

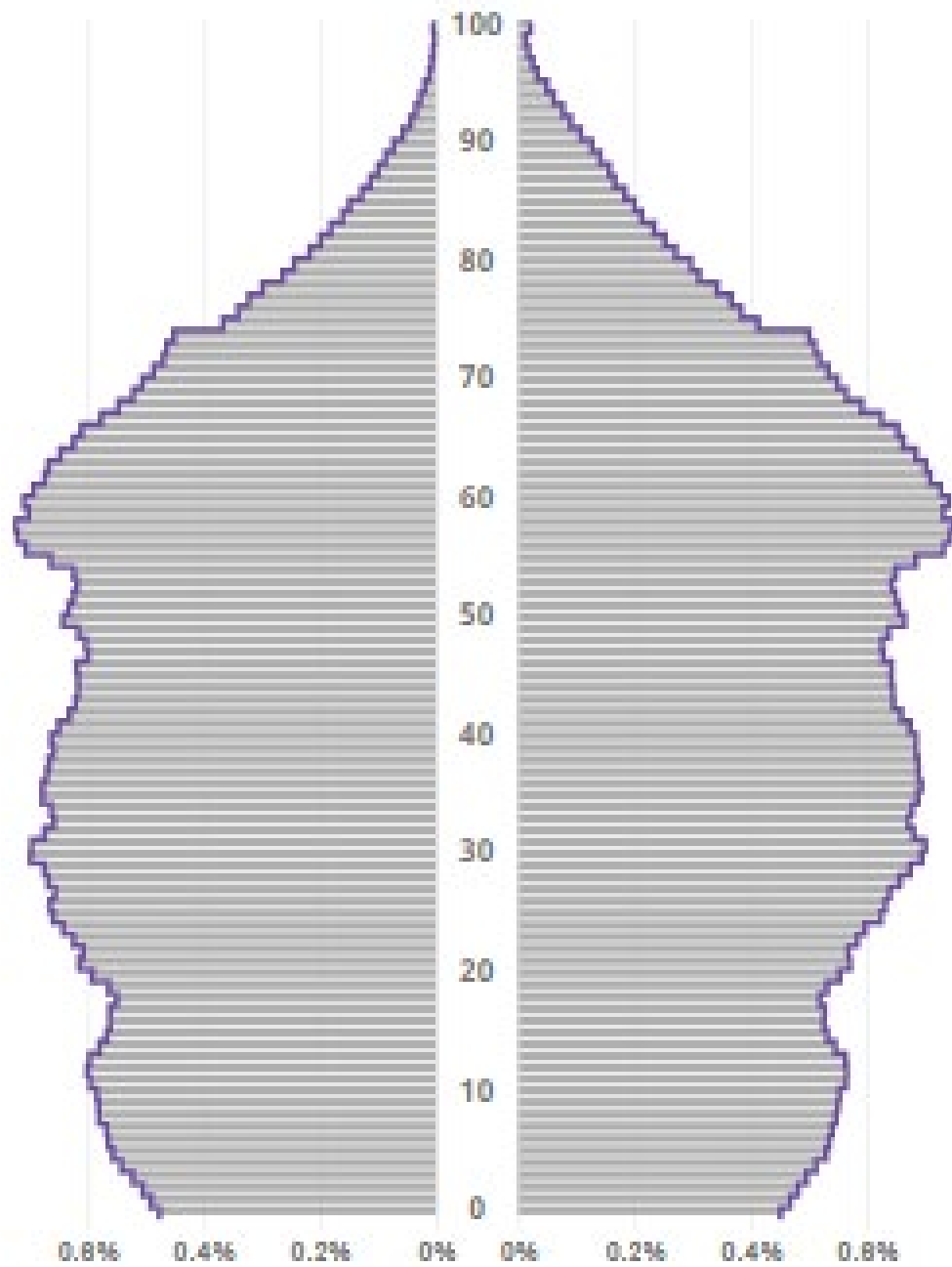
“I am convinced that nothing we do is more important than hiring and developing people. At the end of the day you bet on people, not on strategies.

