

Today's HR Daily Advisor Tip:

## Career Expectations Across the Generational Spectrum

Topic: **Hiring & Recruiting**

Have you tried to understand what your Boomers, Generation Xers, and Millennials expect from their jobs? The next generation of workers, high school seniors, already have an opinion about how their work life should be. CareerBuilder recently explored the topic with a survey.

A **new CareerBuilder survey** looks at how the next generation of workers compares to America's current workforce in terms of work/life beliefs and expectations.

The national online survey, conducted on behalf of CareerBuilder by Harris Poll between May 14, 2015, and June 3, 2015, included a representative sample of more than 3,000 full-time, U.S. workers across industries and company sizes and more than 200 high school seniors.

"With the next generation of workers preparing to enter the workforce, now is the time for companies to adjust their recruitment and retention strategies to guarantee the success of all workers and strengthen the bottom line," says Rosemary Haefner, chief human resources officer of CareerBuilder.

Haefner continues by saying, "While workplace expectations can vary widely among different generations, one thing they have in common is the want to be successful in their positions. Introducing programs that promote learning and collaboration—such as mentoring—can help workers of all generations achieve that together."

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### Money Matters

When asked what salary they feel they need to earn to be successful, one in four current workers (25%) feel they would be successful making less than \$50,000 a year, a sentiment shared by only 18% of high school students. In fact, high school students are nearly three times as likely as current workers to say they need to make \$200,000 or more to feel successful (13% versus 5%).

#### What salary do you feel you need to earn to be successful?

	Current Workforce	High School Students
Under \$50,000	25%	18%
\$50,000–\$69,999	27%	18%
\$70,000–\$99,999	24%	24%
\$100,000–\$149,999	15%	21%
\$150,000–\$199,999	3%	5%

\$200,000 or more	5%	13%
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## Defining Success

The majority of both current workers (76%) and high school students (81%) defines success in a career as the ability to provide a comfortable life for themselves and their families. Both groups also agree that having a good balance between work and personal life is a defining factor in success (71% of current workers and 76% of high school students).

High school students, however, are more likely to associate success with a sense of accomplishment (78%, compared to 67% of current workers); the ability to make a positive impact on people's lives (78% versus 47% of current workers); and making a lot of money (53% versus 33% of current workers).

The gap grows even wider when it comes to a loftier goal: High school students were more than twice as likely as current workers to define success as "making a mark on this world" (54% versus 22%).

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## The Ideal Work Environment

For the survey, CareerBuilder asked workers to give their attitudes toward eight commonly debated areas of workforce culture.

- **On office attire.** High school students and current workers have similar views on workplace wear. The vast majority of both groups (74% of current workers and 70% of high school students) feel one should be able to dress casually at work. Looking at specific age groups, 45- to 54-year-old workers (79%) were more likely to agree with this statement than workers aged 18–24 (67%) and 35–44 (72%).
- **On promotions.** When it comes to earning promotions, high school students display more optimism than working professionals. Eighty-seven percent of high school students agree that one should be promoted every 2 to 3 years if one is doing a good job, compared to 73% of current workers. Workers aged 18–24 were closest to high school students' level of agreement (81%), and 45-year-old–54-year-old workers were the farthest (65%).

Today's HR Daily Advisor Tip:

## How Different Generations Affect Your Company's Culture

Topic: [Hiring & Recruiting](#)

- **On mobile usage.** High school students (66%) are more likely than current workers (52%) to say it is OK to check one's mobile device for work during a family activity. Workers aged 25–34 (61%) are more likely than workers aged 55 and older (43%) to agree with this statement.
  - **On job-hopping.** Though employers may expect younger workers to job-hop more frequently, only 16% of high school students believe one should only stay in a job for a year or two before moving on to better things (on par with 15% of current workers). Among individual age groups, however, responses were more varied, with workers aged 25–34 (22%) more likely than their older counterparts to say a worker should move on after a year or two.
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- **On career expectations.** Workers across all generations seem to have similar perspectives when it comes to switching companies. Nearly one in three high school students (32%) expect that they will work for 10 or more companies in their careers, similar to 28% of workers who say the same.
  - **On emoticons and e-mail.** Surprisingly, high school students appear to have more conservative views on electronic communication than today's professionals. More than one in four current workers (28%) believe it's acceptable to use emoticons in e-mails and other electronic communication at work. Only one in five high school students (20%) say the same.
  - **On meeting etiquette.** It may seem as if they are constantly on their mobile devices, but only 13% of high school students agree that it is okay to check one's mobile device during a work meeting, versus 21% of current workers. Workers aged 25–34 (28%) are more likely than those aged 45–54 (18%) and workers aged 55 and older (16%) to be okay with checking a mobile device during a meeting.
  - **On flexible hours.** It may come as a surprise that high school students (25%) were less likely than current workers (33%) to say it shouldn't matter what time you arrive to work as long as you get your work done. Workers aged 55 and older were the least likely to say arrival time doesn't matter (23%).

For the first time in history there are 4 generations in the workplace, each with its own definition of work and career expectations