



Leading a Multigenerational Workforce

Achieving Success through Diversity and Understanding

Engage with us!



Audio Settings

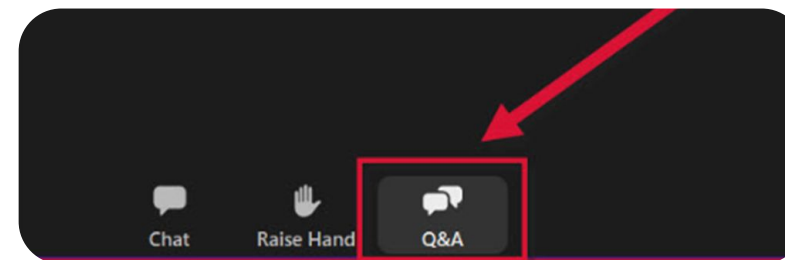
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Chat

Add examples, ask questions, or participate with the presenter and your peers. You can share your message with everyone or just one individual.

Use the QA feature for questions



Follow-up

If you have questions after the Webinar, send a message to vgates@playvox.com. We also would love to connect with you on LinkedIn!

Managing Multi-Generational Teams



Taking a **Pulse**

How are your Team Members Doing?

Study of 30,000 People, 31 Countries

- 1 in 5 survey respondents said their employer doesn't care about their work/life balance
- 54% feel overworked
- 39% feel exhausted
- **Over 40% of the global workforce is considering leaving their employer within the next year**

Source: Microsoft, March 22, 2021, "The Next Great Disruption Is Hybrid Work—Are We Ready?"



Taking a **Pulse**

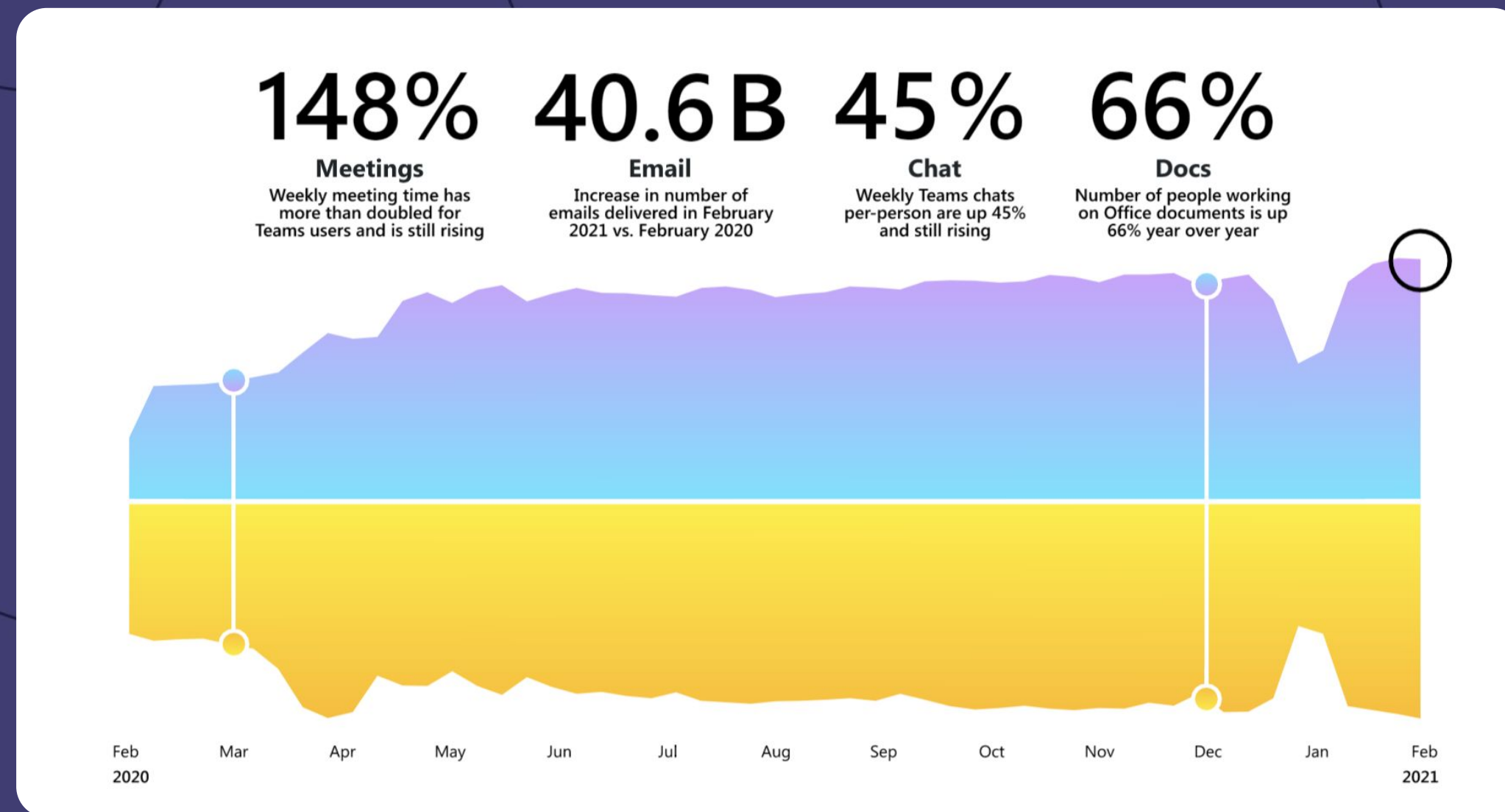
How are your Team Members Doing?