Larry Bossidy



Bridging the Gap: Labour Supply and Changing Expectations

Kristen Cumming
21st Century Ag Leadership Partners



BABY BOOMERS

Relatively strict rules and discipline

Education an opportunity

Labour surplus – competition

Delayed gratification

Mindful of authority, hierarchy

BABY BUST (Gen X)

Post BCP – latch key kids

Education as a reality

Experienced recession – realism

Multi-trackers

ECHO (Gen Y, Millennials)

The wanted child – no child left behind

Non-nuclear families, social network

Catch and release / trial and error

Instant gratification, individualism

Seeking occupational fit

GENERATION Z

(Re-gen, Gen Tech, Igen, Zoomers)

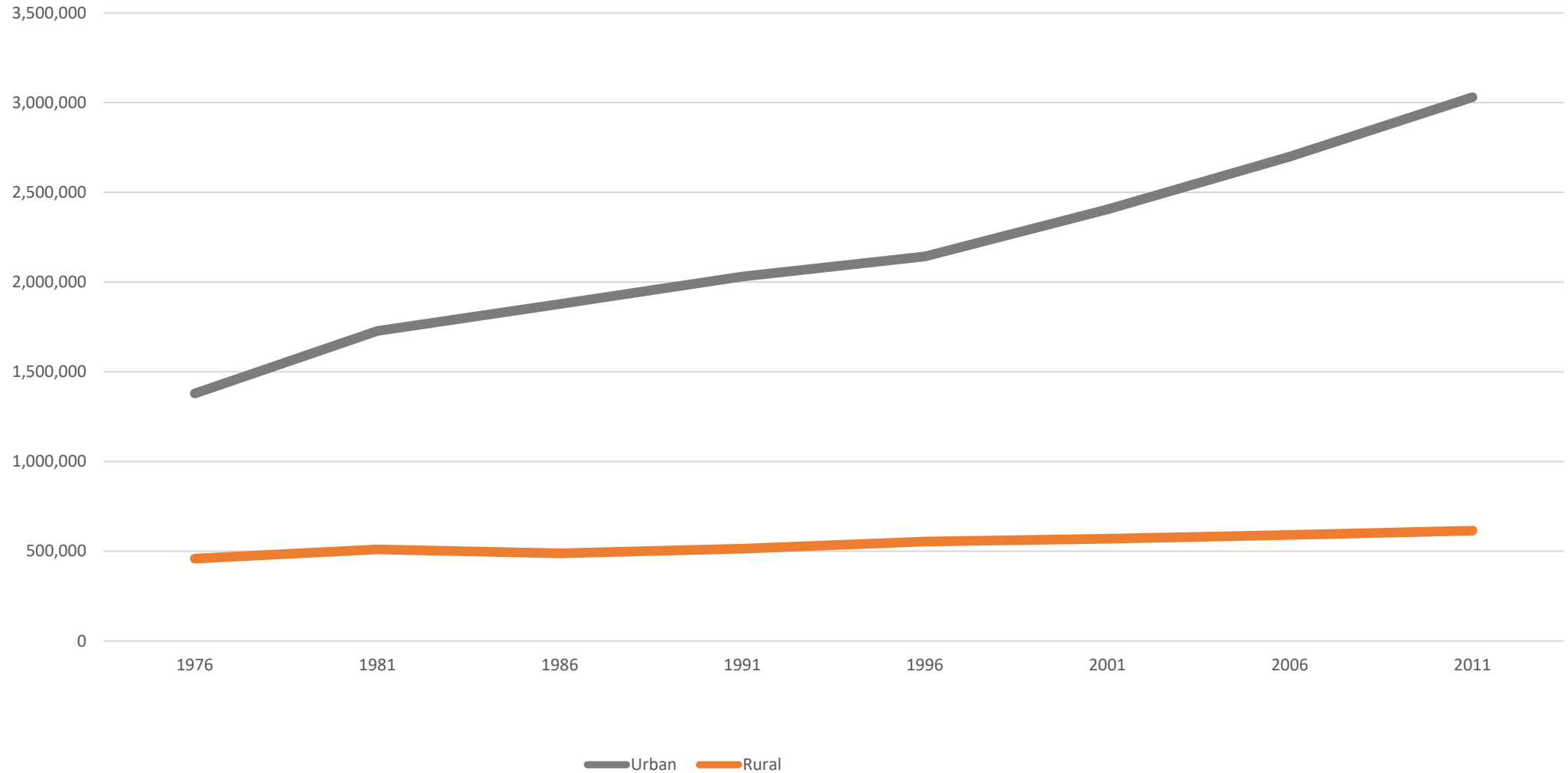
Social responsibility, confronting consumption
patterns

