

# **BUILDING** the **FUTURE** **TOGETHER**



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during all session



# KYLE TIBBS

UNDERSTANDING A CHANGING WORLD

"A GENERATIONAL DILEMMA"

# WHAT WE'LL COVER

- Understanding Generational Gaps- Live feedback
- Millennial Understanding
- Work Ethic of Yesterday, Today, and Tomorrow.
- A Changed World: A Review and Understanding
- Managing Today's Workforce
- Case Study
- Available Resources

MIL

Obama's New Boss

INSTAGRAM

JUST DESCRIBED

TO

I DIDN'T HAVE A  
COMPUTER AT MY DESK  
LIKE YOU KIDS

HAD SCOTCH AND AN  
ASH TRAY INSTEAD.

THE NEXT GENERATION BY  
ROLLING THEM  
EVERYONE, IT'S A LITTLE  
SENIL SNOWFLAKE!

ifunny.co



**"Millennial"**

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Join at [slido.com](https://slido.com)  
#557835

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**Describe a Millennial worker/employee in 1-2 words.**

ⓘ Start presenting to display the poll results on this slide.

# MILLENNIALS

“Every kid gets a trophy”

Most Studied Generation Ever.

Nearly 70% of Millennials receive parental support.\*

Suffered through the “college only era”

Most Educated Generation in History.

Most “stressed” Generation Ever.\*

Politically Active Generation



# YESTERDAY

- BABY BOOMERS AND GENERATION X
  - WORK, WORK, WORK
  - GOAL-ORIENTED
  - INDEPENDENT WORKERS- TEAM ORIENTED
  - VALUE RELATIONSHIP BUILDING
  
- How Generation X differs?
  - Not by much, Generation X took many of the same values baby boomers had
  - First generation to find significant value in work-life balance
  - Work ethic and loyalty still valued higher than work-life balance.

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What is the highest priority of a Baby Boomer in today's workforce?

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**HOW DO YOU DO,  
FELLOW KIDS?**

peacock

# TODAY'S WORKFORCE

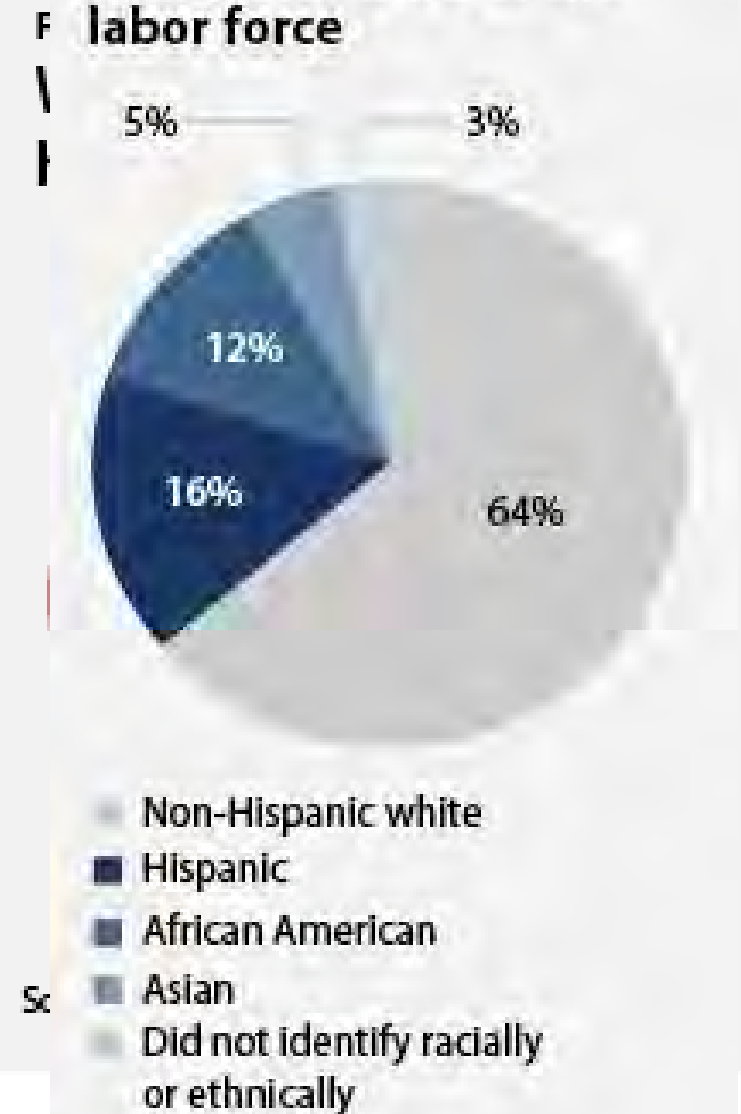
- Has four generations of workers:
  - Baby-Boomers
  - Gen X
  - Millennials
  - Gen Z
- Desire for a work-life balance
- Work ethic vs. Ethical work
- Pay/salary less important to “other” benefits such as vacation time, 401k, sick time, flex days, mental health, supplemental health coverage such as dental, vision, medical specialist, online healthcare, etc.

