



supporting
social
employers

TRADE UNIONS THROUGH THE GENERATIONS

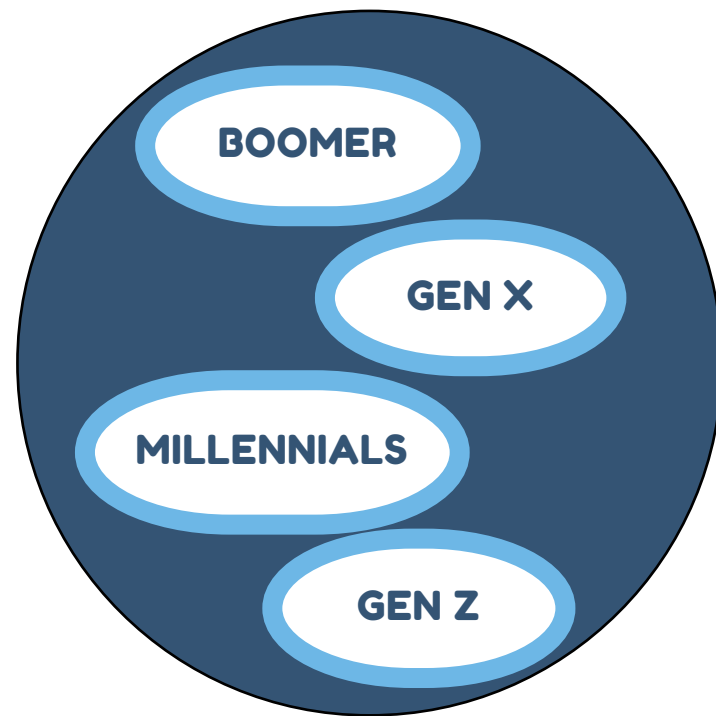
BOOMER

GEN X

MILLENNIALS

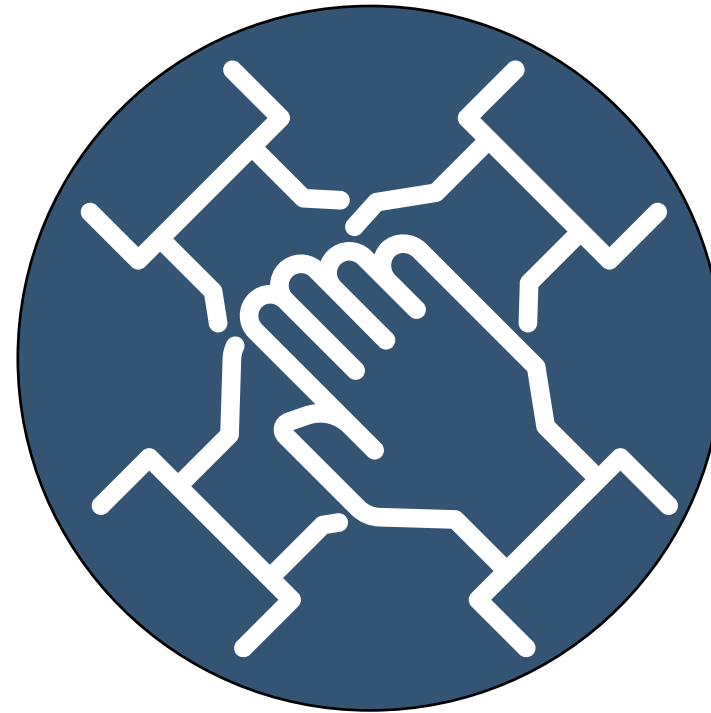
GEN Z

CONTENT



GENERATIONS

An overview of the generations and their traits



TRADE UNIONS

An understanding of the history of TU's and how this links with generational norms



EVH & TU'S

An understanding of the relationship EVH has built with TU partners and the importance of this.

FACTS

MYTHS



GENERATIONS

MYTH or FACT

'Older generations can't understand or use modern technology'



MYTH or FACT

**‘Baby Boomers have had
a negative impact on
economic inequality,
housing & environmental
degradation’**



MYTH or FACT

'Gen Xers are
detached, uninvolved,
and sceptical of
authority'



MYTH or FACT

**‘Millennials think they
need over three times
less than they actually
need for retirement’**



MYTH or FACT

'Gen Z's constant use of social media platforms like TikTok has eroded their attention spans'



MYTH or FACT

**‘All members of
younger generations
are disruptive at work’**



MYTH or FACT

**'At work individuals
need to be managed
in line with their
generational traits'**



MYTH or FACT

**‘Baby Boomers are
more likely to become
members of a trade
union’**





**Baby
Boomers**

Gen X

Millennials

Gen Z

GENERATIONS

BABY BOOMERS

1946 – 1964

DEFINING TRAITS

OPTIMISTIC
MENTOR-FOCUSED
RESILIENT

CORE VALUES

HARDWORKING
LOYALTY
FINANCIAL SECURITY
ACHIEVEMENT

WORK STYLE

GOAL ORIENTED
PREFER HIERARCHY

COMMUNICATION PREFERENCE

IN PERSON
PHONE CALL

PREFERRED BENEFITS

RETIREMENT PLANS
HEALTHCARE

HOW TO LEAD

ENCOURAGE
MENTORSHIP
RECOGNISE
EXPERIENCE

approx.

