



## Move Over, Millennials: How to Engage and Retain Next-Gen Talent for Long-Term Success

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1

### Presented By

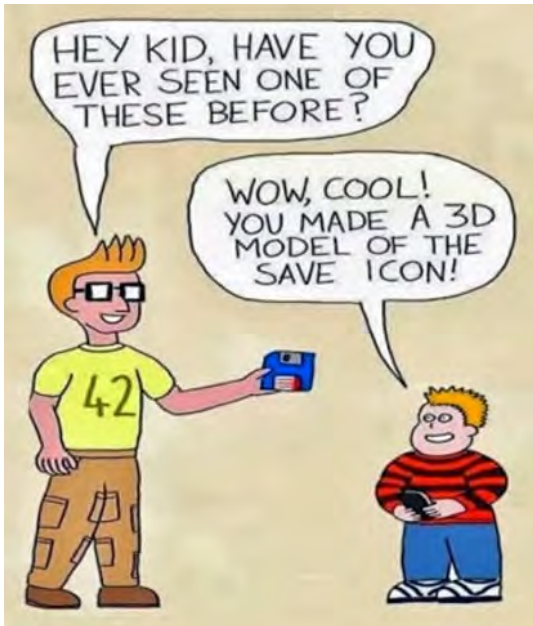


#### **Ira S Wolfe**

- *Millennial trapped in a Baby Boomer's Body*
- *Recovering Millennial Basher*
- *Top 5 Global HR/Future of Work Thought Leader (Thinkers 360)*
- *Chief Googlization Officer (Success Performance Solutions)*
- *TEDx Speaker*
- *5X Author including Recruiting in the Age of Googlization*
- *Radio Show Host/Podcaster (Geeks Geezers Googlization)*
- *Husband, Father, Grandfather, Son, Brother, Uncle, Nephew*

2

2



Gen Z  
Millennials  
Gen X  
Baby Boomers  
Traditionalists



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Overshare

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Idealistic

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Liberal

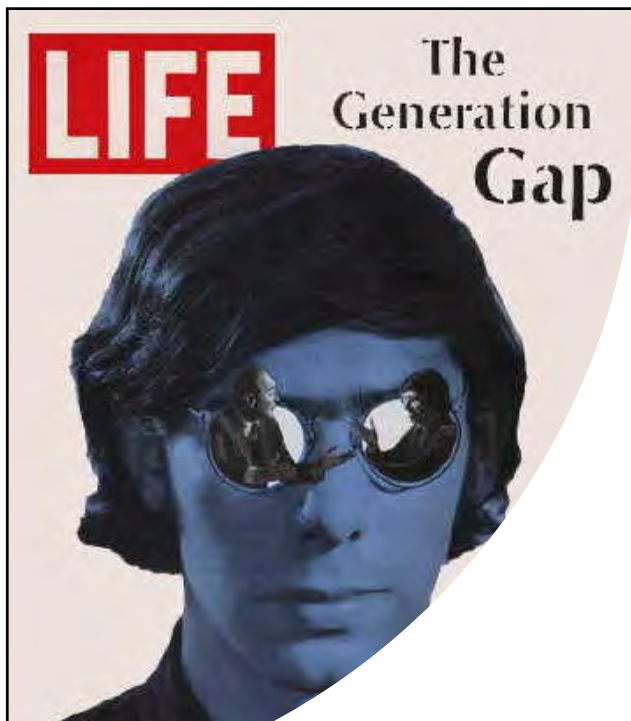
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Unrestrained

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5

5



**LIFE**

The  
Generation  
Gap

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Overshare

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Idealistic

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Liberal

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Unrestrained

6

6

**Society has long created blanket definitions of generations ...**

**but we can't simply put Gen Z in a box.**

7

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## **Gen Z – Generation of Contradictions**

- Gen Z is different.
- Different from Millennials.
- Different from each other.
- Different from your preconceived notions.

8

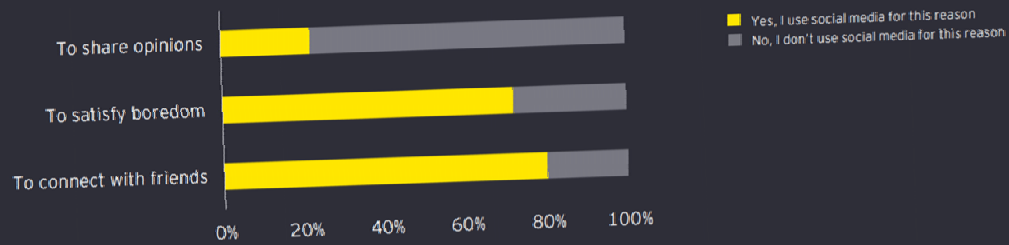
8

MILLENNIALS	GEN Z
PC	Smartphones
1 <sup>st</sup> Gen Internet/Dial-Up	4G/5G
CD/DVD	Streaming
MTV	YouTube, Tik Tok
War on drugs	Legalized Marijuana
Cold War	Terrorism
AIDS	COVID
The world is a dangerous place, and we need to protect you	Schools and public places no longer safe
Helicopter parents	Teach to protect themselves





Gen Z uses social media to stay connected more so than for boundless sharing or self-promotion.  
That contradicts today's "social media is king" mentality.