# TODAY

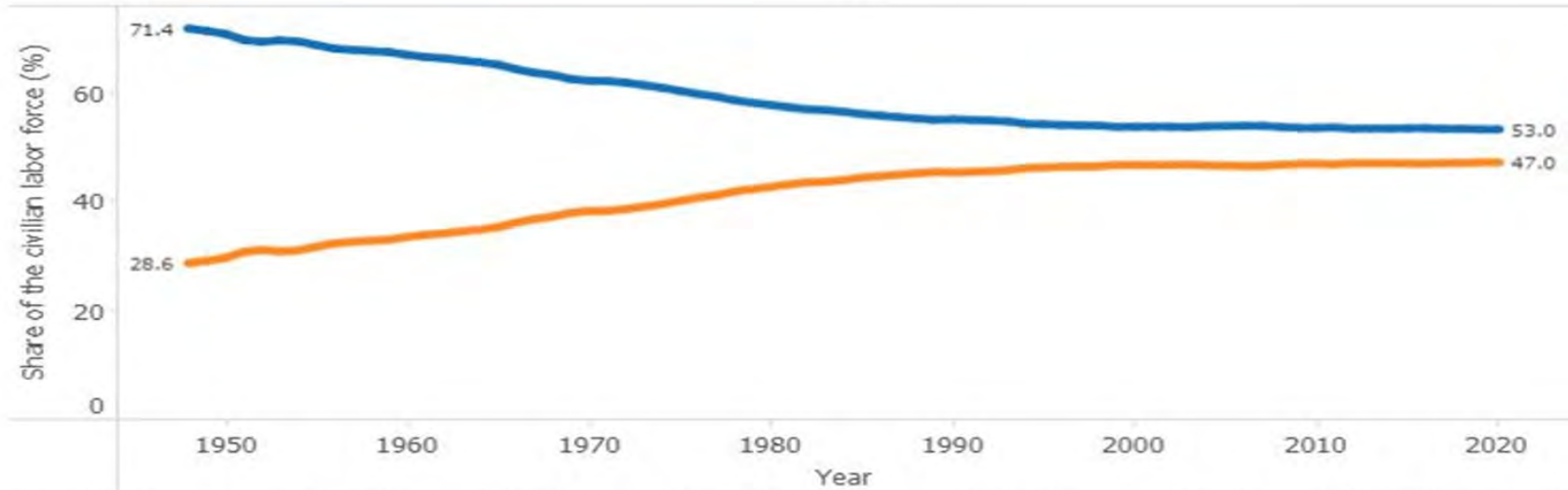
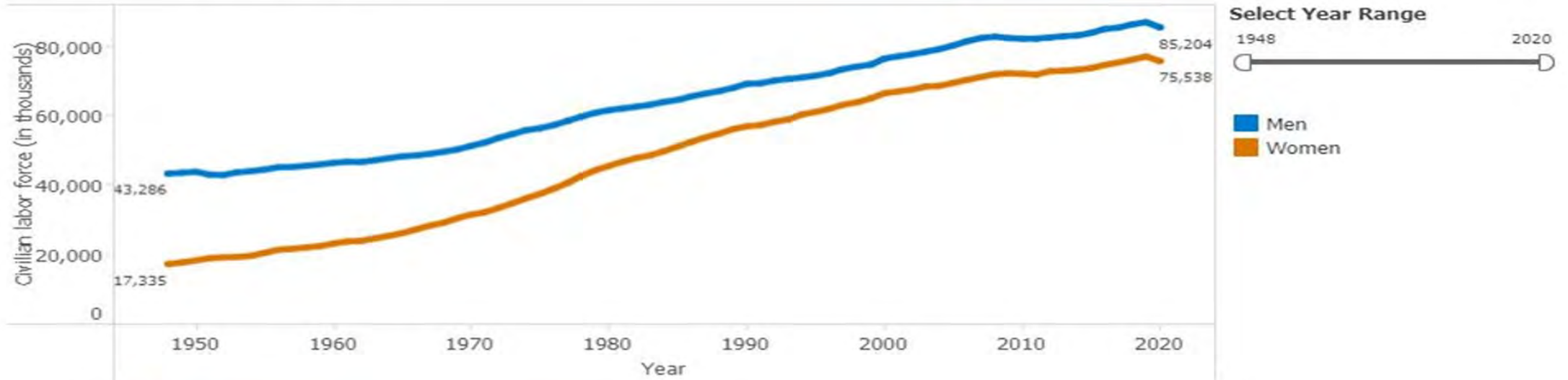
- Most diverse workforce in US history
  - Increases in minority groups such as Hispanic, Asian, LGBTQIA+, Black, and Women.
- Four major generations working (Baby Boomers, Gen X, Millennials, and half of Gen Z).
- Ages 18- 76 (generation before baby boomers has reduced to no significance but many have remained part of the workforce)

