Rethinking the Workforce: 

Recruiting in an Age Boom
Introductions

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  • Ethnic Studies
  • Post Disaster Volunteer
    – (Ground Zero, Ghana, N’awlins)
  • Educator
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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

<table>
<thead>
<tr>
<th>Generation</th>
<th>Year Range</th>
<th>Population</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent</td>
<td>1927-1945</td>
<td>50 Million</td>
<td>• 95% retired,</td>
</tr>
<tr>
<td></td>
<td>1946-1964</td>
<td>76 Million</td>
<td>• struggle with new technologies</td>
</tr>
<tr>
<td>Boomer</td>
<td>1965-1980</td>
<td>50 Million</td>
<td>• entrepreneurial,</td>
</tr>
<tr>
<td>Gen X</td>
<td>1981-1995</td>
<td>57 Million</td>
<td>• technologically comfortable</td>
</tr>
<tr>
<td>Gen WHY</td>
<td>1996-2010</td>
<td>52 Million</td>
<td>• 1/3 consider selves non-white,</td>
</tr>
<tr>
<td>My Pod</td>
<td></td>
<td></td>
<td>• largest consumer group in US history,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• technologically savvy,</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• internet is natural,</td>
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<td></td>
<td></td>
<td></td>
<td>• as likely to socialize online as off,</td>
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<td></td>
<td></td>
<td></td>
<td>• multitasking, fast paced,</td>
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<td></td>
<td></td>
<td>• most networked generation</td>
</tr>
</tbody>
</table>
Retirement Retired: Developed

Age
80+
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
0-4

Population (millions)

Male
Female
Retirement Retired: Pakistan
Perception: Immigration

- Total U.S. foreign-born population, in millions
- Foreign-born as a percentage of the total U.S. population

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Ethnic Distributions in 20 - 24 Year Olds

- White
- Hispanic
- Asian/Pacific Islander
- American Indian/Alaskan Native
- Black

Graph showing the distribution of ethnic groups from 1985 to 2020.
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
<table>
<thead>
<tr>
<th>Stereotypes</th>
<th>Bridget</th>
<th>John</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent</td>
<td>Too old to be working</td>
<td>Dad and Other Mentors</td>
</tr>
<tr>
<td>Boomer</td>
<td>Have their minds made up, hard working, old hippies</td>
<td>Flexible Leaders With Lots of Wisdom</td>
</tr>
<tr>
<td>Gen X</td>
<td>Political gone yuppie</td>
<td>Who?</td>
</tr>
<tr>
<td>Gen Y</td>
<td>Social change oriented, tech savvy, need more money to maintain lifestyle raised in</td>
<td>Romantic Liberals with Piercings and Tattoos</td>
</tr>
<tr>
<td>Pod</td>
<td>Multitasking communicators all the time</td>
<td>How do they Do All That? Over-gameboyed.</td>
</tr>
</tbody>
</table>
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 (Wiki Style)
- Measure Output Not Appearance
- Age - Color - Gender - Choice - Physicability
- 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.