Gen Z has embraced technology's omnipresence but still highly values human interaction.

Q: What are the top three reasons you use social media? (n=1,724)

11

11



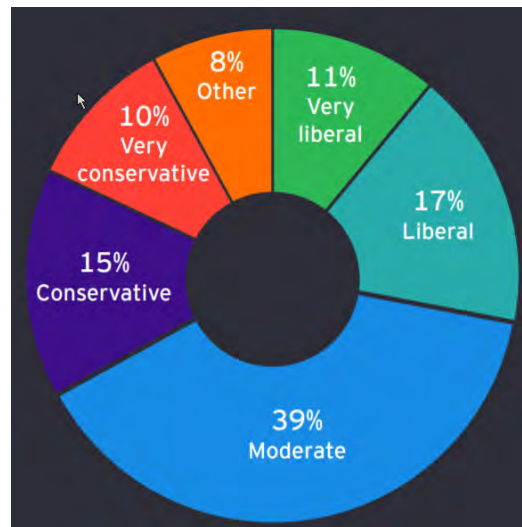
That contradicts society's perceptions of Gen Z's goals and priorities. Gen Z prioritizes "doing" and preparing for the future over dreaming about it.

Q: How stressed or worried do you feel about each of the following? (Scale: not at all worried; somewhat worried; moderately worried; very worried; extremely worried) (average n=2,033)

Source: EY.com, [https://assets.ey.com/content/dam/ey-sites/ey-com/en\\_us/topics/advisory/ey-gen-z-contradictions-april-2020.pdf](https://assets.ey.com/content/dam/ey-sites/ey-com/en_us/topics/advisory/ey-gen-z-contradictions-april-2020.pdf)

12

12



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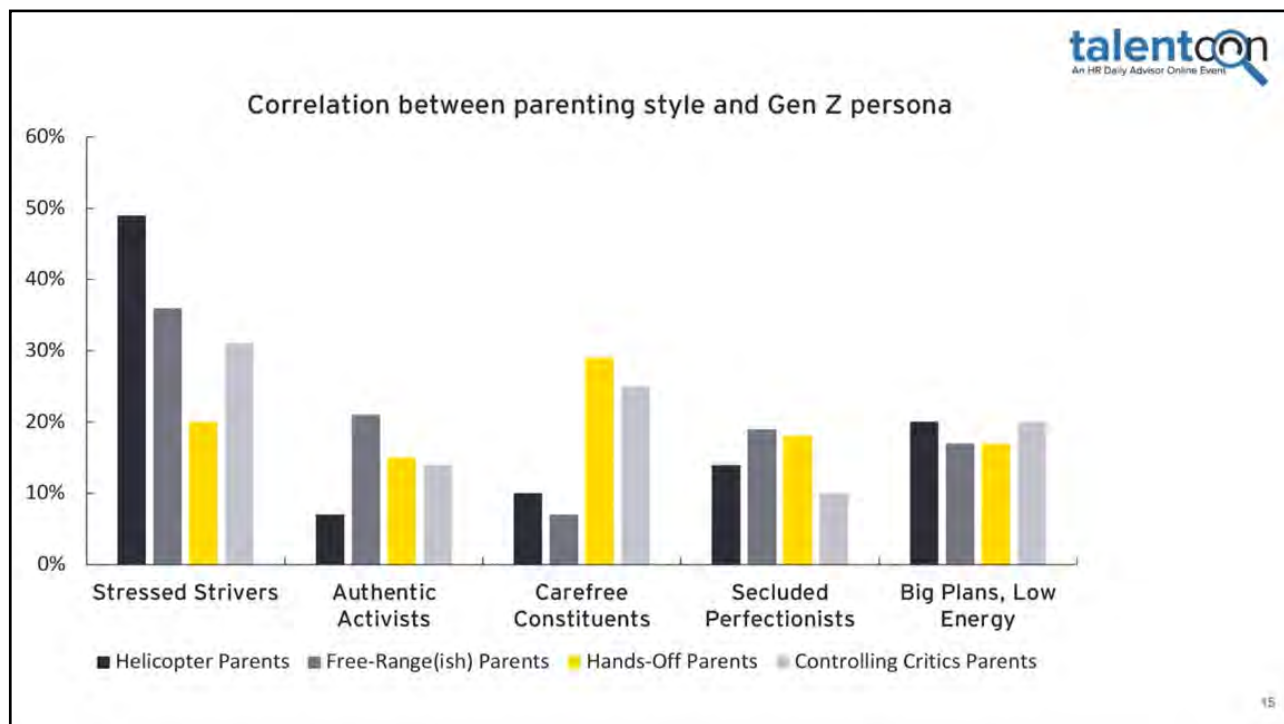
## 5 TYPES OF GEN Z

<b>Stressed Strivers</b>	35%	High achievers	Fear of not being enough
<b>Big Plans, Low Energy</b>	18%	Expect to do well, little effort	Expect to do well and make money but aren't necessarily willing to put in the effort.
<b>Carefree Constituents</b>	16%	The definition of "go with the flow"	May not drive change, they'll be the ones who adopt it into the mainstream.
<b>Authentic Activists</b>	16%	Motivated by obligation to save the world	Obligation to save the world, and the fear of what will happen if they don't.
<b>Secluded Perfectionists</b>	15%	Focused on being the best	Not money or accolades, but for the love of what they do.