FIGURE 2

People of color make up nearly one-third of the labor force

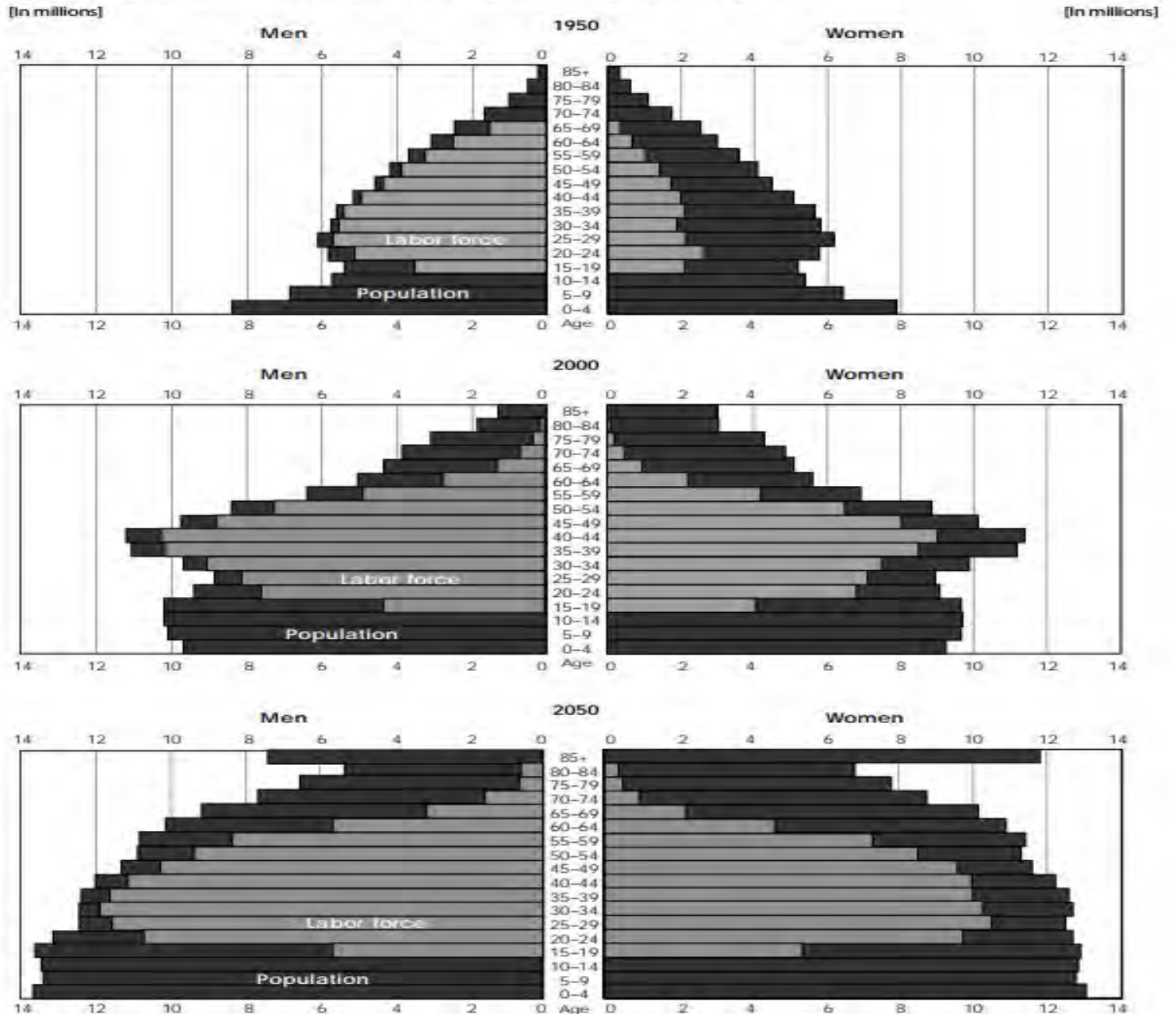


# Civilian labor force by sex



Notes: Includes persons in the civilian noninstitutional population 16 years of age and older that are employed or actively looking for work.  
Data: U.S. Bureau of Labor Statistics, Current Population Survey, 1948-2020 annual averages  
Graphic: U.S. Department of Labor, Women's Bureau

**Chart 1. U.S. population and labor force, 1950, 2000, and projected, 2050**



Key:

Labor Force: Light Grey

Population: Dark Grey

1950: Women made up only 25% of the workforce

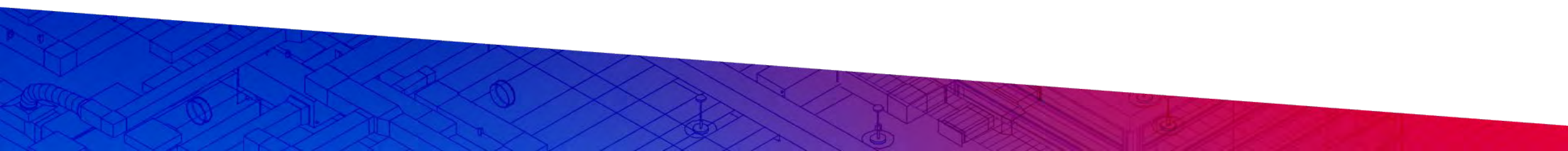
2000: Women made up 40%

2050 projected: Women will make up 50% of the workforce

Note: Workforce will continue to age slightly and level off after 2050

