



Are Your People Tanking  
Your Bottom Line?



[linkedin.com/in/amandahammett](https://www.linkedin.com/in/amandahammett)

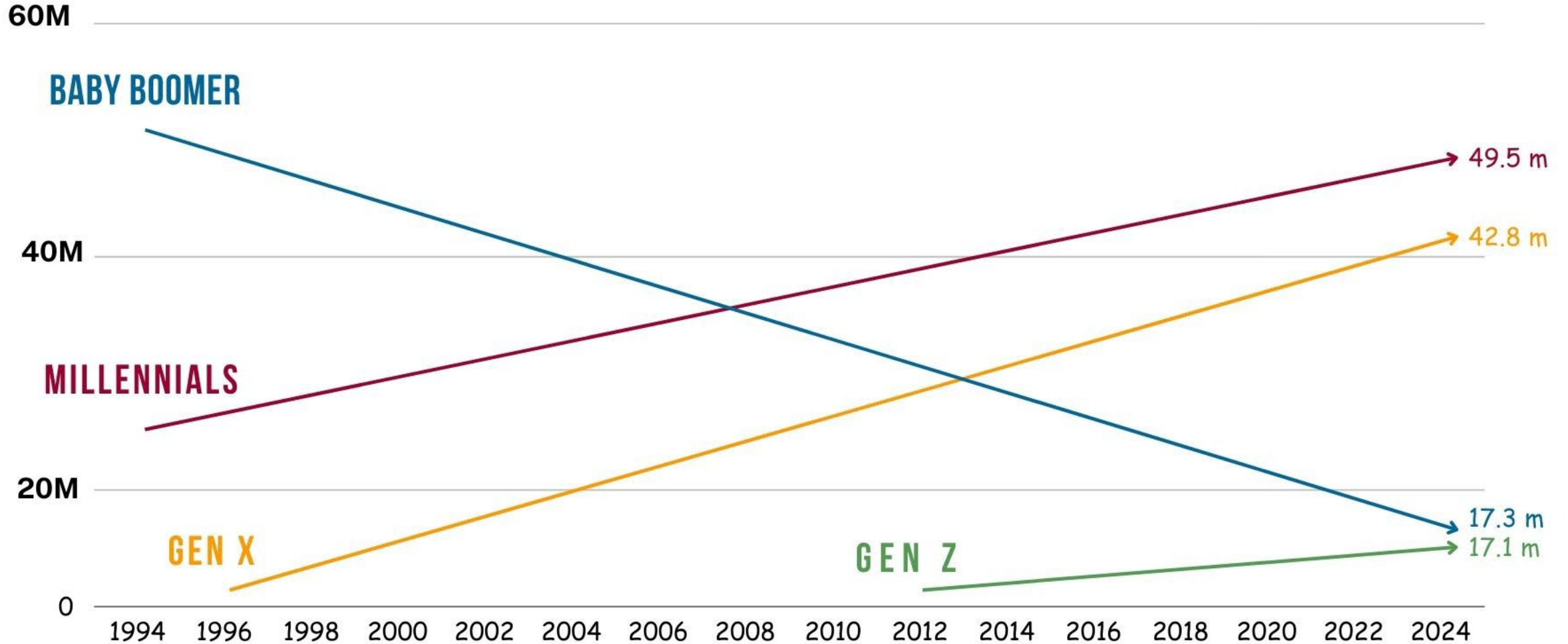


Who am I?

# Generational Facts

# U.S. FULL - TIME WORKFORCE, BY GENERATION

Seasonally Adjusted: Monthly, January 1994 to September 2023



Gen Zers are expected to overtake Baby Boomers by Early 2024

# Generations Cheat Sheet



**Scan me!**

# SILENT GENERATION 1925-1945

Dependable, straightforward, tactful, loyal

**Shaped by:** The Great Depression, World War II, radio, and movies

**Motivated by:** Respect, recognition, providing long-term value to the company

**Communication style:** Personal touch, handwritten notes instead of email

**Worldview:** Obedience over individualism; age equals seniority; advancing through the hierarchy

# BOOMER GENERATION 1946–1964

Optimistic, competitive, identity through their career, workaholic, advancing through the hierarchy

**Shaped by:** The Vietnam War, civil rights movement, Watergate

**Motivated by:** Company loyalty, teamwork, duty

**Communication style:** Whatever is most efficient, including phone calls and face-to-face

**Worldview:** Achievement comes after paying one's dues; sacrifice for success

## **Stats:**

- 49% of Baby Boomers expect to or already are working past age 70 or do not plan to retire creating leadership vacuums.
- 10,000 Baby Boomers reach retirement age every day some of are planned but more and more are unplanned retirements.

# GENERATION X 1965–1976

Flexible, informal, skeptical, independent

**Shaped by:** The AIDs epidemic, the fall of the Berlin Wall, the dot-com boom

Motivated by: Diversity, work-life balance, their personal-professional interests rather than the company's interests

**Communication style:** Whatever is most efficient, including phone calls and face-to-face

**Parents:** Silent Generation and some early Boomers

**Worldview:** Favoring diversity; quick to move on if their employer fails to meet their needs; resistant to change at work if it affects their personal lives, ability to serve as a bridge between other generations.

