

# *Rethinking the Workforce:*

## *Recruiting in an Age Boom*



# Introductions

- **Bridget Sumser**
  - Ethnic Studies
  - Post Disaster Volunteer
    - (Ground Zero, Ghana, N'awlins)
  - Educator
  - Consultant / Founder
- **John Sumser**
  - Writer / Editor
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  - Consultant
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# Agenda

- Lively Conversation on Demographic Changes
- Deliver Meaty Demographic Detail
- Define Problem
- Offer Solutions

# Stereotyping

- Generations Are Fluid
- Our Perspective Is Just One
- We Deliver Insight

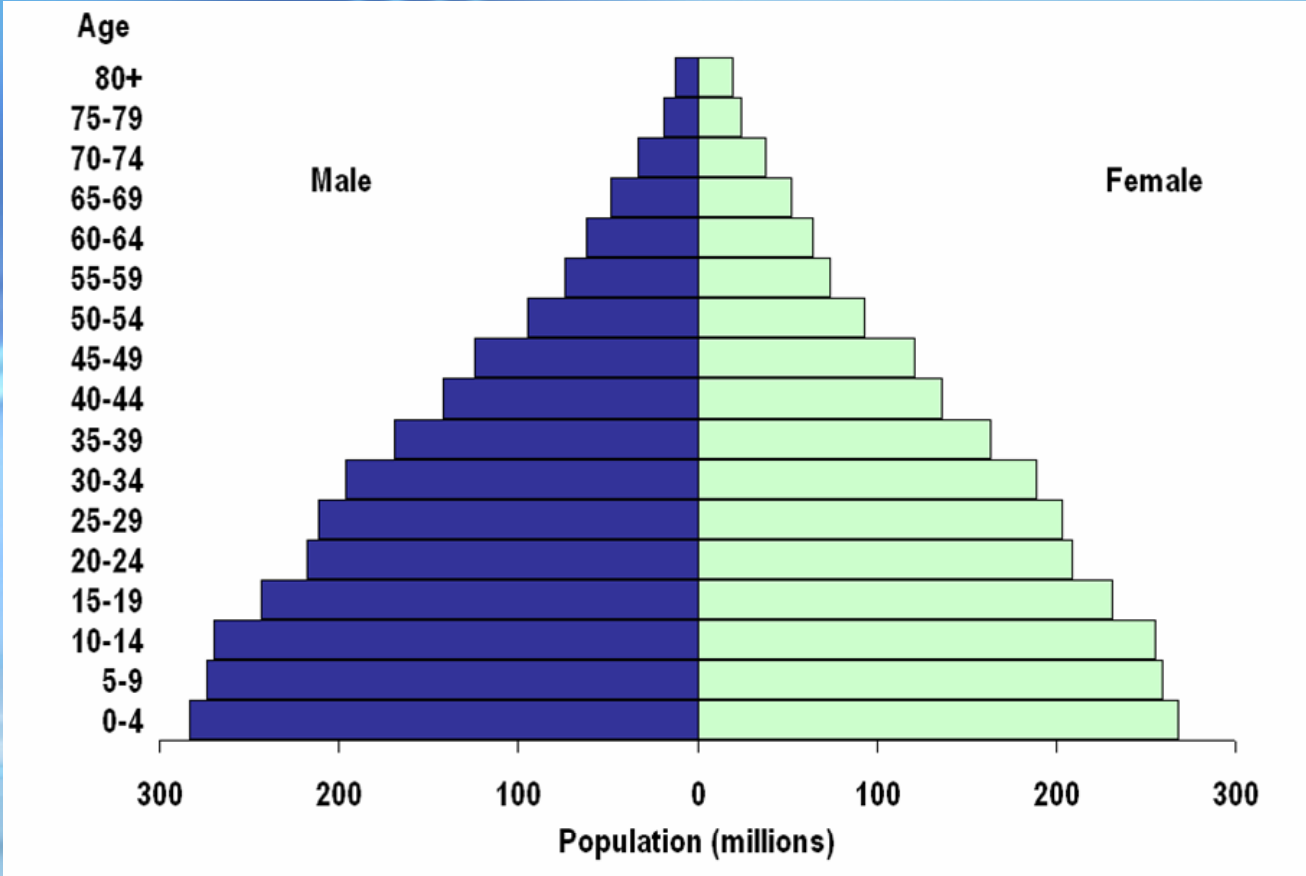


# Generations Defined

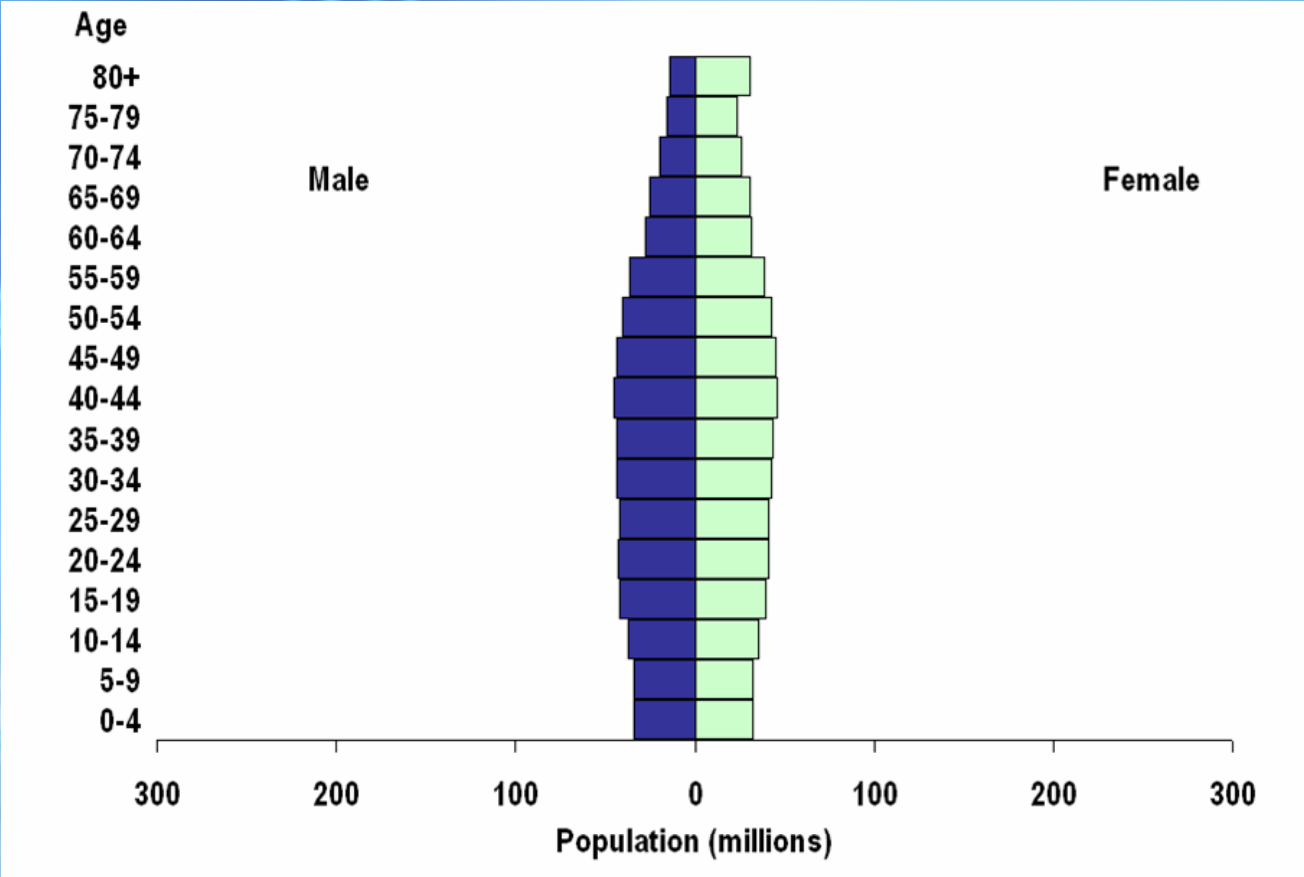
Silent	1927 -1945 50 Million	<ul style="list-style-type: none"> <li>• 95% retired,</li> <li>• struggle with new technologies</li> </ul>
Boomer	1946 – 1964 76 Million	<ul style="list-style-type: none"> <li>• entrepreneurial, competitive,</li> <li>• many never worked for big cos</li> <li>• pushed divorce rate to 50%,</li> <li>• grew up with tvs</li> </ul>
Gen X	1965 – 1980 50 Million	<ul style="list-style-type: none"> <li>• entrepreneurial,</li> <li>• technologically comfortable</li> </ul>
Gen WHY	1981 – 1995 57 Million	<ul style="list-style-type: none"> <li>• 1/3 consider selves non-white,</li> <li>• largest consumer group in US history,</li> <li>• technologically savvy,</li> </ul>
My Pod	1996 - 2010 52 Million	<ul style="list-style-type: none"> <li>• internet is natural,</li> <li>• as likely to socialize online as off,</li> <li>• multitasking, fast paced,</li> <li>• most networked generation</li> </ul>