# TOMORROW'S WORKFORCE

- What we can see now:
  - Even more importance on work-life balance
  - Remote work
  - Flex time
  - Ethical work
- Hints of the future:
  - Gen Z- technologically inclined
  - Innovative
  - Equality
  - Easier work through advancement
  - Other?





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What is the highest priority of a Millennial in the workforce?

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# WHAT HAPPENED? WHO DID THIS? AND HOW?

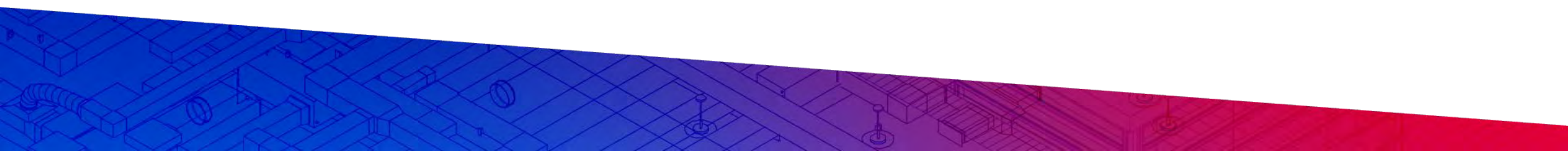


# THE WHO, WHAT, WHEN, WHERE, WHY, AND HOW.

Societal  
Changes

Increased  
Travel

Rapid  
Advancement



# PEOPLE AGED



Simply put, our workforce aged as baby boomers became the largest group of workers.

Population growth slowed.

Uneven workforce – age wise.

