

# Hiring Across the Generations



## Baby Boomers

- Want to share knowledge & experience
- May be looking for part-time as they retire
- Flexible hours,
- Security as this may be their last job
- Healthcare options
- Strong pay rates
- Robust retirement plans



## Gen X

- Focusing on building their careers
- Growth opportunities
- Work-life balance
- Stability & company values – Your why
- Training & Development
- Mentoring programs
- Strong benefits packages
- Formal career path development



## Millennials

- Socially conscious
- Focused on what they can accomplish in a year or two
- Skills and experiences they'll gain and resume building
- Work-life balance
- Unique working approaches
- Technology forward companies
- Short tenures ~ 3 years



## Gen Z

- Earlier stage in their career
- Learning opportunities
- Mentorships
- Flexibility
- Non-traditional career path
- Technology forward companies
- Want to contribute
- Short term tenures of ~ 2 years

## Do Your Job Ads Entice These Candidates?

- Traditional platforms plus YouTube & Meta
- Print & radio
- Day-to-day role aspects

- Online sources
- Text & email communication
- Promote combo of culture & day to day

- Promote culture not just the role
- Expanded Benefits e.g. student loan
- Don't want to be a cog

- Expanded benefits e.g. tuition reimbursement
- Want to make a difference beyond the day-to-day