

Work With Me:

A New Lens on the Multigenerational Workforce

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Facilitator





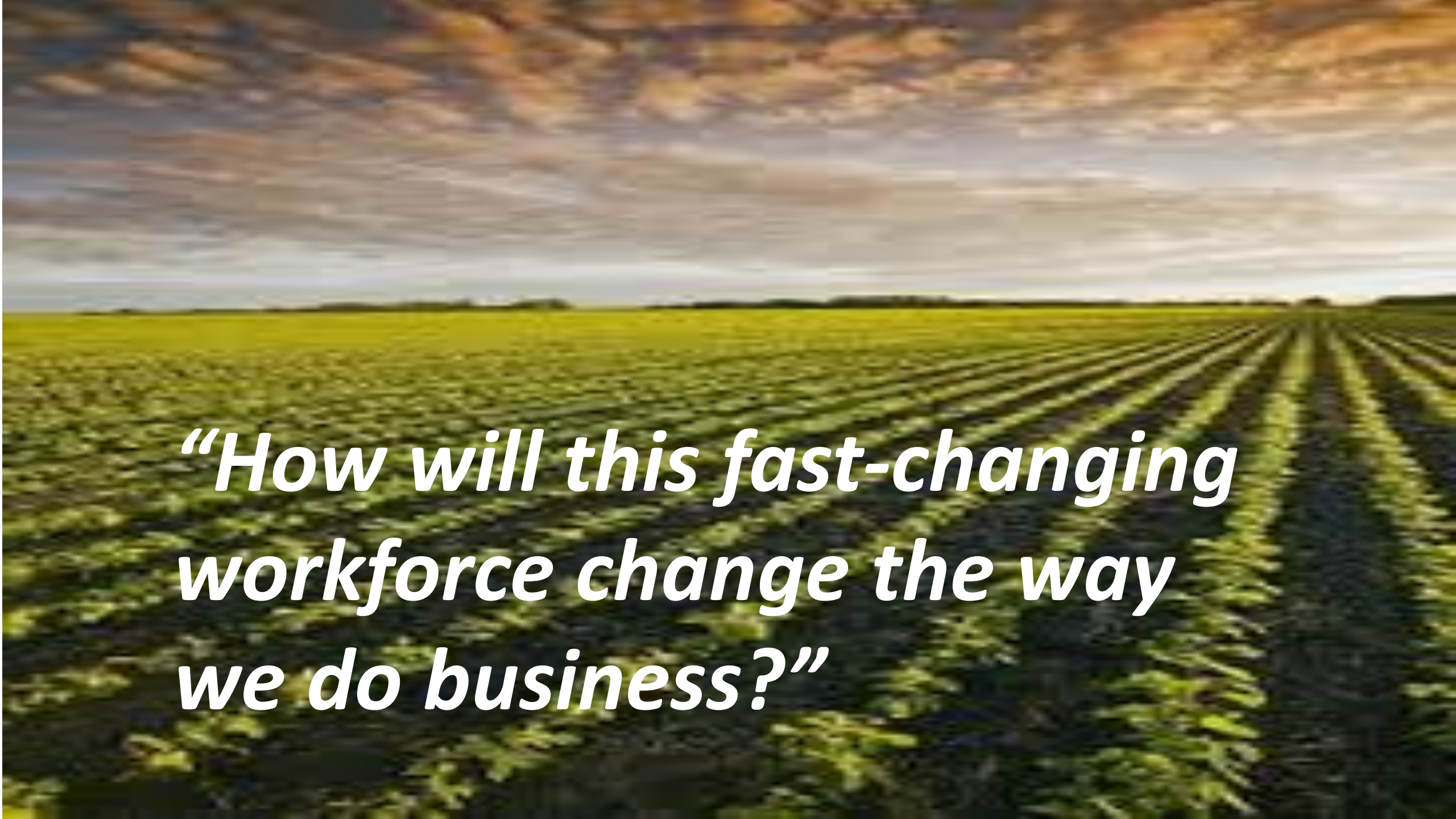
**Looking Through
the Lens of
Generational
Diversity**