Deloitte, 2021 Millennial and Gen Z Survey

- 4 out of 10 respondents didn't feel their employer had taken actions to support their mental well-being during the pandemic
- Only 38% of Millennials and 35% of Gen Z say they've spoken openly to their supervisor about the stress they're feeling
- Nearly half who took time off for mental-health gave other reasons to their employer

Employees are Experiencing Digital Overload



Analysis of collaboration activity across Microsoft 365 tools from February 2020 to February 2021.

Source: Microsoft, March 22, 2021, "The Next Great Disruption Is Hybrid Work—Are We Ready?"

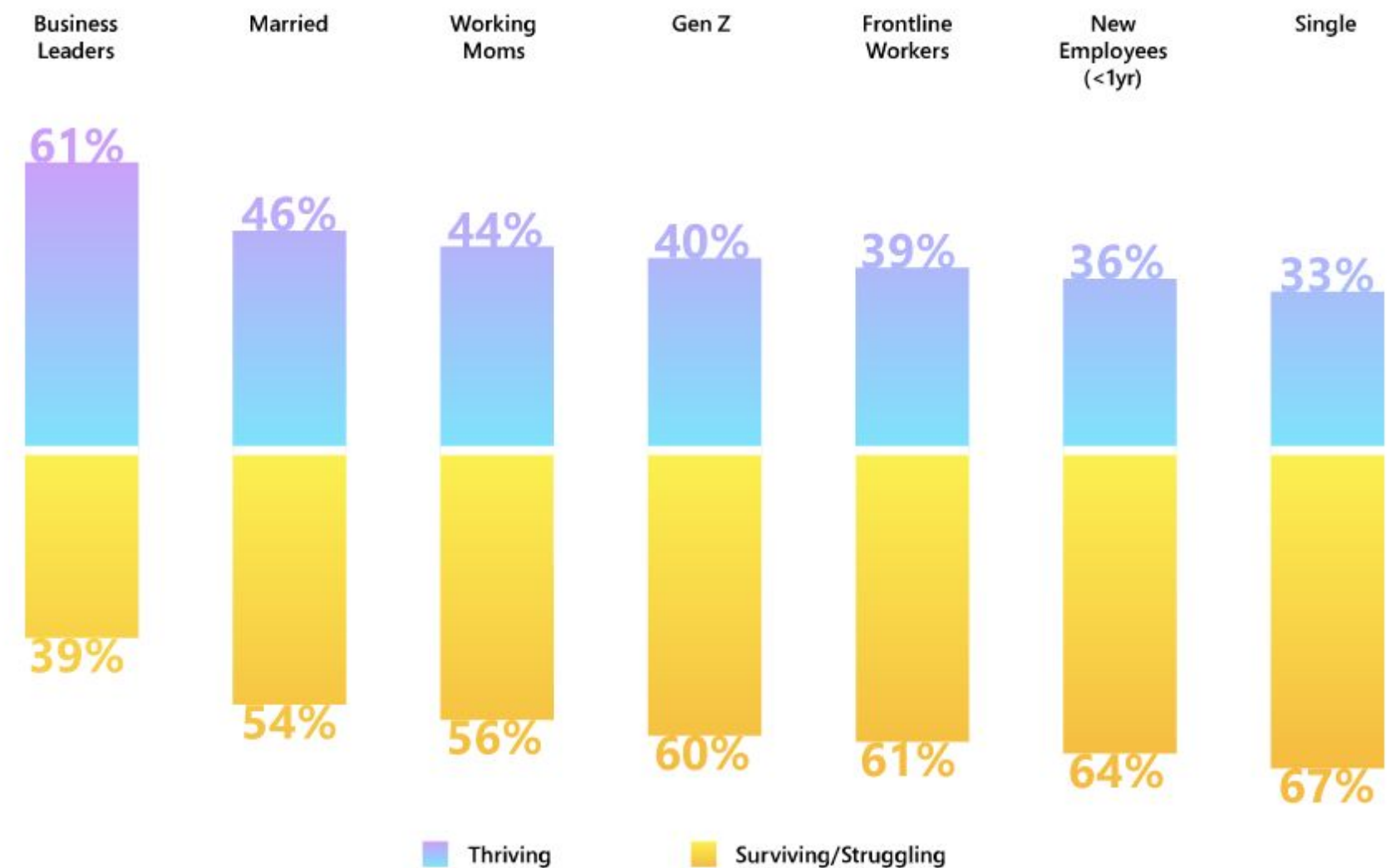
Leaders are Not in Synch with their Employees

