**Valuable & Insightful Lessons Learned**

**Successful Case Studies**

**Critically Important Historical Knowledge**

# MILLENNIAL VALUE



**Essential Bridge Connecting All Generations**

**Managing Up & Down**

**Effectively Managing Most Important Role**

**Teaching, Mentoring, Empowering Gen Z**

**The Next Generation Of Company Leaders**



# GEN Z VALUE



**Early Tech Adopters/Digital Natives**

**Proven Entrepreneurs/Business Acumen**

**Diverse/Inclusive/Collaborative**

**Resilient/Adaptable**

**The Purpose Generation**



THINK LIKE  
GEN Z  
WHEN  
JOB PROSPECTING

# #1: RECOGNIZE THAT YOU ARE A BRAND

## #2: TAKE OWNERSHIP AS THE CEO & CMO OF YOUR BRAND

### #3: AMPLIFY YOUR BRAND ACROSS THE 3 Cs: CONTENT, CHANNELS & CONNECTIONS



Shelli Liebov • 1st

Student at Rutgers University | Passionate about the Sports Industry

1d • Edited •

With my final year at [Rutgers University](#) approaching, I am beyond excited to announce that I will be joining [Madison Square Garden Sports Corp.](#) as a New York Knicks Public Relations Student Associate for the 2022-2023 business season!

I want to say thank you to [Mallory Kwitter](#) and [Luci Ventura](#) for all their help throughout the interview and recruitment process. Thank you also to [Derek Lapinski](#) for believing in me and giving me this amazing opportunity to learn in one of the best places you can in the sports industry: The Garden!



# ACTIVATE YOUR ENTREPRENEURIAL MINDSET

Entrepreneur (23%)

Activist (19%)

Collaborator/Uniter (14%)

Transformer/Innovator (11%)

Amplifier/Advocate (10%)



Source: Gen Z Survey, September 2021



# BE TECH SAVVY

*“Gen Z is the first generation that swiped before they wiped.”*

Jacqueline Parkes  
CMO, MTV



# SOCIALIZE YOUR PERSONAL BRAND ACROSS A VARIETY OF MEDIA CHANNELS & PLATFORMS



# LEVERAGE LINKEDIN

# Inc.

NEWSLETTERS

MARKETING

## How Generation Z Is Finally Making LinkedIn Younger

There is a youth movement on LinkedIn.

BY JOHN WHITE, FOUNDER AND CMO, SOCIAL MARKETING SOLUTIONS @JUANBLANCO76



64% Search For Internships/Jobs

53% Network & Make Career Connections

26% Share Thought Leadership Content

23% Read Thought Leadership Content

22% Follow Career Achievements Of Friends

14% Learn Of Companies Best To Work For

Source: Gen Z Survey Conducted By Mark Beal Media, July 2022

# PRIORITIZE YOUR PURPOSE

## GEN Z DOESN'T WANT TO BUY YOUR BRAND, THEY WANT TO JOIN IT

What's more, purpose matters. There's a clear demand from Gen Z that brands be socially accountable. That's why 69 percent of this group are more likely to buy from a company that contributes to social causes, while 33 percent have stopped buying from a company that contributes to a cause with which they disagree.

The good news is that Gen Z wants to be part of the brand experience. If you can provide them with an authentic experience, they'll participate. If you're successful, Gen Z won't just join your journey, they'll bring you along on theirs, becoming brand ambassadors through their own social channels, while helping you grow your brand as influencers themselves.



# BE LIKE GEN Z AND VALUE WHAT'S IMPORTANT TO YOU

**MENTAL HEALTH DAYS,  
DIVERSITY & INCLUSION  
WORK-LIFE BALANCE  
AMONG TOP CHARACTERISTIC THEY ARE  
SEEKING IN A FUTURE EMPLOYER**



**32% Competitive Salary**

**32% Competitive Benefits**

**31% Mental Health Days**

**26% Diverse & Inclusive Culture**

**26% Work-Life Balance Prioritization**

**25% Truly Cares About My Career Growth**

**24% Work Remotely Full-Time**

**24% Four-Day Work Week**

# HARNESS H.I. (HUMAN INTERACTION)

ONLY 7% OF JOB CANDIDATES ARE REFERRED BY SOMEONE CONNECTED TO THE EMPLOYER  
YET, THOSE 7% COMPRISE 40% OF HIRES

## THE ANATOMY OF A MODERN-DAY RECRUITER

### DATA-DRIVEN

It is essential that we put data at the center of our recruitment practices and collect data from all sources and be able to analyze it according to our business needs.

### SOCIAL

Social recruiting is the new norm in the industry for the simple reason that we need to be where job seekers are. And they are on social media. Logically, we need to be on the platforms they use to look for employment or consume content.

### CREATIVE

Everybody is doing mobile recruiting, social recruiting, and content recruiting. We are all doing these stuff. We hi-jack trends just like everybody else. But the key to standing out is by knowing how to do things differently every time; otherwise, you will be left behind.



### STRATEGIC

Strategic thinking means having foresight. Recruiters should be able to identify potential talent and engage with them even before job positions are offered – build relationships beforehand, in other words.

### TECHNOLOGICAL

Recruiters must know how to navigate platforms, tools, and technologies in order to maximize them. The more knowledgeable you become in optimizing these tools to connect job seekers with employers, the better recruitment specialist you become.

### MARKETER

Recruiters are expected to actively play marketing roles in talent acquisition. This includes keeping the company website and online profiles active, publishing relevant information, and participating in the conversation online especially through social networking sites.

# Thank You!

## Questions & Answers

P R E S E N T E D B Y : F R A N K K O V A C S & M A R K B E A L