**The
Future
is Now**

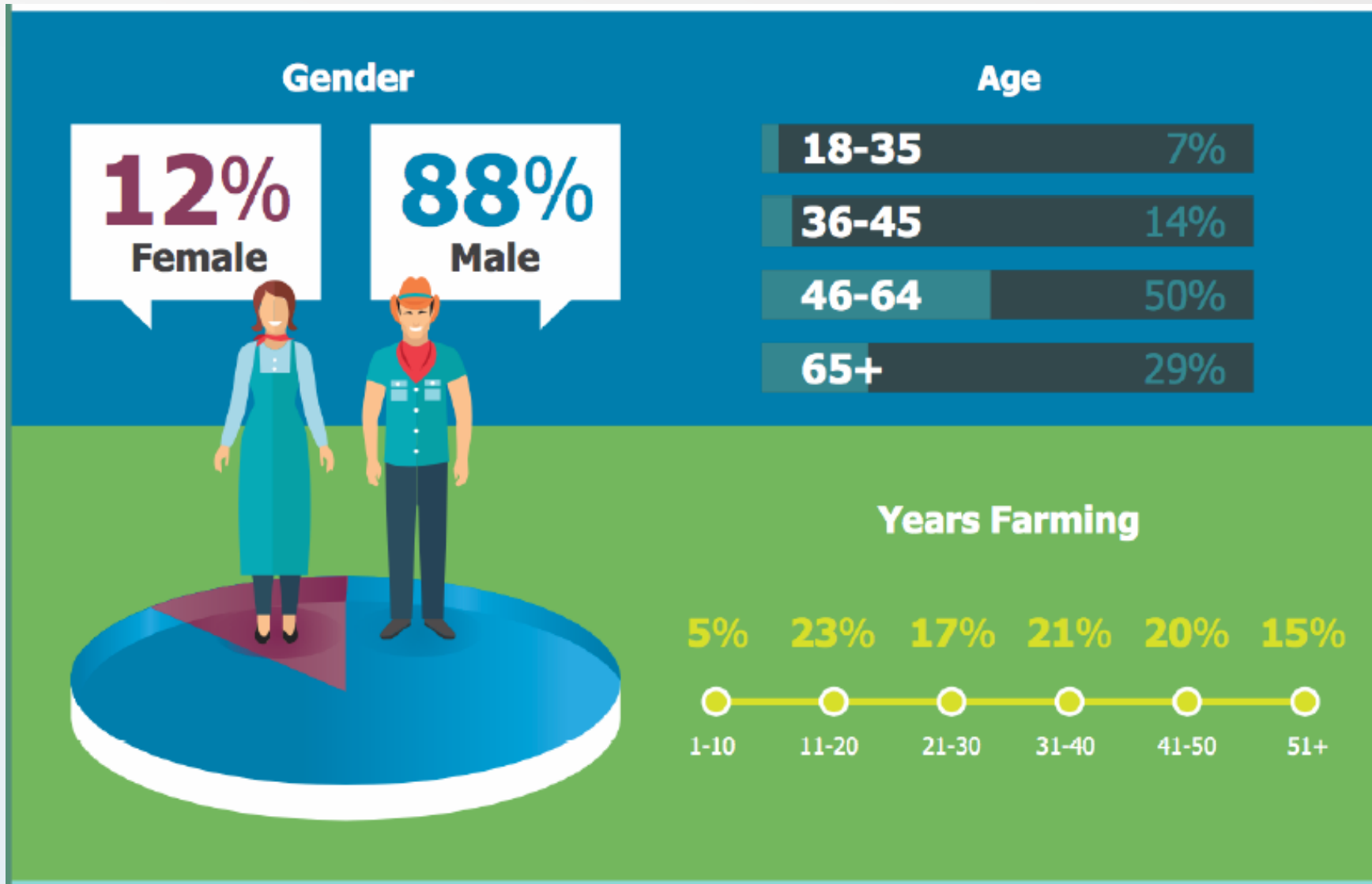
Major Shifts in the Industry

- Shift in consumers
- Shift in the workforce:
- Shift in Farmer/Producer demographics:





“How will this fast-changing workforce change the way we do business?”



