

We Grew Up Differently

Common Sense, Generational Differences, and Safety

April 18, 2023

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WHEN SAFETY IS FIRST YOU LAST

- 911
- AED
- Fire Extinguisher
- First Responder
- Exits
- Storm Shelter


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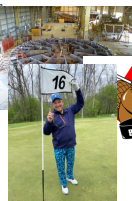

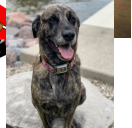






<https://blue-collar-bs.com>



<https://www.vfbsolutions.ca>



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Disruptor

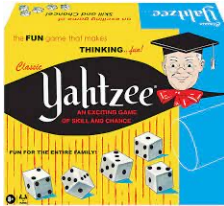
A person or thing that prevents something, especially a system, process, or event, from continuing as usual or as expected

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Growing Up Do You Remember 1956ish




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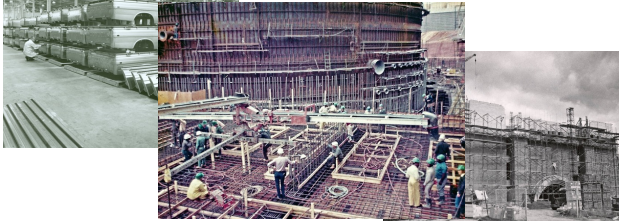



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1986 1987 **1988** 1989 1990

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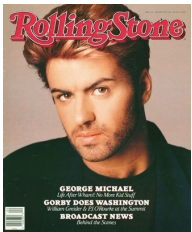

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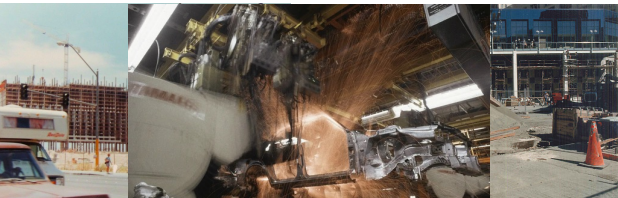
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Growing Up Do You Remember 2005ish

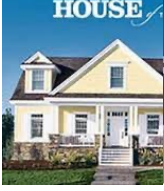

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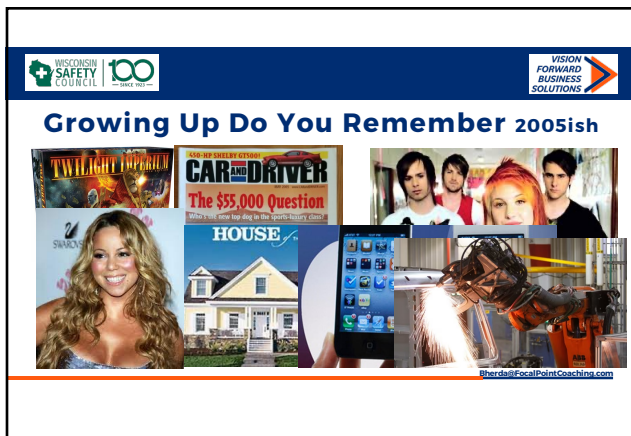
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WISCONSIN SAFETY COUNCIL 100 YEARS OF SERVICE