The Work Trend Index survey, Edelman Data x Intelligence

Survey of 31,092 full-time employed or self-employed workers across 31 markets – between January 12, 2021 to January 25, 2021.

Business leaders are faring better than their employees

Most leaders in our study were male information workers with an established career – the near opposite of those struggling most.



Source: Microsoft, March 22, 2021, "The Next Great Disruption Is Hybrid Work—Are We Ready?"

Current Generational Timeline

More than 50% of Today's Workforce is Millennial or Gen Z



B

Optimistic

Baby Boomers
1946 - 1964

X

Self-Reliant

Gen X
1965 - 1980

Y

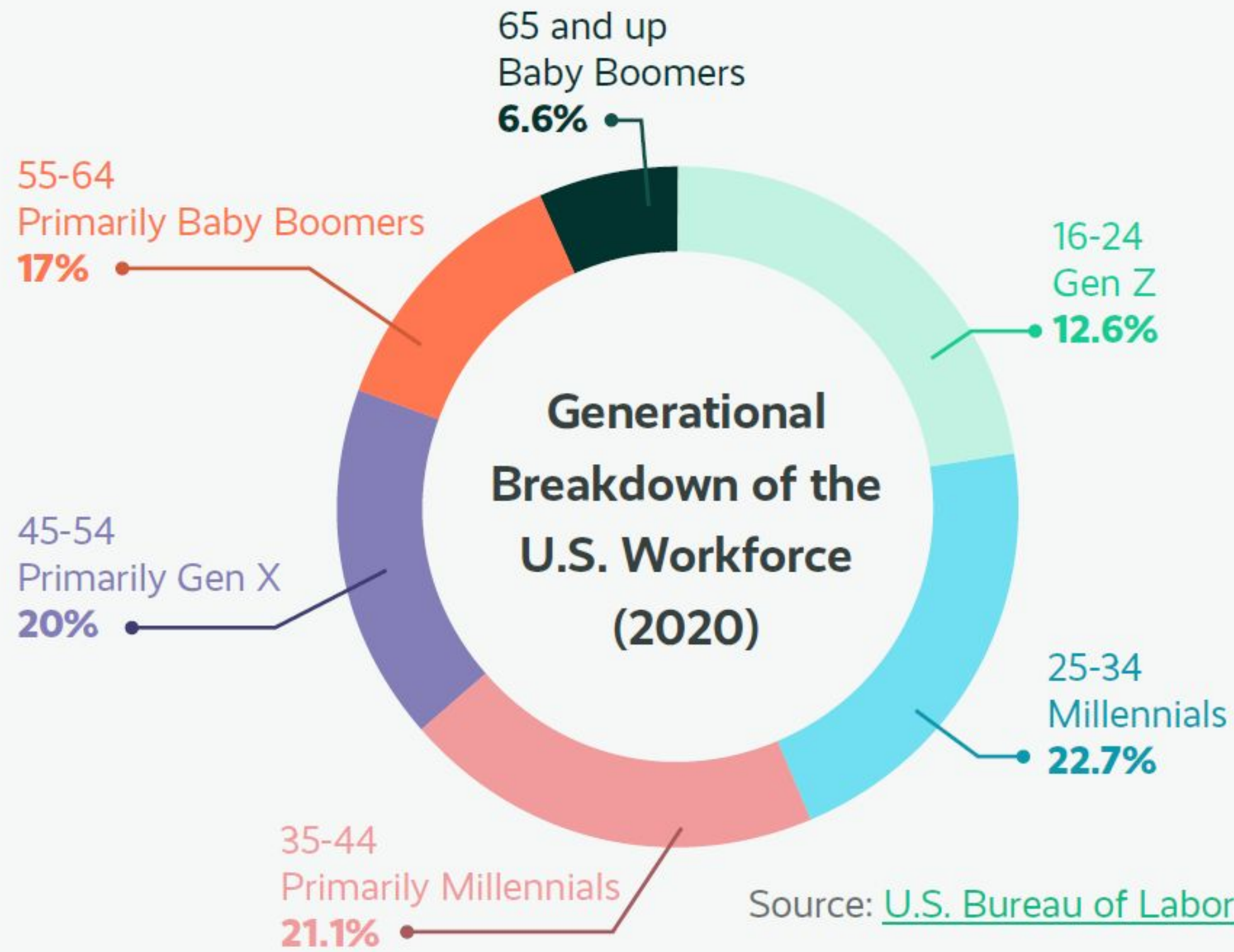
Tech-Savvy

Millennials (Gen Y)
1981 - 1996

Z

Inclusive

Gen Z
1997 - Present



Source: [U.S. Bureau of Labor Statistics](#)

Poll

In the team you currently participate in or manage,
which generations are represented?

- Baby Boomer
- Generation X
- Millennial
- Gen Z

Our Experiences Shape Our Perspectives

Baby Boomers Most Influential Generation		
Born 1946-1964	Heroes Individuals aligned with their values, but they do not know personally i.e. JFK, MLK	Cultural Influencers: The Cold War, TV, Student Activism, Feminism
One Word to Describe: Optimistic	Workplace Values <ul style="list-style-type: none">● Dedication● Optimism● Teamwork● Strong Work Ethic	Characteristics <ul style="list-style-type: none">● Coined the term “workaholic”● Economic motor of the U.S.● Their job is their identity● The harder I work, the more I am worth● Not a high value on work/life balance