Source: 2016 Ohio Soybean Council Producer Survey Report

Number of New Farmers in Decline

New Farmers, 2007 and 2012

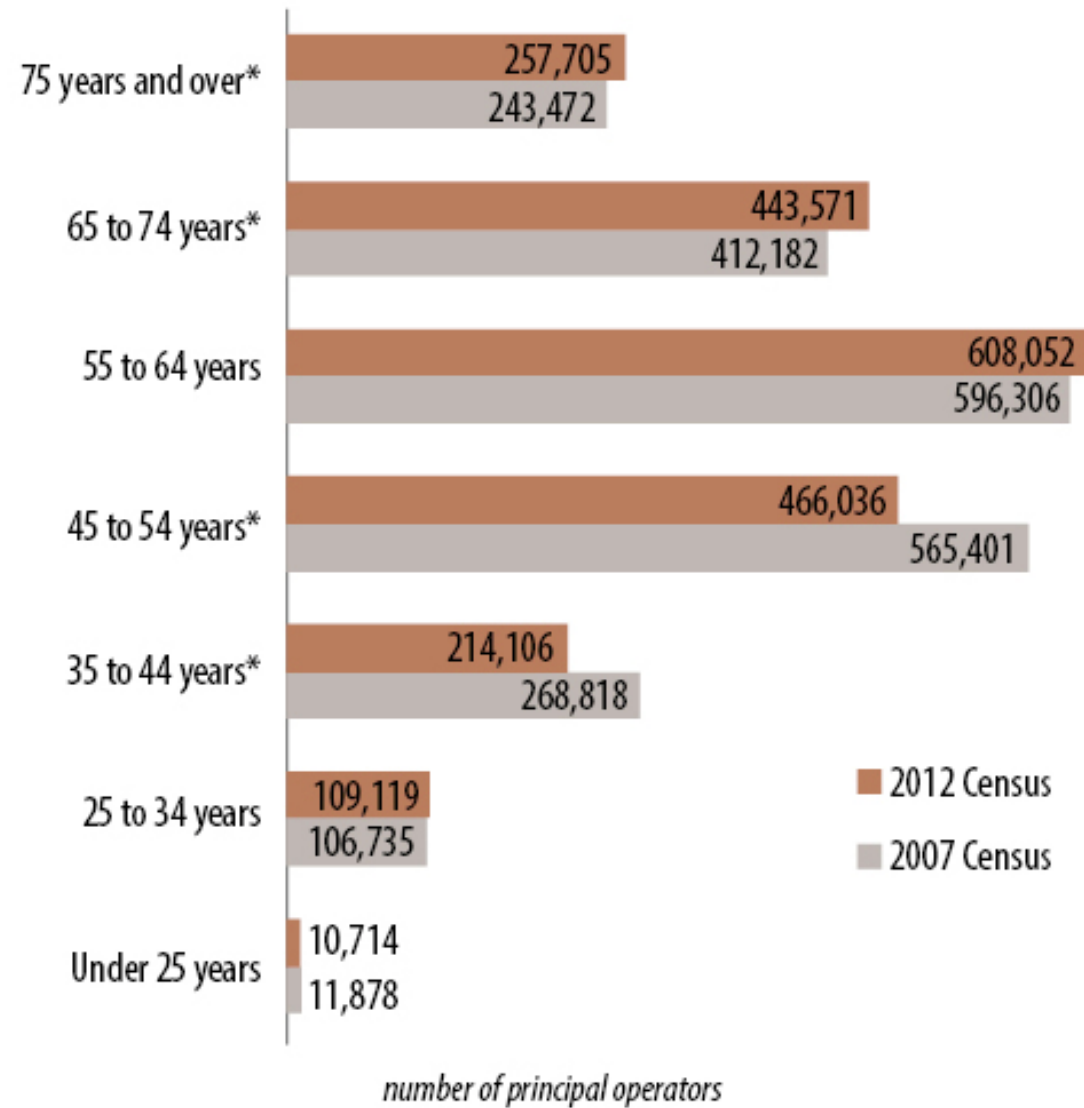
(number of principal operators)