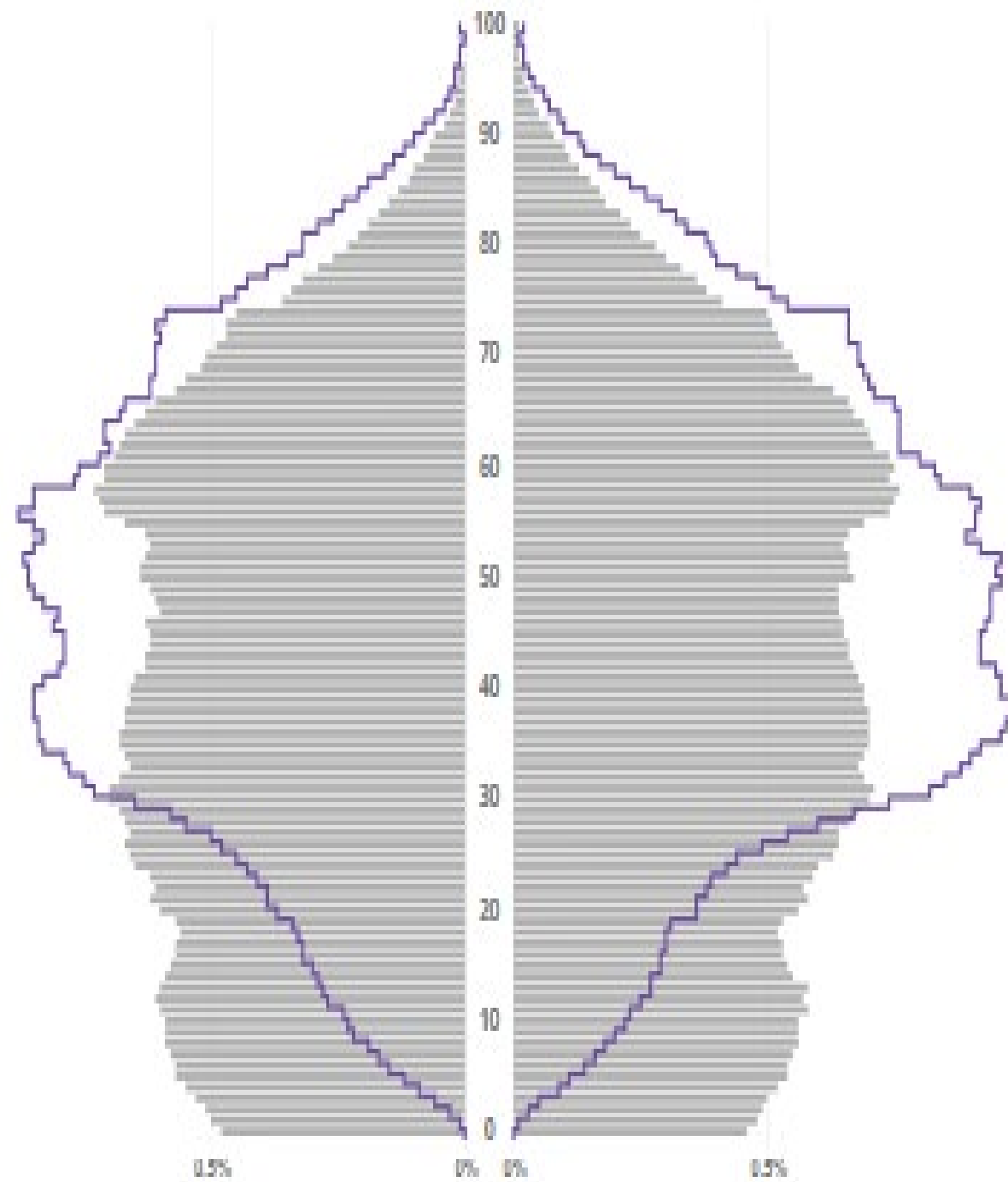
Cloud-based, crowd sourced, content creators