14%

of current
workforce

DEFINING TRAITS

INDEPENDENT
RESOURCEFUL
STRONG COMMUNICATORS

CORE VALUES

AUTONOMY
BALANCE
EFFICIENCY
PRAGMATISM

WORK STYLE

SELF-RELIANT
FOCUSED ON RESULTS
VALUE FLEXIBILITY

COMMUNICATION PREFERENCE

EMAIL
DIRECT COMMUNICATION

PREFERRED BENEFITS

FLEXIBLE SCHEDULES
REMOTE WORK

HOW TO LEAD

PROVIDE AUTONOMY
FOCUS ON OUTCOMES

GEN X

1965 – 1980

approx.
24%
of current
workforce

MILLENNIALS

1981 – 1996

DEFINING TRAITS

TECH SAVVY
COLLABORATIVE
SOCIALLY CONSCIOUS

CORE VALUES

PURPOSE
GROWTH
TEAMWORK
CONTINUOUS LEARNING

WORK STYLE

COLLABORATIVE
TECH ENABLED
THRIVE ON FEEDBACK

COMMUNICATION PREFERENCE

INSTANT MESSAGE
COLLABORATIVE
PLATFORMS

PREFERRED BENEFITS

CAREER DEVELOPMENT
WELLNESS PROGRAMMES

HOW TO LEAD

OFFER FEEDBACK
CLEAR PATHS FOR GROWTH

approx.
33%
of current
workforce

GEN Z

1997 – 2012

DEFINING TRAITS

DIGITALLY NATIVE
ENTREPRENEURIAL
EMBRACE DIVERSITY

CORE VALUES

INDIVIDUALITY
AUTHENTICITY
RECOGNITION
MENTAL HEALTH

WORK STYLE

ADAPTABLE
TECH CENTRIC
THRIVE IN FLEXIBLE SETTINGS

COMMUNICATION PREFERENCE

DIGITAL FIRST
PREFER TEXTING
MESSAGING APPS

PREFERRED BENEFITS

HYBRID WORK
MENTAL HEALTH SUPPORT

HOW TO LEAD

**PRIORITIZE MENTAL
HEALTH**
OFFER FLEXIBLE
SCHEDULES

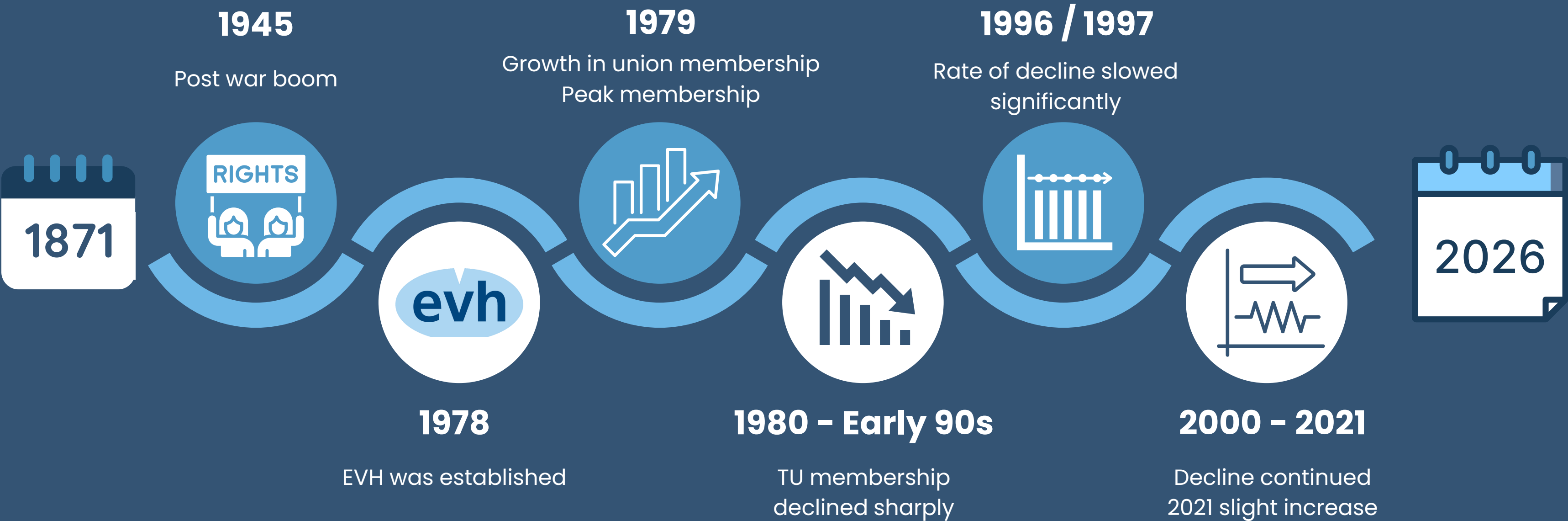
approx.
39%
of current
workforce

TRADE UNIONS





TRADE UNION TIMELINE





evh Collective Bargaining

- 1 What is collective bargaining?**
- 2 Memorandum of Agreement**
- 3 Salaries, Terms & Conditions**
- 4 How does the Joint Negotiating Committee work?**

SUMMARY



UNDERSTANDING



CONSIDERATIONS



**EFFECTIVE
RELATIONSHIPS**



supporting
social
employers

**THANK YOU
&
QUESTIONS**