	2007	2012	% change
On operation less than ten years	583,286	469,098	-19.6*
On operation less than five years	223,741	171,550	-23.3*

Source: USDA NASS, 2012 Census of Agriculture.

**Statistically significant change.*

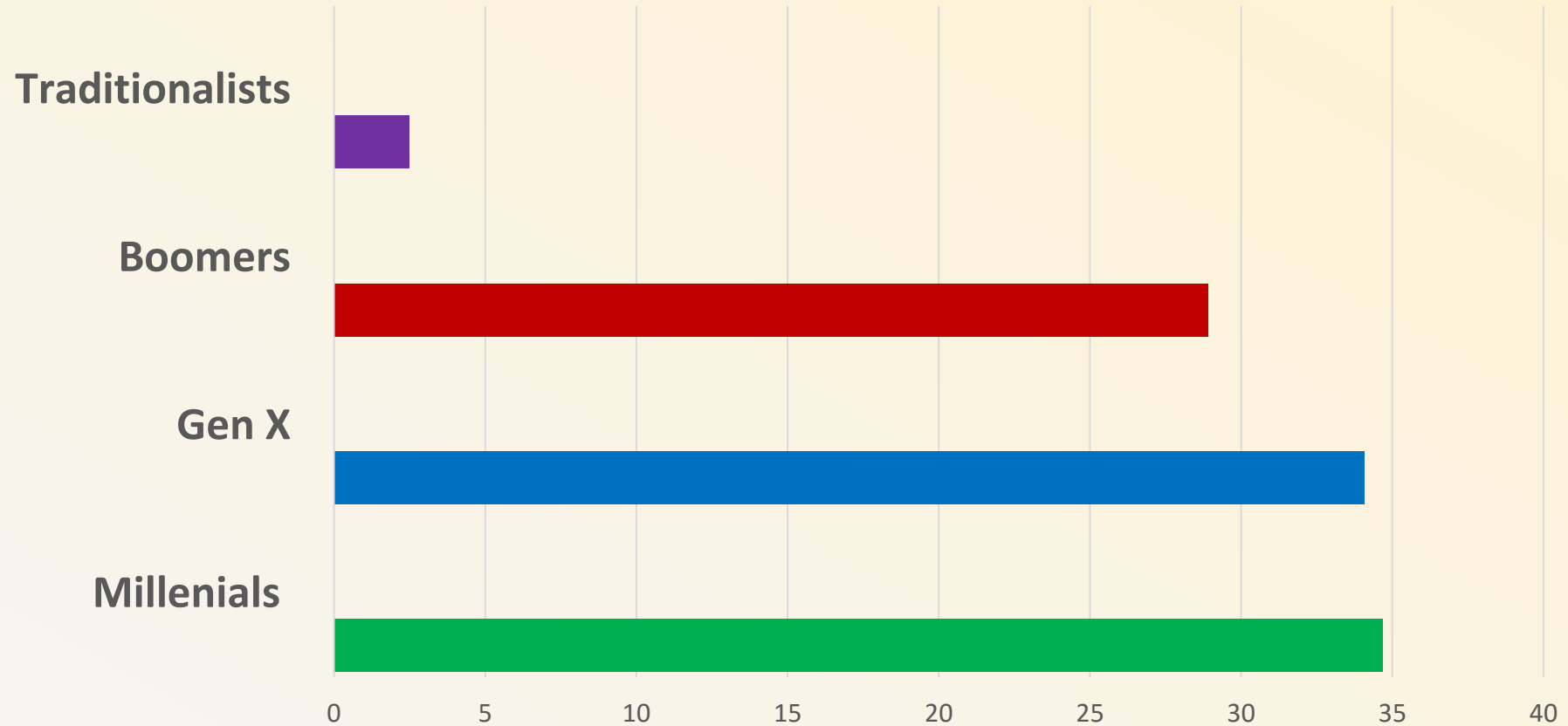
Principal Operators by Age Group, 2007 and 2012



Source: USDA NASS, 2012 Census of Agriculture.