Source: EY.com, [https://assets.ey.com/content/dam/ey-sites/ey-com/en\\_us/topics/advisory/ey-gen-z-contradictions-april-2020.pdf](https://assets.ey.com/content/dam/ey-sites/ey-com/en_us/topics/advisory/ey-gen-z-contradictions-april-2020.pdf)

14

14



15

**talentcon**  
An HR Daily Advisor Online Event


## ATTRACT & RETAIN **STRESSED STRIVERS**




WANT TO BE THE BEST



PRIORITIZE INDEPENDENCE



PRIORITIZE EARNING WHAT THEY GET



WANT A JOB OTHERS RESPECT

16

16



## **ATTRACT & RETAIN AUTHENTIC ACTIVISTS**

Make a difference in the world

Want to enjoy their work

Interested in environmental issues

Change things that are wrong in the world

17

17

## **ATTRACT & RETAIN SECLUDED PERFECTIONISTS**

Want to be the best, but it's not about the money

Want to enjoy their work

Intrinsically motivated

Passionate

18

18

# ATTRACT & RETAIN CAREFREE CONSTITUENTS

Prioritize  
spending time  
on things they  
enjoy now

Living in the  
moment

Gatekeepers to  
the mainstream

19

19

	My Job Makes a Difference	Others Admire My Job	Enjoy My Job /Life Now	Be Best at My Job
<b>Stressed Strivers</b>	70%	44%	81%	48%
<b>Big Plans, Low Energy</b>	0%	0%	87%	0%
<b>Carefree Constituents</b>	NA	0%	100%	NA
<b>Authentic Activists</b>	100%	0%	100%	Low
<b>Secluded Perfectionists</b>	0%	0%	100%	100%

Source: EY.com, [https://assets.ey.com/content/dam/ey-sites/ey-com/en\\_us/topics/advisory/ey-gen-z-contradictions-april-2020.pdf](https://assets.ey.com/content/dam/ey-sites/ey-com/en_us/topics/advisory/ey-gen-z-contradictions-april-2020.pdf)

20

20

## AQ ENVIRONMENT



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21

21

## GEN Z

- Individualism
- Instant access
- Interaction
- Transparency and trust
- Diversity and inclusiveness



22

## Align Company and Candidate Expectations



23

## Align Company and Candidate Expectations



24

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"The Millennial Trapped in a Baby Boomer Body"  
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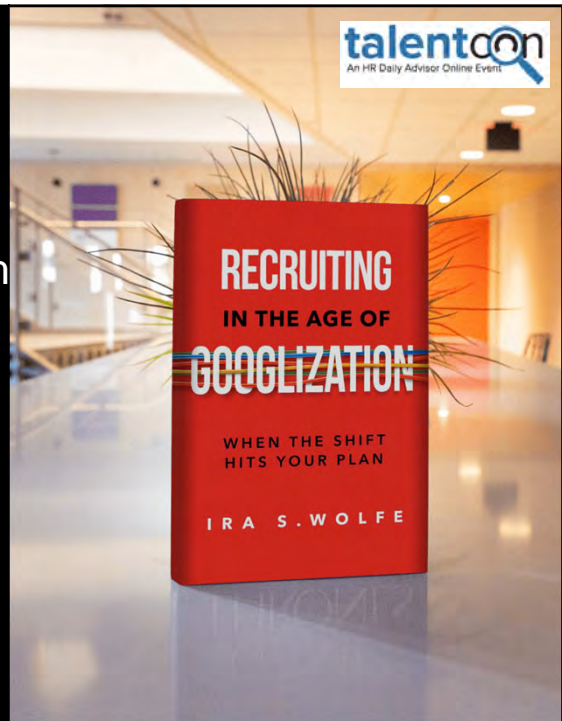
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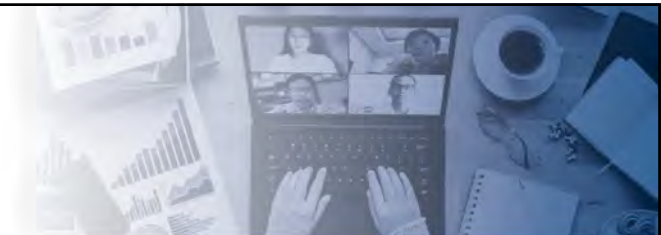
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25



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26