## **Stats:**

- 55% of startup founders are Gen Xers — the highest percentage
- By 2028, Gen Xers will outnumber Baby Boomers



# MILLENNIALS 1977–1995ish

Competitive, open-minded, achievement-oriented

**Shaped by:** Columbine, 9/11, the internet, rise of dual working parents

**Motivated by:** Responsibility, the quality of their manager, unique work experiences

**Communication style:** IMs, texts, and email

**Parents:** Boomers (helicopter parents)

**Worldview:** Seeking challenge, growth, and development; a fun work life and work-life balance; likely to leave an organization if they don't like change. Millennials got married and started families far later than their predecessors.

## **Stats:**

- 75% percent of the global workforce will be made up of Millennials by 2025
- 63% of millennial moms (and 55% of millennial dads) are struggling to balance work and home life.

# GENERATION Z 1996ish–2015ish

Global, entrepreneurial, progressive, less focused

**Shaped by:** Life after 9/11, the Great Recession access to technology from a young age, COVID as the eldest of the generation began coming into the workforce and the younger had their school career interrupted.

**Motivated by:** Diversity, personalization, individuality, creativity

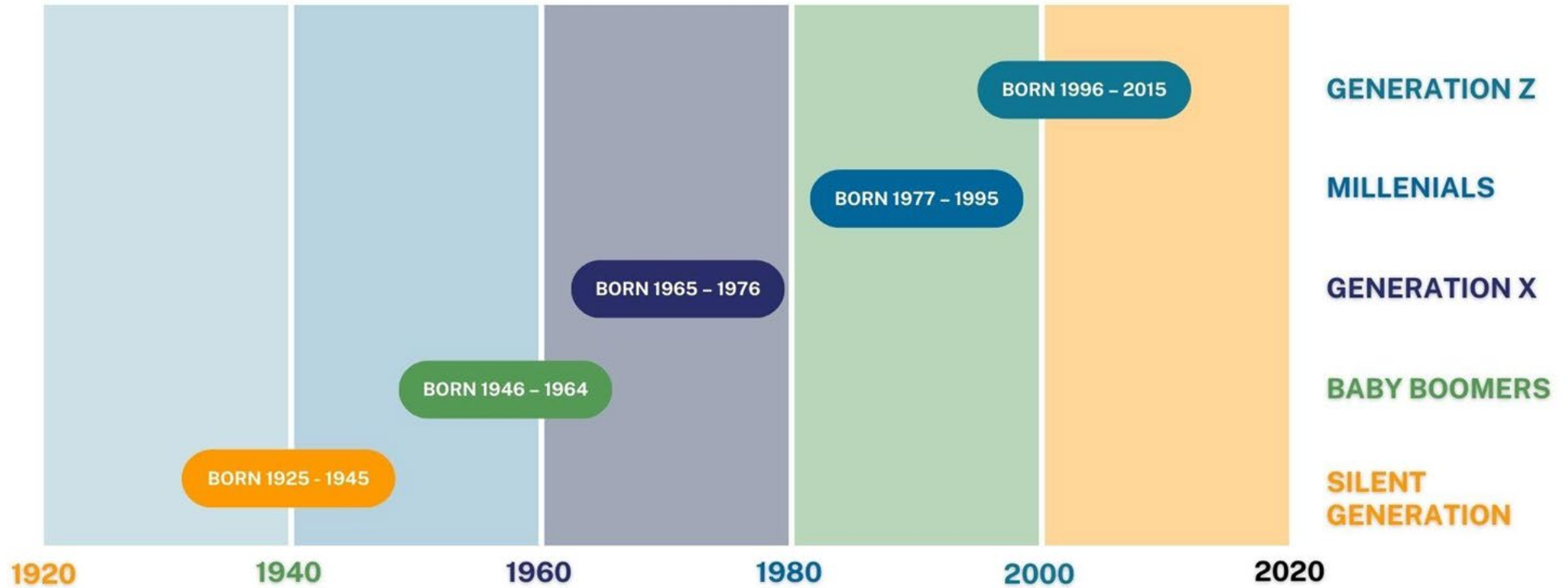
**Communication style:** Social media, texts, IMs

