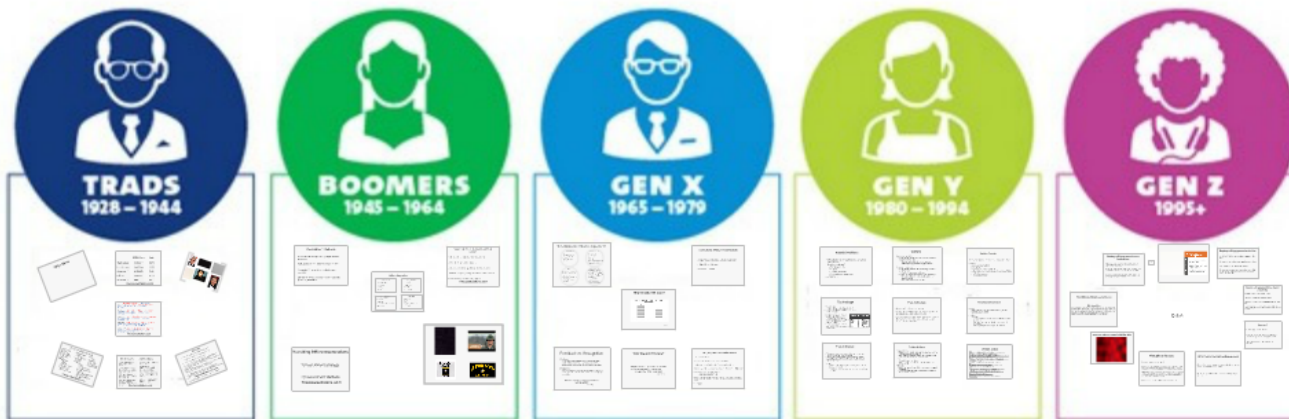


TSL Jewellery: An Innovator Across Generations

TheCaseSolutions.com




TSL Jewellery: An Innovator Across Generations

TheCaseSolutions.com



TRADS
1928 – 1944

Business Plan, Financial Statements, Marketing Strategy, Product Catalog, Customer Feedback, Industry Analysis, Competitor Research, Sales Forecast, Risk Assessment, Strategic Vision, Operational Procedures




BOOMERS
1945 – 1964

Product Market, Marketing Strategy, Financial Statements, Customer Feedback, Industry Analysis, Competitor Research, Sales Forecast, Risk Assessment, Strategic Vision, Operational Procedures




GEN X
1965 – 1979

Product Market, Marketing Strategy, Financial Statements, Customer Feedback, Industry Analysis, Competitor Research, Sales Forecast, Risk Assessment, Strategic Vision, Operational Procedures



GEN Y
1980 – 1994

Product Market, Marketing Strategy, Financial Statements, Customer Feedback, Industry Analysis, Competitor Research, Sales Forecast, Risk Assessment, Strategic Vision, Operational Procedures



GEN Z
1995+

Product Market, Marketing Strategy, Financial Statements, Customer Feedback, Industry Analysis, Competitor Research, Sales Forecast, Risk Assessment, Strategic Vision, Operational Procedures

Birth Years

Age

Traditionalists

1928-1944

87-71

Baby Boomers

1945-1964

70-51

Generation X

1965-1979

50-36

Millennials

1980-1994

35-21

Generation Z

1995 +

20

TheCaseSolutions.com

Recognized People

Major Events

Traditionalists -Michael Douglas, Bob Dole, Elizabeth Taylor
-WW1, Great Depression, Bureau of Investigation
Established

Baby Boomers -Sylvester Stallone, Elton John, Lionel Richie
-End of WW2, Desegregation of Little Rock, Arkansas,
President JFK is assassinated

Generation X -Sarah Jessica Parker, Adam Sandler, Matt Damon
-Vietnam War, Martin Luther King assassinated, Voting
Age Lowered to 18

Millennials -Justin Timberlake, Emma Watson, Harry Styles
-Summer Olympics Boycott, Space Shuttle Challenger
Disaster, Don't Ask Don't Tell Policy Established

Generation Z -Shiloh Jolie-Pitt, Suri Cruise, Blue Ivy Carter
-September 11th Terrorist Attack, Facebook launched,
Boston Marathon Bombing

TheCaseSolutions.com

Common Characteristics

Traditionalists

- Practical
- Patient, loyal and hardworking
- Respectful of authority
- Rule followers

Gen. Y

- Hopeful
- Meaningful work
- Diversity and change valued
- Technology savvy

Baby Boomers

- Optimistic
- Teamwork and cooperation
- Ambitious
- Workaholic

Gen. X

- Skeptical
- Self-reliant
- Risk-taking
- Balances work and personal life

Gen Z

- Flexible in nature
- Accepting of diverse populations
- IQ scores are higher than previous generations
- Connected globally to knowledge

TheCaseSolutions.com

Differences

1. Work is less central for younger compared to older employees.
2. Older employees have a stronger work ethic compared to younger employees.
3. Younger employees more highly value leisure compared to older employees.
4. Younger employees self-report more workplace individuality compared to older employees.

Similarities

RESPECT – feeling valued as a unique individual

COMPETENCE – feeling valued as knowledgeable, skilled, and experienced.

CONNECTION – collaborating with trusted colleagues and co-workers

AUTONOMY – exercising self-control within guidelines to achieve shared goals.

TheCaseSolutions.com

Statistics

- 55 million people belong to the Traditional generation.
- On average, 10,000 Baby Boomers retire every day.
- 65 million people belong to the X generation.
- 70 million people in the U.S. belong to the Millennial generation
- Only 1/3 of Millennials say their current job is their career.
- 43% of Millennials think they could easily find another job if they lost their current one.
- 40% of Gen Y thinks blogging about workplace issues is acceptable.
- By 2020 46% of the workforce will be Millennials.
- Gen Z will be entering the workforce in the next few years.
- 65 percent of grade school students will work in jobs that don't exist today.

TheCaseSolutions.com

- By 2020 there will be 5 generations in the U.S. workforce.

Recruiting Different Generations

1) Recruitment Strategy

2) Recruitment Methods

TheCaseSolutions.com

Steps to Building an Integrated Recruitment Strategy

- 1) Understand the characteristics of the four generations
- 2) Evaluate existing recruitment practices
- 3) Create recruitment messages that appeal to each generation
- 4) Establish transparency and alignment between promises and reality
- 5) Learn to interpret each generation's responses

TheCaseSolutions.com