Baby Boomers have pushed off retirement.

Mass wave of retirements?

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Rank the following in order of importance to you. (1 highest importance, 10 lowest)

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# IN COMPARISON....

Millennial focus group response (group of 45, average age 31)

1. Green Energy/ Global Warming
2. Work- Life Balance
3. Saving for Retirement
4. Social- Media
5. Health Insurance
6. Work Ethic
7. Computer
8. Cell-phone
9. Owning a Home
10. New car

# TECHNOLOGY

## Social Media

- Facebook
- Twitter
- Instagram

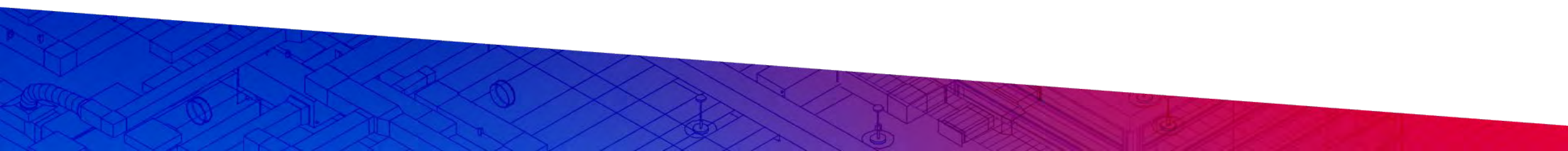
## Increased Technological Use

- Computers
- Cell Phones
- Internet

## Methods of Communication

- Social Media
- Texting
- Zoom

# INCREASING TECHNOLOGY





# LAUNCH OF THE FIRST 24-HOUR NEWS CHANNEL

CNN launched in 1980 as the first 24-hour news station in the world.

- Rapid News delivery
- Instant analysis
- Consistent delivery

Dozens of 24-hour news stations would follow CNN over the next 3 decades

As of 2017, the United States had over 1,700 television stations, many are 24/7 stations such as Fox News, MSNBC, CBSN, ESPN News, The Weather Channel, and more!

In 2000 the United States had roughly 200 stations- add over 1,500 stations in 17 years.

Many specialized news stations such as Sports, Politics, Government, Weather, etc.



# HOW HAS 24-HOUR NEWS NETWORKS IMPACTED THE WORKPLACE?

- Increased awareness of business practices
- New understanding of labor laws
- Frequent employee feedback
- Increased empathy among public
- Calls for diversity, equity, and inclusion
- Increased political awareness
- \*\*\* Major increases in relatability\*\*\*\*
- Example: A women has worked at the same place for 30 years. She sees a news story about sexual harassment on the news. She relates to the victim in the situation and realizes her own workplace has been hostile, but she has never felt empowered to do something until she related with a news story.

# THE HUMAN SIDE

## 24/7 Access to Information

- What impact has this had on society? "woke!"
- How has this helped humans evolve?
- Sociological impacts?

## Change

- Humans are naturally resistant to change.
- Think in terms of Print-> Radio-> TV-> Color TV-> Online TV.

## Generational perspectives

- How many generations think the next generation is a problem?
- How many generations have been right?

100%

0%



*I don't like change.  
I don't like it when things change.*

# CASE STUDY

- Brenda & Dallas



- 1960

Work	Dallas is a new union member at a manufacturing plant. Brenda is a union employee at Kmart. Both are in their 20's.
Family	Dallas and Brenda have been married for a short period. Have 1 daughter on the way.
Home	Saving to purchase a home. Currently rent for \$98/month. No TV yet.
Other	Purchased a car for \$2,752 (US average in 1960). Dallas earns \$5,548 annually, Brenda earns \$4,478 annually. Dallas joined a bowling team with his union co-workers. Brenda regularly spends time with her co-workers outside of work. Additional expenses: \$335

Total Monthly Income:  
\$668.40 (After tax)

Total Monthly Expenses:  
\$433

Net Monthly Income:  
\$235.40

# CASE STUDY

- Matt & Brittney



- 2005

Work	Matt just graduated from with an associate degrees in advanced maintenance from a local community college. Brittney is in college for a bachelor's degree in chemistry- taking 40k in student loans- Matt has 10k. Matt works full-time at a steel manufacturing plant. Both in their 20's
Family	Matt and Brittney have been married for a year and have no kids.
Home	Matt and Brittney rent a house for \$850/month. Have TV and a computer.
Other	Matt purchased a used truck for \$19,000 and makes monthly payments of \$380 and Brittney drives her first car from her parents. Matt makes \$35,000 annually. Additional expenses total: \$795