Source: Aaron Raby, University of Massachusetts Global, “Leading Across Generations” webinar

Our Experiences Shape Our Perspectives

Gen X Most Skeptical Generation		
Born 1965 - 1980	Heroes They admire people they know, such as coaches, teachers, family	Cultural Influencers: Technology's first wave, energy crisis, working mothers, rising divorce rate, AIDS, Latchkey Kids
One Word to Describe: Self - Reliant	Workplace Values <ul style="list-style-type: none">● Flexibility● Autonomy● Informality● Diversity● Technology Literacy● Unimpressed by Authority	Characteristics <ul style="list-style-type: none">● Work to live, not live to work● Prove-it-to-me attitude● Loyal to people vs organizations● Have identity outside their job● Work/life balance

Source: Aaron Raby, University of Massachusetts Global, "Leading Across Generations" webinar

Our Experiences Shape Our Perspectives

Millennial Most Over-Scheduled Generation		
Born 1981-1996	Heroes They admire people they know, such as coaches, teachers, family - but only if they like them	Cultural Influencers: Explosion of Technology and Media, 9/11, Multiculturalism, Self-Esteem Movement
One Word to Describe: Tech - Savvy	Workplace Values <ul style="list-style-type: none">● Constant Feedback● Recognition● Fulfillment● Advanced Tech● Fun● Civic Duty	Characteristics <ul style="list-style-type: none">● Just want to achieve● Have always been rewarded● Loyal to their boss vs their job - but only if they like them● Technology● Grow-up later: “adult-o-lescence”● Want to contribute - even if not asked

