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THINKING

STARTING

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EXITING

What is meant by "The Multi-Generational Workforce"

One of the biggest challenges facing entrepreneurs as Managers, is the multi-generational workforce, whereby highly experienced "baby boomers" are working alongside tech-savvy, twenty-something "Gen Yers" who have **high expectations, but little experience**. Caught in the middle are the knowledgeable "Gen Xers" who are **struggling for work/family balance**.

In order to be effective as a manager and to create a work environment that allows each generational group to thrive and work effectively together, and to reduce workplace conflict, you must understand some of the dominant **traits and needs** of each group: Here are a few to consider.

"Gen Y'ers" (born 1980-1990) are confident, ambitious, achievement oriented and not afraid to question authority; they communicate by emailing, texting, blogging, cellphone—the faster the response the better; workplace feedback needs to be constant and verbal; they work to live, not live to work and need workplace flexibility to manage their outside activities; their approach to problem solving is to form a team, brainstorm and look online for research; their definition of respect is having their ideas valued by coworkers.

"Gen X'ers" (born 1962-1980) are independent, resourceful and self-sufficient; prefer communicating by email and cell phone—the more efficient the better; feedback needs to be regular, ongoing and formal; workplace needs to be flexible to manage home and family responsibilities; their approach to problem solving is to prepare



a list of solutions on own and then call a meeting; respect to them is having their professionalism and growing knowledge valued.

"Baby Boomers"—(born 1944-1964) are optimistic, driven to achieve and have minimal different career jobs; communication is preferred by e-mail, cell phone and face to face; workplace feedback is expected once a year with lots of documentation; workplace flexibility is desired to manage house, children and aging parents; their approach to problem solving is to review what has worked in the past and replicate it, then call a meeting to discuss it; respect to them is having decades of work experience and their input valued

The key to success is understanding the multi-generational traits and creating a flexible work environment that meets everyone's needs.

For more information, resources & helpful tips visit: **Business Resource Centre** 519-756-4269 www.businessresourcecentre.ca
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