Total Monthly Income:  
\$2,333.32 (After tax)

Total Monthly Expenses:  
\$2,025

Net Monthly Income:  
\$308.32

# CASE STUDY

- Brenda & Dallas



- 1965

<b>Work</b>	Dallas is still working as a union member at a manufacturing plant. Brenda has just been promoted to a management position at K-mart.
<b>Family</b>	Dallas and Brenda have been married for 5 years. Have a daughter and a son on the way.
<b>Home</b>	Purchased a home for 30k and the mortgage is \$125/month, plus insurance, etc. Put 20% down which was nearly all their savings. Own 1 car that is paid off.
<b>Other</b>	Dallas joined a bowling league with his union co-workers. Brenda joined a women's group with her co-workers and hosts dinner for their co-workers often. Annual income is now 12k.

Total Monthly Income:  
\$800 (After tax)

Total Monthly Expenses:  
\$500

Net Monthly Income:  
\$300

# CASE STUDY

- **Matt & Brittney**



- **2010**

<b>Work</b>	Matt works full-time at a steel manufacturing plant and has just become a journeyman. Brittney is looking for jobs and works part-time in retail. Matt occasionally will grab drinks with a co-worker. Brittney rarely has work events outside of work.
<b>Family</b>	Matt and Brittney have been married for five years and have no kids.
<b>Home</b>	Matt and Brittney rent a house for \$990/month. Saving to buy a home.
<b>Other</b>	Matt traded in his truck and used the equity to buy a 30k used truck. Her student loan payments are \$243/month, Matt has paid 1/4 of his loans off and pays \$65/month. Matt's salary is now 45k. Brittney had to buy a new car as the one her parents gave her no longer worked. Car payments for the two equal \$450/month. Total annual income is now: \$57,000

**Total Monthly Income:**  
\$3,938 (After tax)

**Total Monthly Expenses:**  
\$2,975

**Net Monthly Income:**  
\$963



# CASE STUDY

- **Brenda & Dallas**



- **1975**

<b>Work</b>	Dallas is still working as a union member at a manufacturing plant but was promoted to foreman. Brenda is still employed at K-mart as a manager. In their Mid-30's
<b>Family</b>	Dallas and Brenda have been married for 15 years. Have a daughter and son.
<b>Home</b>	Purchased a home for 30k and the mortgage is \$125/month, plus insurance, etc. Put 20% down which was nearly all their savings. Own 1 car that is paid off.
<b>Other</b>	Dallas is still bowling in the union league with his union co-workers. Brenda has been hosting dinners and get togethers with their co-workers for 15 years and their co-workers are considered their closest friends. Purchased a car for Brenda. Payment is \$50/month Total annual income now: 23k.

**Total Monthly Income:**  
\$1,533.33 (After tax)

**Total Monthly Expenses:**  
\$850

**Net Monthly Income:**  
\$683

# CASE STUDY

- Matt & Brittney



- 2020

<b>Work</b>	Matt still works at steel plant. Brittney has a job using her degree.
<b>Family</b>	Matt and Brittney have 1 son
<b>Home</b>	Matt and Brittney purchased a small-medium sized home for 150k and put down 10% through a government first-time homebuyer program. Mortgage is \$1,150 which includes mortgage insurance. Saving for kid's college fund.
<b>Other</b>	Matt and Brittney rarely see their co-workers because their kid is involved in a plethora of extra curricular activities. Matt has kept his truck from 2010 and Brittney bought a new car recently. Car payment is : \$500/month Total annual income is now: 85k. Both still paying student loans equal to \$308

Total Monthly Income:  
\$5,312.5(After tax)

Total Monthly Expenses:  
\$3,075

Net Monthly Income:  
\$2,237

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Who had it "easier"- Dallas/Brenda or  
Brittney/Matt?