Source: Aaron Raby, University of Massachusetts Global, “Leading Across Generations” webinar

Different Values and Motivations


Baby Boomers	Gen X	Millennials
<p data-bbox="416 816 1002 877">Workplace Values</p> <ul data-bbox="326 984 902 1253" style="list-style-type: none"> ● Dedication ● Optimism ● Teamwork ● Strong Work Ethic 	<p data-bbox="1382 816 1969 877">Workplace Values</p> <ul data-bbox="1302 984 2092 1403" style="list-style-type: none"> ● Flexibility ● Autonomy ● Informality ● Diversity ● Technology Literacy ● Unimpressed by Authority 	<p data-bbox="2372 816 2958 877">Workplace Values</p> <ul data-bbox="2259 984 2848 1403" style="list-style-type: none"> ● Constant Feedback ● Recognition ● Fulfillment ● Advanced Tech ● Fun ● Civic Duty

Source: Aaron Raby, University of Massachusetts Global, "Leading Across Generations" webinar

Tips for Leaders - Communications

- Conflicts between generations are less about their differences, and more about their perceptions of differences
 - Establish strong communications practices to address this challenge
- Learn the communication practices each generation prefers

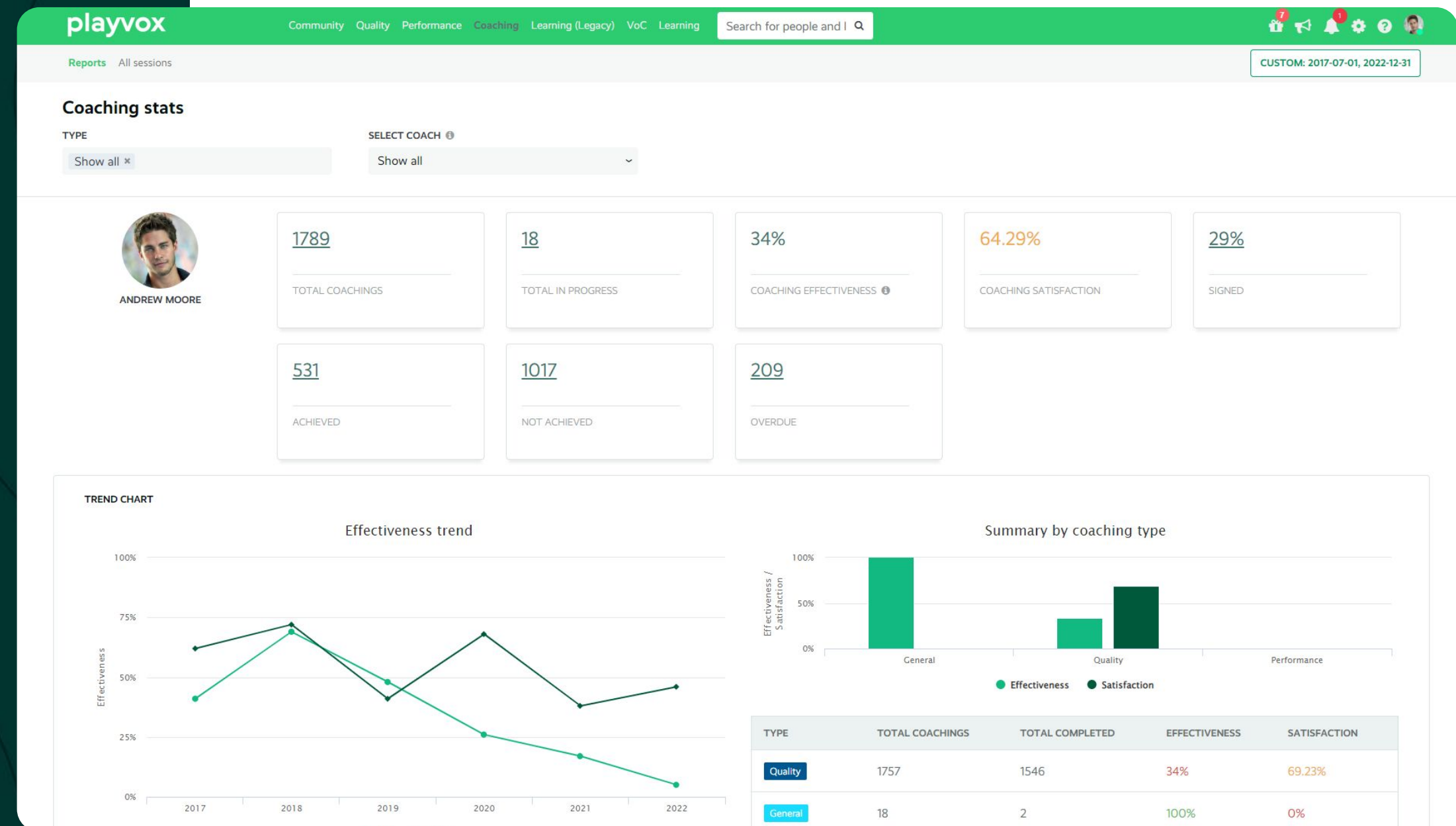
Best Practices for Workplace Communication by Generation

