

DID YOU KNOW??

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WHY YOUR COMPANY NEEDS GENERATION X



Generation X are people born between 1965 and 1980. They make up 19% of the workforce. They grew up with divorce, downsizing and recessions and according to forbes.com they aren't interested in the fun and games benefits like Millennials. Generation Xers need flexibility while they help their kids through college and take care of their elderly parents. They weren't raised in the digital heavy world like the Millennials. They want to build individual relationships and value face to face

communication. They know where they're going in life and want the training and development to get them there. They value honesty and authenticity.

Baby Boomers are retiring and your Millennials are young and somewhat inexperienced. Gen Xers have experience and can still work for years. They also better understand both generations and can serve as mediators between staff members. They're curious, well-traveled and educated and they handle diversity well in the workplace. They have the ability to solve problems, work well with others, to be independent and to work hard.



Attracting them requires that your company's marketing express and include work-life balance, creativity and training available, especially in leadership positions vacated by the Boomers. Keep your hiring process individualized and personal. Generation X will add value to your company if you let them.

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