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# CASE STUDY

- Financial

- **\*Adjusted for inflation\***

- Dallas and Brenda annual income: \$ 115,431.64
    - Brittney and Matt: \$85,000
    - Difference: **-\$30,432.64**

- Home value

- Dallas/Brenda: \$85,281.50
    - Brittney/Matt: \$10,000

- Net worth

- Dallas/Brenda: **\$420,600**
    - Brittney/Matt: **-\$71,200**

- Lifestyle

- Dallas has spent 15 years bowling with his co-workers and Brenda has spent the same time hanging out with her co-workers outside of work.
  - Matt and Brittney never developed relationships with their co-workers. No bowling league or relationship building activities outside of work. Co-workers were busy and they themselves were busy. Mostly Facebook friendships outside of work.

# WHY DO THESE DIFFERENCES MATTER?

- Dallas and Brenda started out having a major financial advantage over their millennial counterparts, Brittney and Matt. Nearly a 400k difference over 15 years.
- Dallas and Brenda were able to save and buy a house within 5 years with a 20% deposit- Brittney and Matt needed 10 years to save enough for a 10% deposit.
- Dallas and Brenda developed relationships with their co-workers outside of work because this was part of the culture of our workforce. Join the bowling league, host dinners, invite co-workers to events, etc.
- Brittney and Matt, developed virtual relationships with co-workers because life got busy. The world changed and priorities of our society changed with the rapid development of technology.
- Union sports leagues decreased, unions themselves decreased, the idea of the “brotherhood” changed because life got super busy, super quick- Life changed.
- Fact: Millennials did/do have it harder compared to their baby boomer counterparts because of factors outside their control.

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On a Scale of 1-10 (1 bad- 10 best) how would you rank the work ethic of a millennial or Gen Z?

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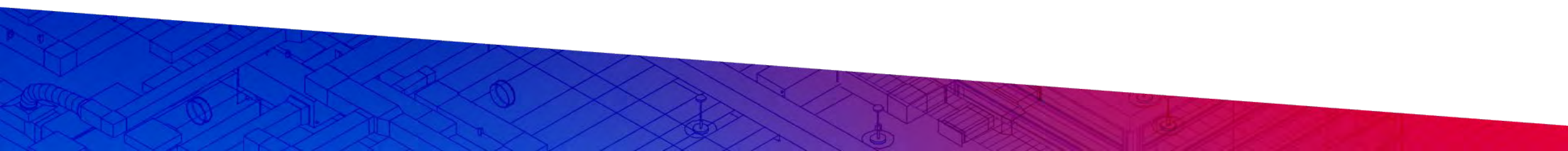
# MANAGING TODAY'S WORKFORCE

No simple solution... but we have tips!

- Offer advice- I.e. Credit, home buying, kids, etc.
- Understand that generational gaps exists.
- Adapt to new methods of communication!
- Consider pausing, reflecting, then responding.
- Give everyone a trophy. (I promise, it is not our fault)
- Realize technology has changed the world and adjust to new technologies.
- Provide unique benefits when necessary.
- Stay informed.

# WRAP-UP

- Older generations must adapt
- Must incorporate technology
- Understand globalization
- Accept changes in communication
- Alter prior workforce thinking
- Adjust to diversity, equity and inclusion





# AVAILABLE RESOURCES

- Contact SMACNA National/chapter or SMART for membership resources (Free)
- SHRM- Buy a membership and stay informed! (\$219/annually)
- DOL: <https://www.dol.gov/agencies/eta> (Free)
- Hire a trainer/consultant (cost varies)
- State or Federal DOL programs (Free)
- OSHA- tons of resources!
- LinkedIn- Create an account, take free courses!

# CASE STUDY RESULTS

Dallas and Brenda tibbs



Matt and Brittney tibbs



# CONNECT WITH ME!

➤ LinkedIn:

<https://www.linkedin.com/in/kylewtibbs/>

➤ Email: [Kyle@smacnastlouis.org](mailto:Kyle@smacnastlouis.org)

➤ Visit: <https://luckconsultingllc.com/>  
to learn more about programs offered!

The background is a complex isometric technical drawing in white lines on a blue-to-red gradient. It features various mechanical components, pipes, and structural elements arranged in a 3D perspective. The drawing is dense and detailed, typical of an engineering blueprint.

PLEASE REMEMBER TO FILL OUT YOUR BREAKOUT  
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