

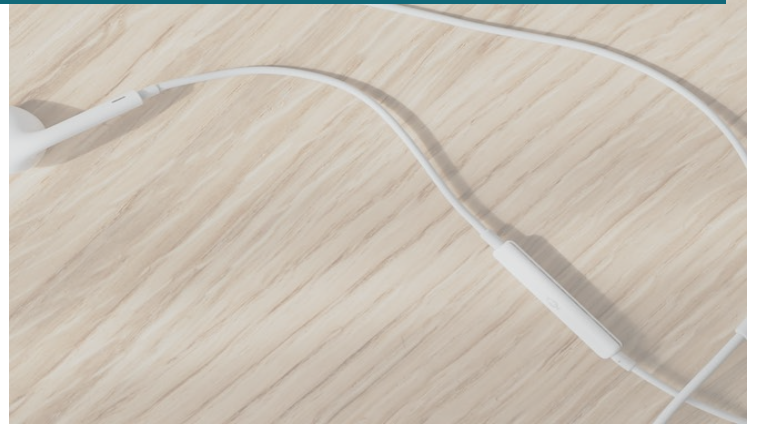
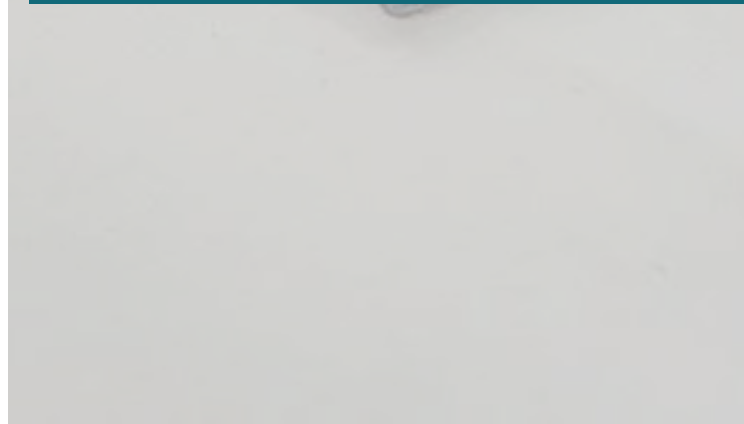


They Just Don't Get Me!  
How to Catch (and Keep) a  
"Digital" Generation Employee

A presentation by Bentley Walker



"A digital generation employee is one that either grew up with digital technology or had it introduced to them early enough in life to have adapted to its use".





BOOMERS



MILLENNIALS



GEN ALPHA



GEN X



GEN Z

# Generation X



**1965 - 1980**  
43 - 58 years old

# Millennials



**1981 - 1994**  
29 - 42 years old

# Generation Z

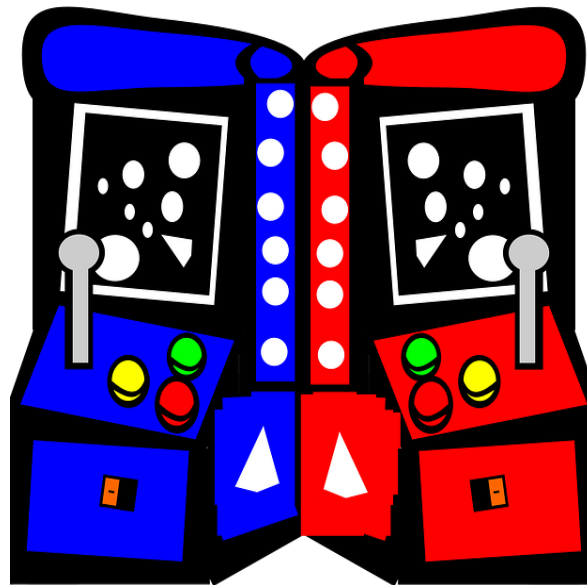


**1995 - 2009**  
14 - 28 years old

# Generation X

## Top Traits

- Resourceful
- Independent
- Individualistic
- Critical Thinkers



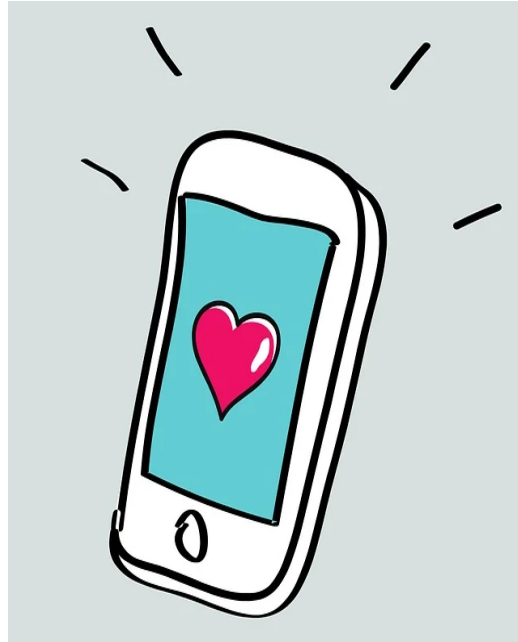
## What's Important

- Autonomy
- Clear goals
- Work-Life balance
- Flexibility

# Millennials

## Top Traits

- Digital natives
- Ambitious
- Innovators
- Results oriented
- Socially conscious



## What's Important

- Flexibility
- Work-Life balance
- Collaboration
- Acknowledgement
- Security

# Generation Z

## Traits

- Social media natives
- Diverse
- Embrace Change
- Competitive
- Self-critical
- Self-aware



## What's Important

- Flexibility
- Work-Life balance
- Higher purpose
- Collaboration
- Personal interactions

# How They're the Same

They want Flexibility

They want Work-life Balance





# How They're Different

The need for Collaboration

The need for Feedback

How they prefer to Interact

Levels of Competitiveness



# Generation X

## How to Catch 'Em

- Stress individuality and self-guided work
- Highlight job satisfaction over job prestige
- Emphasize a “family first” mentality

# Generation X

## How to Keep 'Em

- Provide clear direction and goals
- Give them space
- Give minimal feedback
- Let their individuality shine

# Millennials

## How to Catch 'Em

- Highlight career growth
- Emphasize your collaborative work environment
- Stress job security
- Show your diversity

# Millennials

## How to Keep 'Em

- Offer advancement-based training
- Use a Horizontal hierarchy
- Strive for deliverables-based compensation
- Offer unsolicited and meaningful praise
- Let them take risks
- Place focus on workplace diversity

# Generation Z

## How to Catch 'Em

- Emphasize collaboration
- Highlight impact and purpose
- Stress workplace DEI
- Highlight technology

# Generation Z

## How to Keep 'Em

- Use a horizontal hierarchy
- Strive for deliverables-based compensation
- Stress open communication
- Couple constructive feedback with training
- Provide a work culture that is DEI focused

Time for  
questions...for you!!!





A collage of tech-related items including headphones, a laptop, a smartphone, and a CD/DVD.

Thank you!!!

I am:

Bentley Walker

My email is:

[Bentley.Walker@sos.Oregon.gov](mailto:Bentley.Walker@sos.Oregon.gov)