Generation	Prefer to Communicate Through	Want to Receive Feedback
 Gen Z	Text Messaging Apps Social Media	In real time
 Millennials	Text Messaging Apps Social Media Email	Often, but they're unlikely to ask for it
 Gen X	Face-to-face meetings Email	Directly and quickly
 Baby Boomers	Face-to-face meetings Email Phone calls	Regularly, in a formal setting

Sources: [NTT Data Services](#), [Gallup](#), [Purdue University](#), [Workforce Institute](#)

Tips for Leaders - Feedback

- Select contact center coaching software that's flexible enough to meet the needs of different age groups
- A solution that offers closed-loop coaching, in which the agent can both receive feedback and reply with their own, will be valuable when working with every generation.



Tips for Leaders - Training

Learning Preferences:

Baby Boomers: Role Playing

Gen X: Learning on the Job

Millennials/Gen Z: Online Training
and Videos



Tips for Leaders - Motivation



The right Contact Center software will motivate all age groups:

- Encourage healthy competition (Baby Boomers like to win)
- Set and celebrate goals (Gen X craves these achievements)
- Measure growth (Millennials will love it)
- Offer digital badges (Gen Z will be proud to show what they've accomplished)

Tips for Leaders

- One size does not fit all - don't assume your values or motivations are shared by those older or younger than you
- Create a culture where it is OK to acknowledge stress
- Create bi-directional mentor/mentee relationships
- Leverage Team Member Strengths
 - - Checkout "Strengthfinder 2.0" by Tom Rath
- Celebrate the fun things that people have in common - food, music, pets, etc.
- Model the Change - create diverse teams for projects and key assignments
- In-person Meetings are Coming Back!



Tips for Team Members

- Practice empathy - ask yourself, “What would the perspective of my team member or customer be, and why?”
- In the event of conflicting perspectives with members of a different age group, picture a friend or relative of the same age
- Acknowledge that it’s Ok to have different perspectives - this is key to a strong team
 - Some of the best answers lie in the middle
- Focus on the team desire to “Get it Right” versus one person or group having “To Be Right”
- Checkout “Emotional Intelligence 2.0” by Travis Bradberry and Jean Greaves



Workforce Engagement Management

Workforce Management

Intelligently forecast, schedule, and monitor your workforce without the need of specialized resources or data analysts



Quality

Easily identify and prioritize areas for skill development in your customer service teams



Performance

Track agent performance and measure the impact of your QA process



Coaching

Solve and improve issues in quality, behavior, compliance, soft skills, customer experience, among many others



Customer AI NEW

Uncover sentiment, intent and interaction topics with advanced text-based analysis and direct customer surveys



Motivation

Recognize and reward your agents with points that they can exchange for gifts, based on their Quality, Coaching, Learning and overall Playvox results



Learning

Easily create and provide your customer service teams with courses, learning paths and quizzes to ensure continual skill development



QUESTIONS?



Poll



**Want to know more?
FREE EBOOK**

How to Manage a Multi-Generational Team in Your Contact Center

Your Guide to Communication, Training, and
Motivation Across Age Groups



Visit our Resource Center

playvox.com/resources

Thanks!



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