



ENGAGING TEAMS ACROSS GENERATIONS

Dima Ghawi

**AT AN INDIVIDUAL LEVEL,
EVERYONE IS DIFFERENT.**



WHAT IS A GENERATION?

“A generation is a group of people born around the same time and raised around the same place. People in this ‘birth cohort’ exhibit similar characteristics, preferences, and values over their lifetimes.”

-The Center for Generational Kinetics

THE CURRENT GENERATIONS



Builders

Age: 75+



**Baby
Boomers**

Age: 56-74



**Generation
X**

Age: 39-55



**Generation
Y**

Age: 24-38



**Generation
Z**

Age: 8-23

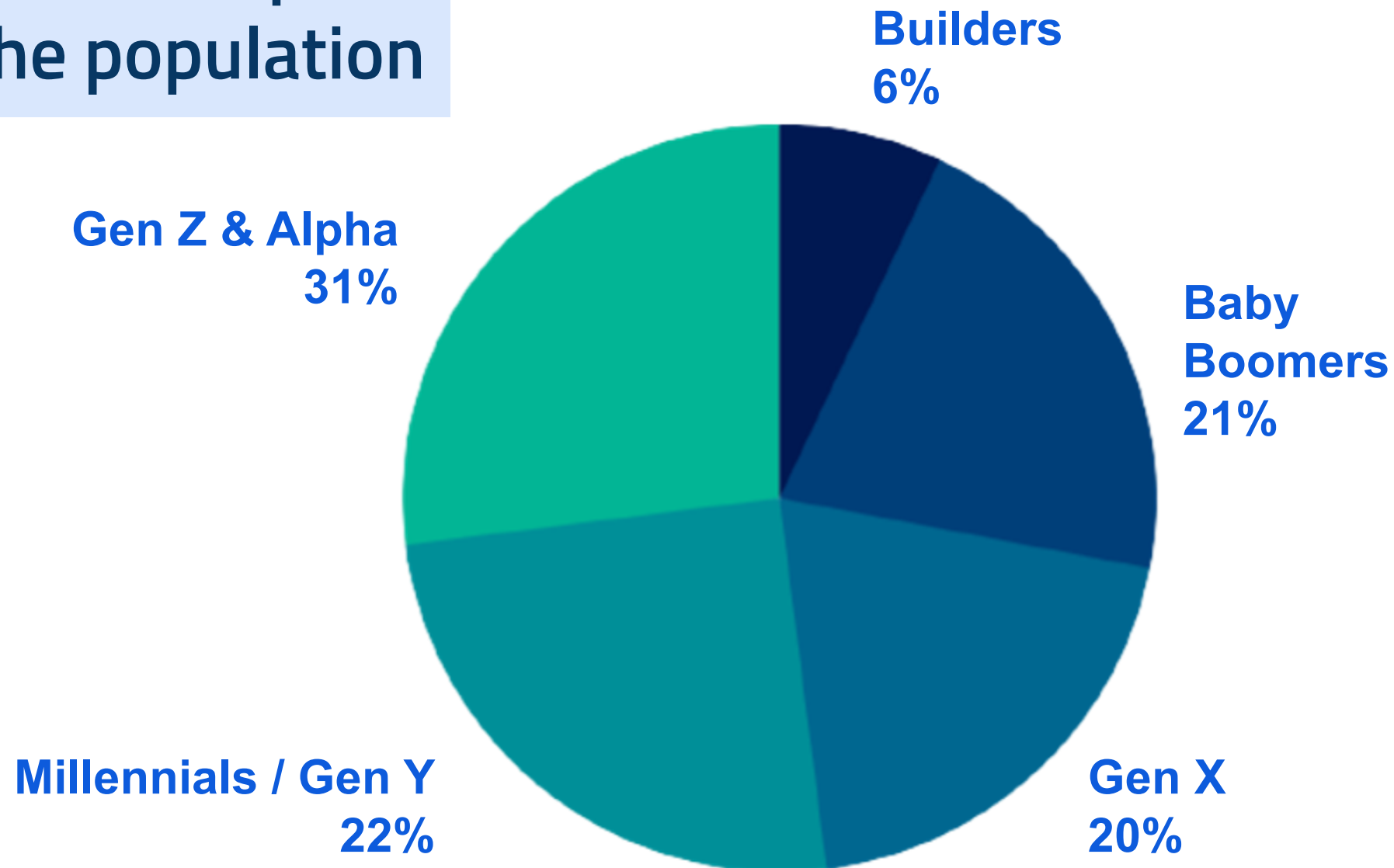


**Generation
Alpha**

Age: 1-7

% OF US POPULATION PER GENERATION

**Gen Y, Z, and Alpha
53% of the population**



ACCORDING TO US CENSUS 2022

UNDERSTAND & ADAPT



**Baby
Boomers**

Age: 56-74

CHARACTERISTICS:

- **Driver = legacy creation**
- **Self worth = work ethic**
- **Live to work**
- Loyal to employer
- Competitive
- Goal-centric
- Process oriented
- Focused
- Disciplined
- Enjoy working in teams & proving themselves to the team
- Need to know that they are valued
- Want to make a difference



**Generation
X**

Age: 39-55

CHARACTERISTICS:

- **Value = work-life balance**
- **Driver = fear of losing their job**
- **Work to live**
- Skepticism
- Crave independence
- Think globally
- Focused on results
- Adapt to change
- Eager to learn
- Thrive on flexibility
- Education is a necessary means to succeed

CHARACTERISTICS:



**Generation
Y**

Age: 24-38

- **Value = Flexibility**
- **Driver = career development**
- Do not perform at their best in a **traditional work environment**
- Fully transparent, shares everything
- Do well with detailed instructions
- Desire to make an impact
- Commerce & conscience together
- Value Diversity
- Love technology
- Education is a highly expensive necessity
- Find solutions using technology



**Generation
Z**

Age: 8-23

CHARACTERISTICS:

- **Value = security & stability**
- **Driver = purpose**
- Tech-innate (first generation to grow up with modern technology)
- Accepting of others
- Make things
- Realists
- Individualistic
- Competitive
- Transparent
- Entrepreneurial and inventive spirit
- Concerned about the cost of education

**IT IS NOT ONLY ABOUT THE PAYCHECK,
BUT ABOUT A POSSIBILITY TO BE PART OF SOMETHING
BIGGER THAN THEMSELVES.**

-UNIVERSUM RESEARCH

WHAT GEN Y & Z ARE LOOKING FOR IN AN EMPLOYER

A large, stylized number '1' in a light green color, positioned at the top center of the white circle. It has a small square dot to its right, resembling a decimal point.

A FITTING CULTURE

- FEELING INCLUDED
- COMMITMENT TO DEI
- DEDICATION TO A GREATER CAUSE
- COMMUNITY OUTREACH

AREAS TO ANALYZE



Work Culture

Leadership Team

Discrimination & Biases

Communication

Perception & Branding

Recruitment

Advancement

Retention

Training

Mentorship

The background is a solid teal color. A large white circle is centered on the page. On the left side of the circle, a blue triangle points towards the center.

2.

CLEAR
EXPECTATIONS
& FEEDBACK

3.

CAREER PATH

TRAINING
& MENTORSHIP

4.

FLEXIBILITY

WORK / LIFE
INTEGRATION

WHAT GEN Y & Z ARE LOOKING FOR IN AN EMPLOYER

1. A FITTING CULTURE
2. CLEAR EXPECTATIONS AND FEEDBACK
3. CAREER PATH / TRAINING / MENTORSHIP
4. FLEXIBILITY / WORK & LIFE INTEGRATION

DIMA GHAWI

speaker | author | coach



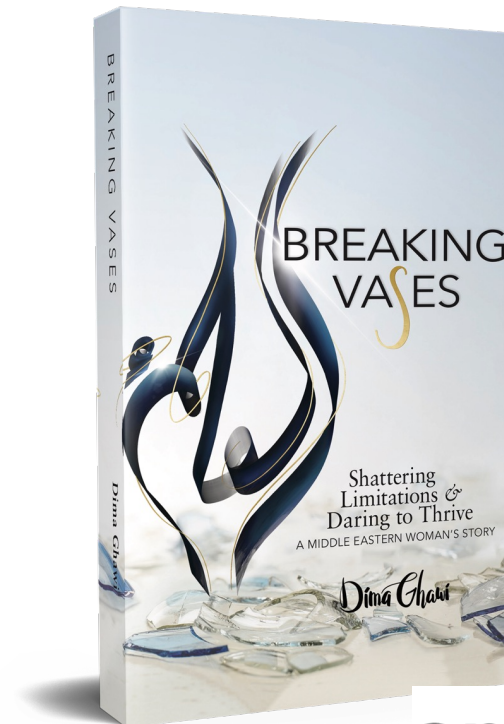
dimaghawi.com



800.434.0898



dima@dimaghawi.com



amazon