Educated, stressed and depressed

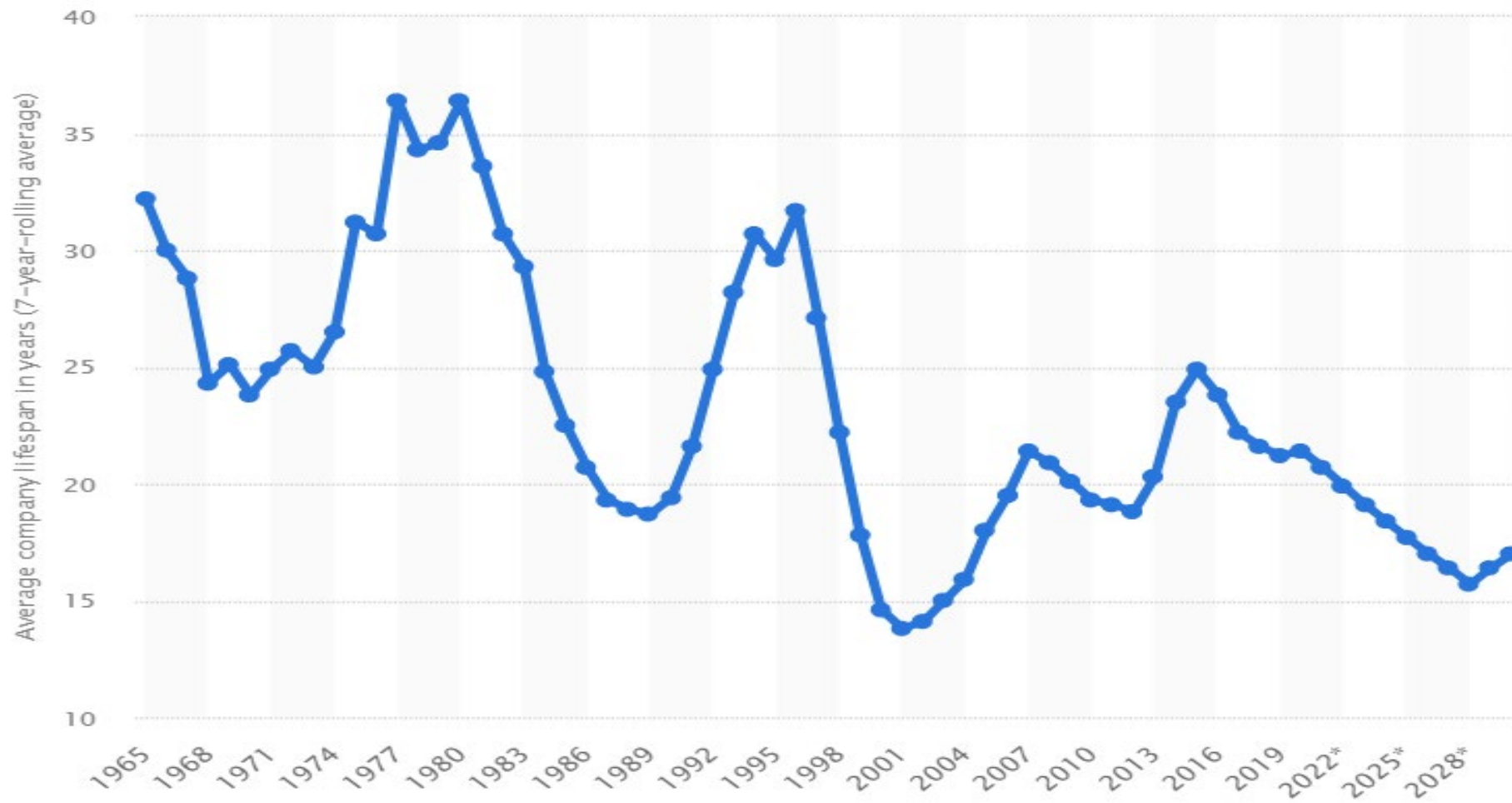
Prepared for the zombie apocalypse

Urban vs. rural populations





Average company lifespan on S & P 500 Index, Statista



PUT IN CONTEXT...

Changing worker loyalty contract

Labour supply is changing

Expectations of the workplace are increasing

Increasingly complex world

Shared perspective is hard to find . . .

. . . we need all the perspectives



Thank you!
Kristen Cumming
www.21stagleadership.com