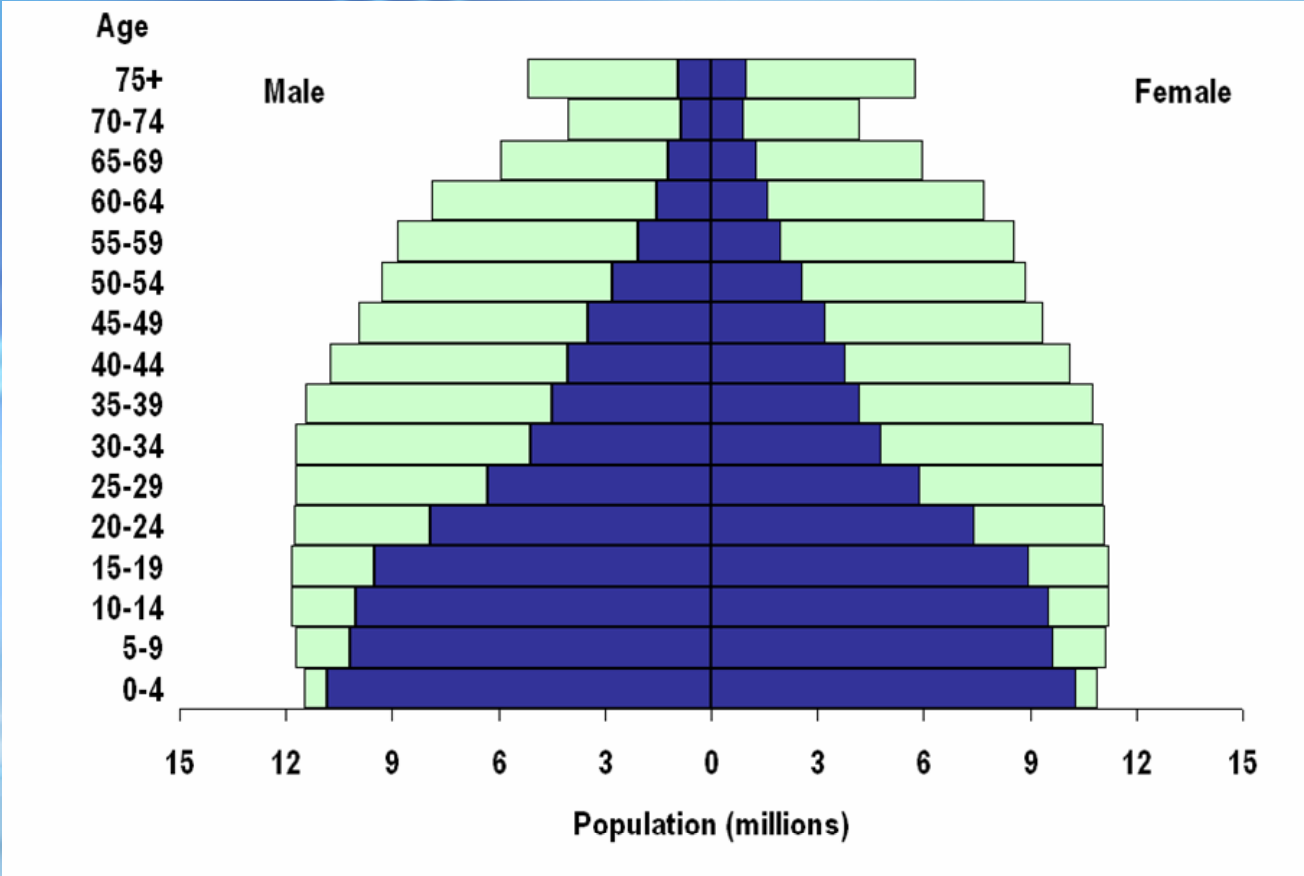
# Retirement Retired: Developing



# Retirement Retired: Developed

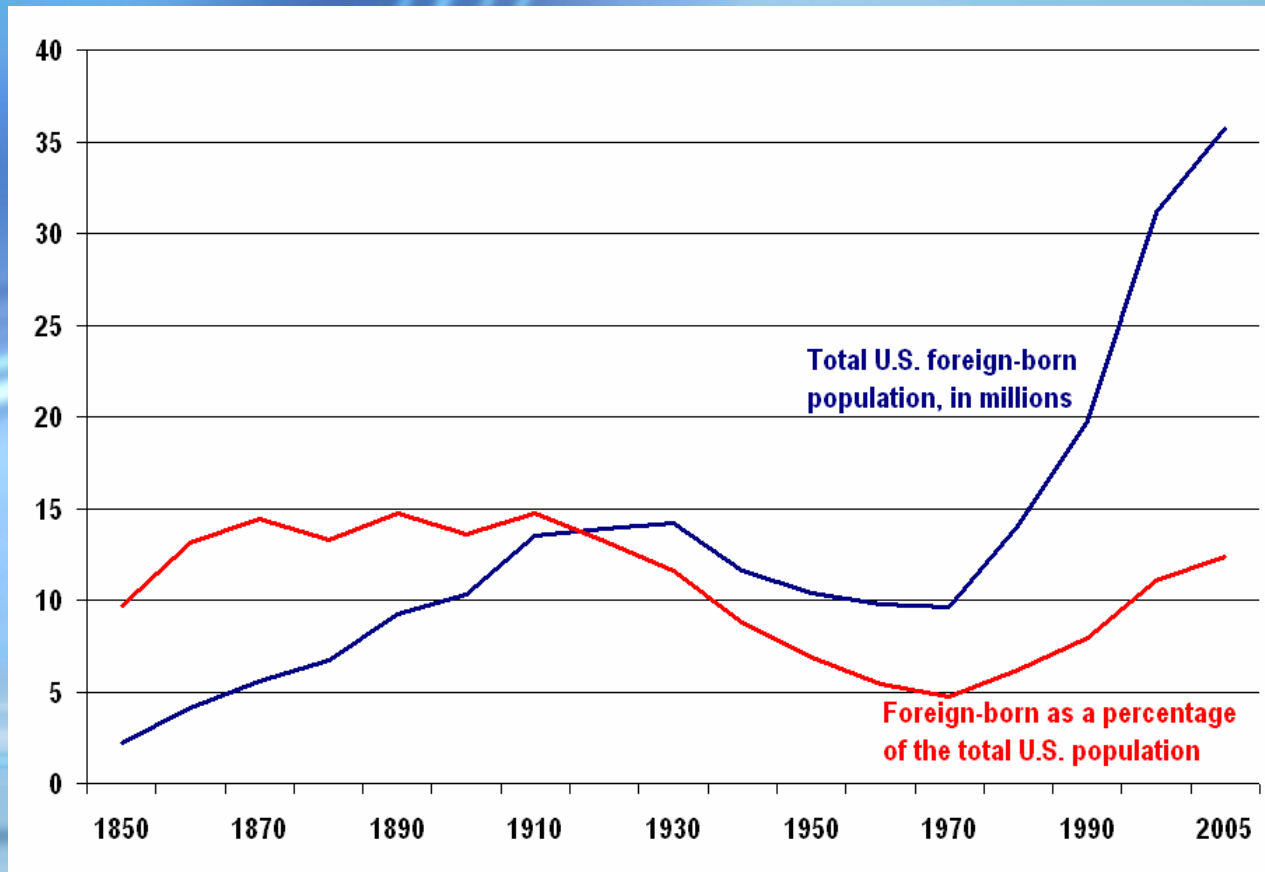


# Retirement Retired: Pakistan

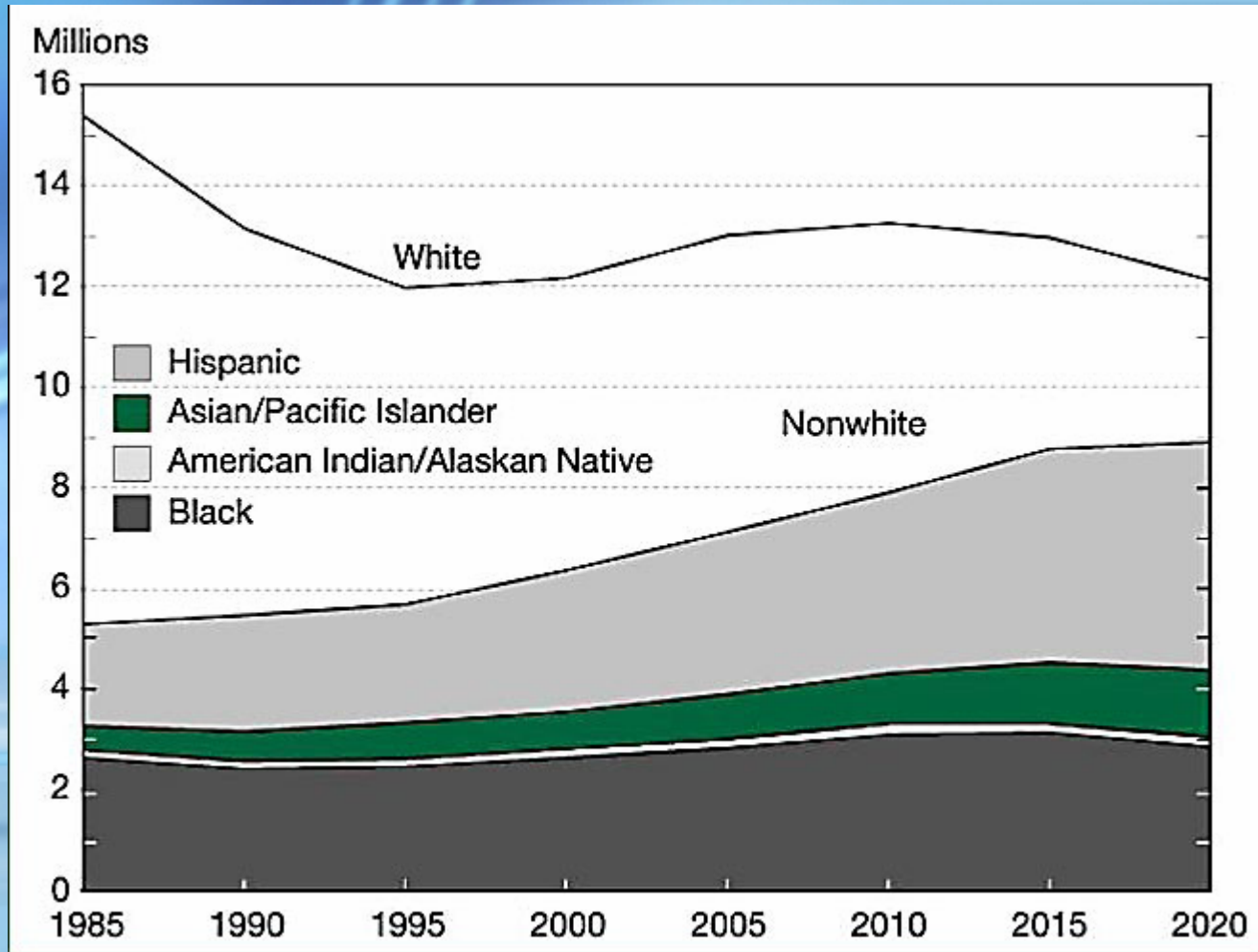




# Perception: Immigration



# Ethnic Distributions in 20 – 24 Year Olds



# You Need Both

## *Busy-ness*

- Here During Working Hours
- Immediate Email Response
- Manage Your Hierarchy
- Always Available Work Hours
- Web Surfing Is Bad
- Long Term Planning

## *Burst*

- Never More Than Necessary
- Appropriate Response
- Manage Laterally In and Out
- Declarative Availability
- Web Use Fertilizes The Mind
- Experimentation-Fast Failure