*Statistically significant change.

Generations in the US Workforce



The 2016 Workforce

- MILLENNIALS are the largest generation in the U.S. workforce
- MULTI-CULTURALS make up 36% of the U.S. population and 41% of Millennials
- By 2020...even greater diversity in the workplace
 - Female majority
 - Millennial majority
 - Many Boomers working well past retirement age
 - Centennials entering the scene

Source: U.S. Census Bureau



2015-2016 National FFA Officer Team



National FFA
President
Taylor McNeel
ARKANSAS



National FFA
Secretary
Nick Baker
TENNESSEE



National FFA
Southern Region
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Abbey Gretsch
GEORGIA



National FFA
Central Region
Vice President
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OHIO

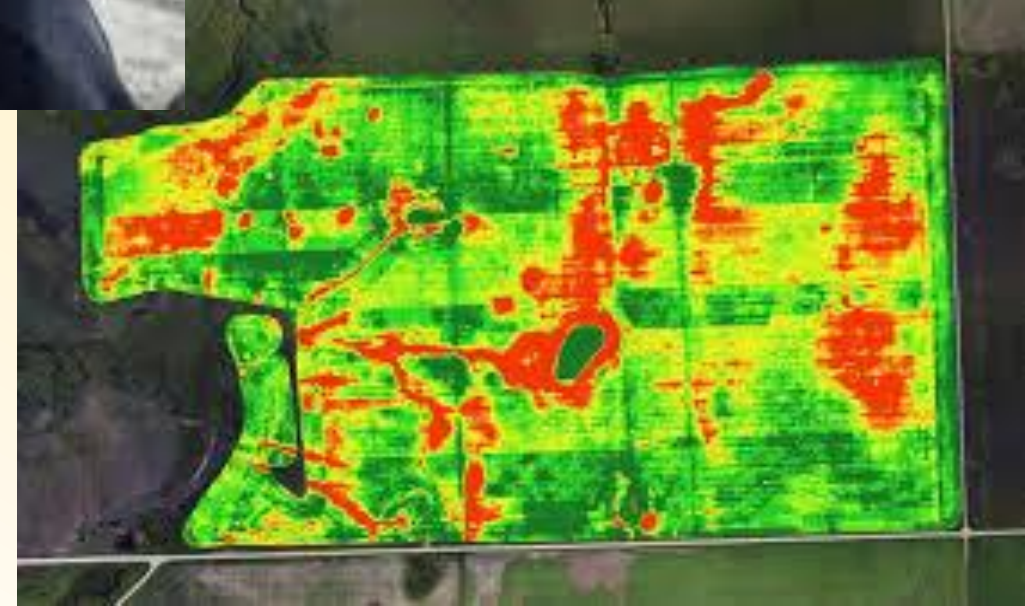


National FFA
Western Region
Vice President
Sarah Draper
UTAH

- 629,367 FFA members in 7,757 chapters in all 50 states, Puerto Rico & Virgin Islands
- 47% are female; women hold approximately 50% of state leadership positions.
- 67% White; 22% Hispanic; 8% African-American/ Native American; and 3% Asian or Multicultural

