

# Cultivate every generation in the workforce and watch your organization grow!

Every generation in your workforce is unique. They each have something to **GIVE**.

When you recognize their attributes and values, they **GET** something in return.

But did you know that by leveraging the power of a multigenerational workforce, there's a tremendous **GAIN** for your organization?



## GIVE

## GET

## GAIN

<b>TRADITIONALISTS</b> 1910-1945 Hard work, Loyalty	<b>VALUED</b>	<b>EXPERIENCE</b>
<b>BABY BOOMERS</b> 1946-1964 Team orientation, Dedication	<b>RECOGNIZED</b>	<b>FOCUS</b>
<b>GEN X</b> 1965-1980 Independence, Creativity	<b>ACTION</b>	<b>ENGAGEMENT</b>
<b>MILLENNIALS</b> 1981-2000 Technological astuteness, Global orientation	<b>FEEDBACK</b>	<b>INNOVATION</b>
<b>GEN Z</b> 2001- Pragmatic, Entrepreneurial spirit	<b>FLEXIBILITY</b>	<b>PASSION</b>

CLG research indicates that there are 8 key areas where generational differences truly exist. If you ignore them, you will slow down the implementation of your business strategy, impede the decision-making process, and negatively impact the talent pipeline.

Find out more. And cultivate a stronger, more productive workforce.  
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