# Stereotypes

	<b>Bridget</b>	<b>John</b>
<b>Silent</b>	Too old to be working	Dad and Other Mentors
<b>Boomer</b>	Have their minds made up, hard working, old hippies	Flexible Leaders With Lots of Wisdom
<b>Gen X</b>	Political gone yuppie	Who?
<b>Gen Y</b>	Social change oriented, tech savvy, need more money to maintain lifestyle raised in	Romantic Liberals with Piercings and Tattoos
<b>Pod</b>	Multitasking communicators all the time	How do they Do All That? Over-gameboyed.



# Problem Definition

- Clash of Expectations
- Unforeseen Demographic Change
- Rapid Tech Change
  
- Profound Disagreement –
  - What is the Nature of Work

# Solutions

- Mentorship / Reverse Mentorship
- Collaborative Communication (Wikki Style)
- Measure Output Not Appearance
- Age – Color – Gender – Choice – Physicality
- Age Friendly Certification



# 10 Things To Do

1. Transparency, Transparency, Transparency
2. Quantify and Test Your Assumptions
3. Lead With Like Gets Like (Demographic Recruiting)
4. Encourage Collaborative Communications (Wikki)
5. Embrace Negative Publicity
6. Measure Performance Not Appearance
7. Define Workforce Requirements, Flexible Solutions
8. Practice Small Group Community Development (Meals)
9. Tune Employment Brand To Desired Workforce
10. Teach The Problem. Use The Data. Encourage Dialog.