Source: ffa.org

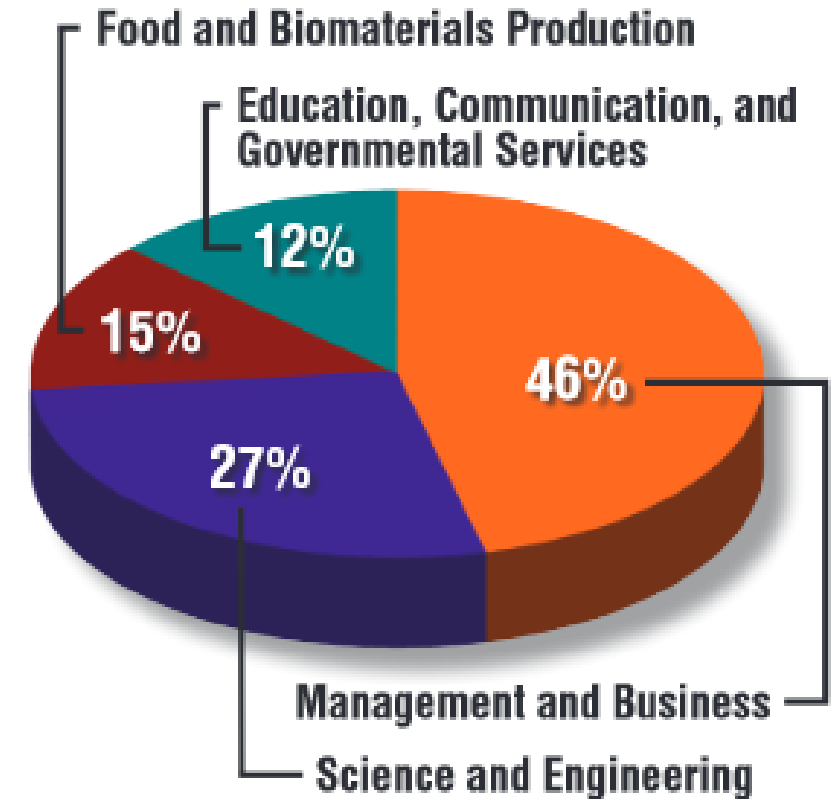
Precision Agriculture Technology



Employer Implications?

- the USDA projects **57,900 average annual job openings** for graduates with expertise in Food, Agriculture, Renewable Natural Resources, or the Environment.
- There are projected to be **35,400 new US graduates** with this expertise.
- Where will you find the remaining **22,500?**

Employment Opportunities



Source: USDA, "Employment Opportunities for College Graduates", 2015

Employer Implications?

- Succession Planning
- Recruitment
- Engagement
- Retention
- Employer Brand
- Benefits
- High Potential Development



Generations Have Different Perspectives On...

- Attitudes toward work
- Commitment to the organization
- Expectations for advancement
- Job satisfaction criteria
- Communication
- Technology
- Values
- Work styles (e.g., hours and dress)

The risk of ignoring generational differences?



Boomer Motivators

- Opportunity to grow and learn
- Fulfilling work
- Giving back to others
- Face-to-face communication
- Positive, upbeat environment
- Being on a team with a challenging goal

Boomer Demotivators

- Being called “elder” and “older”
- Lack of learning and advancement opportunities
- No chances to take on bigger jobs
- Lack of inclusion
- Anything that feels like age discrimination

Boomers Want...

- Phased retirement (80% say they want it)
- Flexibility in work hours and benefits
- Opportunities for continued growth, including training and education
- Rewards for their work ethic and long hours



According to AARP, 8,000 Boomers will turn 65 every day for the next 18 years—and they aren't going out quietly!

Gen X Motivators	Gen X Demotivators
<ul style="list-style-type: none">• Schedule flexibility• Autonomy• Minimal oversight on work they care about• Fun, laid-back environment• Challenging, purposeful work	<ul style="list-style-type: none">• Lack of flexibility• Micromanagement• Too many meetings• Uptight managers who focus on things that don't matter

Gen X wants...