**Parents:** Generation X, some elder Millennials

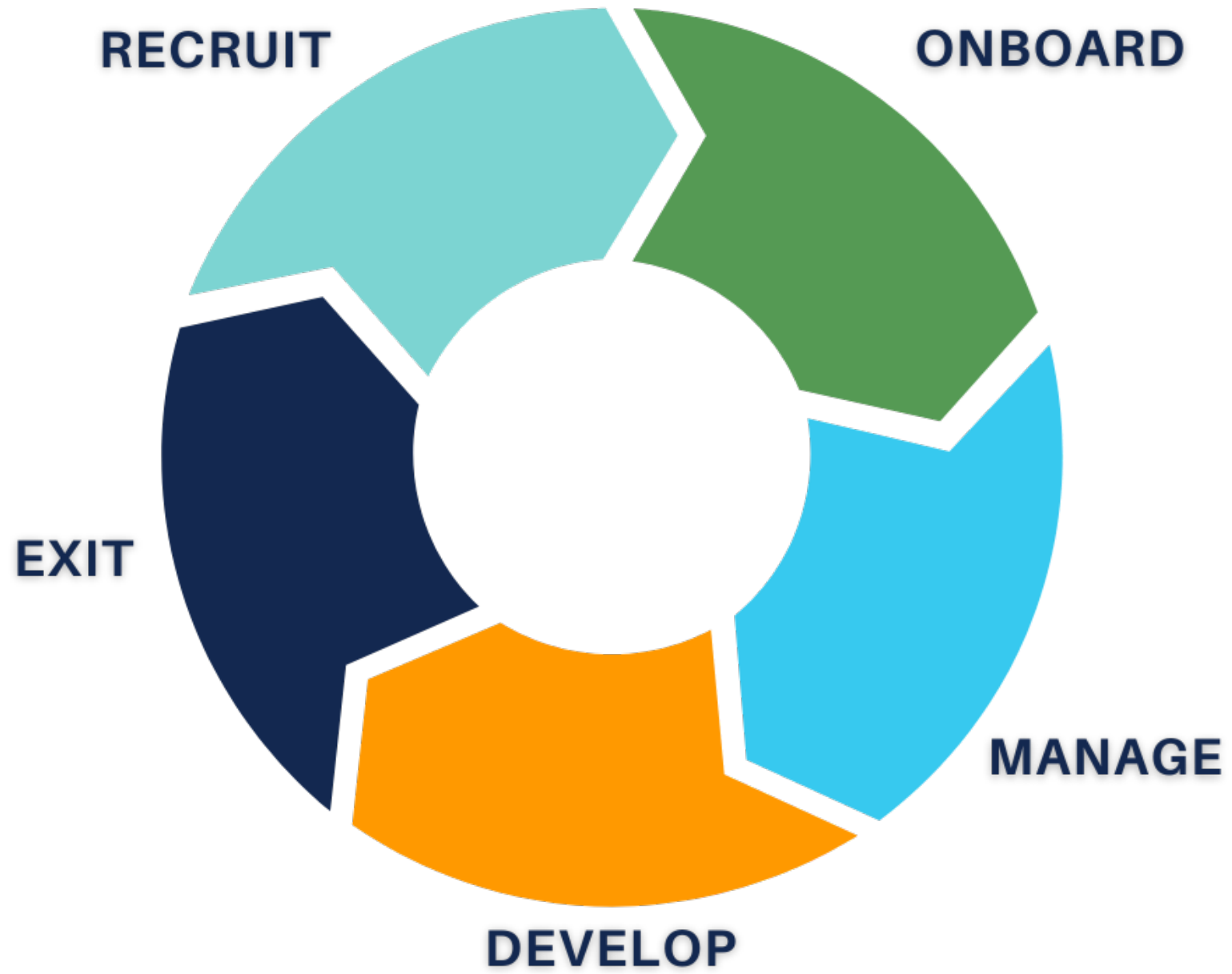
**Worldview:** Self-identifying as digital device addicts; valuing independence and individuality; prefer to work with Millennial managers, innovative coworkers, and new technologies. Struggles with anxiety. Watched as millennials dealt with student loan debt.

- Stats:**
- 67% of Gen Zers want to work at companies where they can learn skills to advance their careers
  - 80% of Gen Zers believe government and employers should subsidize, pay full tuition, or provide direct training for students
  - Approximately 20% of Gen Zers grew up in poverty.

# GENERATION TIMELINE



When does employee  
retention and engagement  
start?



Employee turnover is  
one of the most  
expensive things that  
rarely shows up as a line  
item on your P&L.

# How much is Employee Turnover Costing You?

How Much  
Does  
Employee  
Turnover  
Cost?

50%- 250%  
Annual Salary



# Percentage of Engaged Employees in the US

33%

\*\* Gallup 2023 Annual State of the American Workforce Study

# The Annual Cost to the US Economy



\$1.9

TRILLION

**How much is  
Employee  
Disengagement  
costing you?**

## EXAMPLE FORMULA:

100 employees x 17% = 17

ACTIVELY disengaged employees.

\$100,000 x 34% = \$34,000 cost per

ACTIVELY disengaged employee.

17 disengaged employees x \$34,000

**= \$578,00 ACTIVE DISENGAGEMENT COST/year**

**\$364 Billion**  
**Spent on**  
**Employee Engagement**  
**in 2023**

**Why isn't it  
working?**

**We aren't  
addressing the  
REAL ISSUES**



**What should  
our future  
look like?**

Q & A

# What's next?

1

Join us for the  
next Virtual  
Conversation

May 8th, 2024 @ 1pm EST

2

Encore  
Presentation for  
Your Team

3

If you want support  
improving leadership  
alignment in the next  
90 days, let's chat.

[Amanda@AmandaHammett.com](mailto:Amanda@AmandaHammett.com)

# Contact



[Amanda@AmandaHammett.com](mailto:Amanda@AmandaHammett.com)



[www.CoreElevation.com](http://www.CoreElevation.com)