VISION FORWARD BUSINESS SOLUTIONS

Kids Through Generations

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WISCONSIN SAFETY COUNCIL 100 YEARS OF SERVICE

VISION FORWARD BUSINESS SOLUTIONS

Boomers=58-76 25 Gen X=43-57 Millennial=26-42 Gen Z=11-

Boomers | **Gen X** | **Older Millennial** | **Younger Millennial & Gen Z**

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WISCONSIN SAFETY COUNCIL 100 YEARS OF SERVICE

VISION FORWARD BUSINESS SOLUTIONS

Boomers=59-77 26 Gen X=44-58 Millennial=27-43 Gen Z=12-

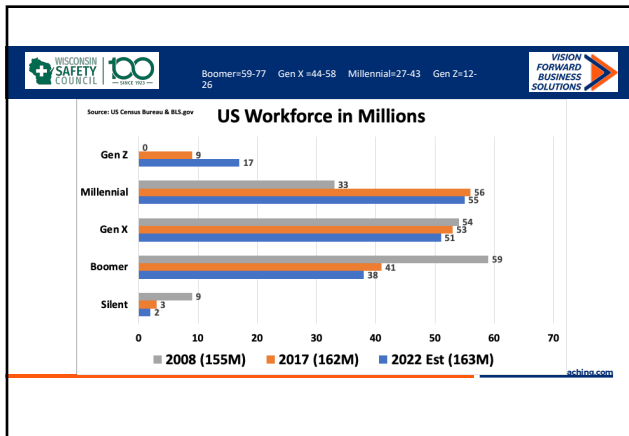
Generation Definitions

Generation	Birth Years	Age	US Population
Greatest	Before 1928	>94	0.89M
Silent	1928-1945	78-95	19.13M
Boomer	1946-1964	59-77	70.23M
Gen X	1965-1979	44-58	65.80M
Millennial	1980-1996	27-43	72.19M
Gen Z	1997-2011	12-26	68.6M
Gen Alpha	2012-2025	11 and under	46.00M

[Sources: http://www.census.com/statistics/797323/us-population-by-generation/](http://www.census.com/statistics/797323/us-population-by-generation/)

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Belonging

- Why vs How
- Friendships
- Sense of Connection

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WISCONSIN SAFETY COUNCIL 100 YEARS 2022-2023

Boomers=59-77 Gen X=44-58 Millennials=27-43 Gen Z=12-26

VISION FORWARD BUSINESS SOLUTIONS

Esteem

- Freedom
- Recognition
- Respect

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WISCONSIN SAFETY COUNCIL 100 YEARS 2022-2023

Boomers=59-77 Gen X=44-58 Millennials=27-43 Gen Z=12-26

VISION FORWARD BUSINESS SOLUTIONS

From 2015 Through 2019
1,500,000 claims reviewed
35% of the claims happen in the **FIRST YEAR** of employment

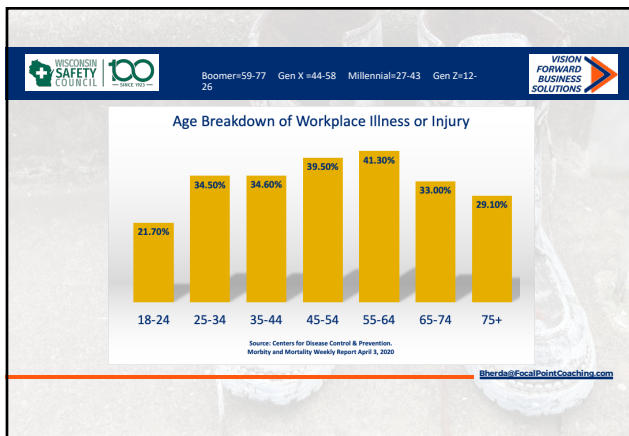
27% Overexertion
22% Slips, Trips, & Falls
14% Struck by an Object
6% Cuts & Punctures
6% Caught in between hazards
6% Motor Vehicle Crashes

Source: National Association of Safety Professionals


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Boomers=59-77
26
Gen X =44-58
Millennial=27-43
Gen Z=12-





Gen Z

More Like Boomers than you think

- **They are Thinking ahead**
 - 85% looking 1 year or more
 - Over 25% have a 5-year plan
- **Staying Power**
 - Over 50% say they want to stay with their employer for more than 3 years
- **Working for themselves**
 - 44% see entrepreneurship in their future

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Source: Visier 2022 Gen Z Employee Wants Survey

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Boomers=59-77
26
Gen X =44-58
Millennial=27-43
Gen Z=12-





Gen Z

More Like Boomers than you think

- **Traditional Growth Plan**
 - 48% say they will seek the traditional leadership track
- **Road To Retirement**
 - 34% say retire before 60
 - 43% say retire between 60 and 65


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Source: Visier 2022 Gen Z Employee Wants Survey

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Boomers=59-77
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Gen X =44-58
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Gen Z

More Like Boomers than you think

Added Bonus

- **Location Preference**
 - 17% Remote
 - 33% In Office
 - 31% Hybrid
- **Political Value Alignment**
 - 30% Very Important
 - 37% Somewhat Important
 - 26.6% Not Important

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Source: Visier 2022 Gen Z Employee Wants Survey

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We Grew Up Differently

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November 2, 2022

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