- A fair chance to show what they can do
- Flexibility in work hours and benefits;
- Fewer rules—a fun and informal work environment
- Career development opportunities
- Fewer meetings
- Better technology

Gen Y / Millennials

- 80+ million Millennials in the US- **44.5 million in their 20s**
- Like their Boomer parents, they are catalysts for change (technology!)
- Most desirable market segment in most categories; great consumers/spenders
- On track to become the best educated generation in history, with 40% still in school (Pew Research Center, 2014)
- Still a tough job market; many new college graduates are still unemployed or under-employed (NY Times...and lots of parent experience)
- Chafing against “dumb” workplace rules & practices—lots of rolled eyes

Gen Y Motivators	Gen Y Demotivators
<ul style="list-style-type: none">• Opportunities to contribute right away• Career coaching• Mentoring• Work that reflects their values• Working with friends	<ul style="list-style-type: none">• Dead-end jobs• No chance to show what they can do• Out-of-date technology• Managers that don't get it

Gen Y / Millennials want...

- Interesting, challenging work with fast upward mobility
- Mentoring, feedback, access to opportunity — now
- Career development
- Work in teams
- Respect
- Newest technology



Millennials in Agriculture want...

- Collaboration; less polarization in attitudes about consumers and ag practices
- Opportunities to work internationally
- More cross-departmental courses in college programs
- Faster adoption of new ag technologies
- High quality, hands-on internships and apprenticeships

Source: www.farmnextgeneration.org

"We're more business savvy. You don't become a farmer to get rich. You do it to earn a living in a way that intimately connects work and life. That connection gives you an incentive to be more efficient."

-Zach Wolf, millennial farmer

*Source: Farmville to Table: How Savvy Millennials are Revolutionizing Agriculture.
www.healthline.com*

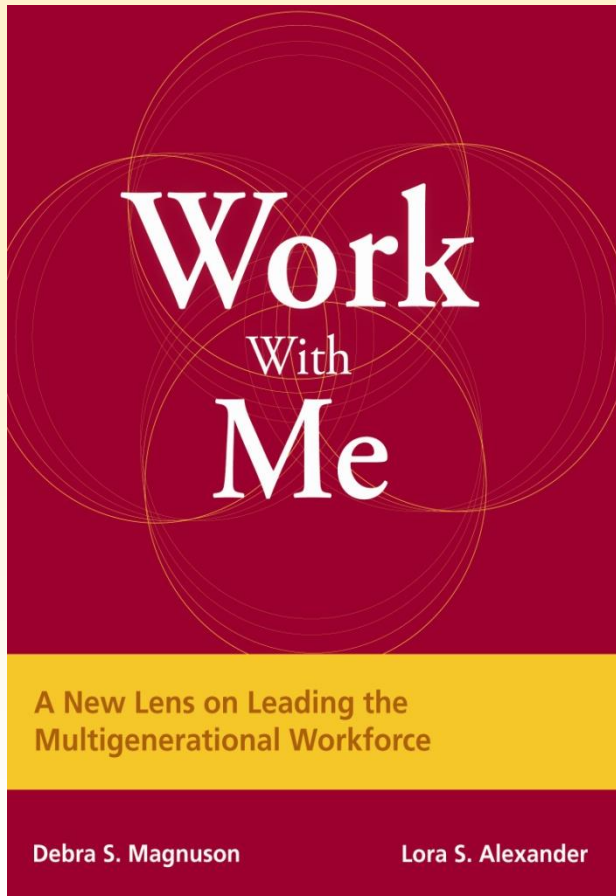
Winning Strategies for Working with Millennials

1. Keep up with technology
2. Embrace (not just tolerate) flexible work environments
3. Offer learning and growth opportunities. Early and often.
4. Learn to “speak career”
5. Love them, then let go
6. Leverage built-in benefits of your business!



What can YOU and your organization do to leverage the new workforce?

Available Now



Work With Me:

*A New Lens on Leading the
Multi-Generational Workforce*

- ▶ Published by Korn Ferry/PDI
- ▶ Available at www.amazon.com
- ▶ For more information, contact
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Thank You!