How to Manage Generational Differences in the Workplace
What assumptions do you make about generations other than your own?
A Millennial Job Interview
Assumption

• Having multiple generations in the workplace is going to cause tension given the differing value systems.
Millennials in the Workforce

• 47% of the workforce

• 75% by 2030
The Research

- A five-year research study of 5 million employees worldwide.
- Employees, regardless of generation, want the same thing.
The Research

- Myth #1: Organizations need to use different strategies to retain younger generations.

- Myth #2: Each generation needs to be managed differently in order to keep them engaged and motivated.
More Research

7 Year Study of 3,000 Corporate Leaders

- Everyone wants respect and recognition.
- Everyone wants leaders they can trust.
- No one likes change.
- Everyone wants to learn.
Focus on the Commonalities

All generations want:

• Exciting and challenging work
• Opportunity for advancement
• Sense of autonomy and freedom
Question Your Culture

Ask:
1. Are we focused on the common needs and concerns of ALL employees?
2. Are we taking the necessary steps to know employees as individuals?
3. Do we have a coaching culture that listens to employees more than advising?
Considerations

1. Focus on the individual.
2. Increase empathy.
3. Exercise situational leadership.
4. Listen.
5. Be a coach/confidant...someone they can trust.
6. Be proactive in creating effective teams.
Millennial Claim Management

• Before an Injury Occurs
• After an Injury Occurs
• Ongoing Claim Management
• Leveraging Technology
Before an Injury Occurs

• Education
  – Safety
  – Ergonomics
  – Workers’ Compensation benefits
• Communication
  – Claim Reporting and management
• Wellness
  – Comorbidities
Before an Injury Occurs

Roughly 23% of workers ages 18-29 **do not** have health insurance coverage.

Source: Behavioral Risk Factor Surveillance System (BRFSS), 2013-2015

https://wwwn.cdc.gov/Niosh-whc/chart/brfss-access?OU=HLTHPLN1_r&T=A&V=R
After an Injury Occurs

- Independent Contractor vs. Employee?
- 6.2% of workers 18-29 years of age have a non-standard work arrangement

Source: NHIS Occupational Health Supplement (NHIS-OHS), 2015

After an Injury Occurs

• Reporting of the injury
  – Who can report claims?
  – Leverage technology
    • Online claim reporting
    • Apps
  – Timelines
    • Expectations around speed/responsiveness

• Managing employer’s response
After an Injury Occurs

• Communicating with Injured Worker’s support network

• Medical Treatment
  – Alternative treatment modalities
  – Tele-medicine
  – Apps
  – Patient engagement
  – Psycho-social factors
After an Injury Occurs

• Concurrent Employment
  – Nearly 10% of workers surveyed had more than 1 job

Source: National Health Interview Survey (NHIS), 2004 - 2013

Ongoing Claim Management

• Modified duty for your Millennial worker
  – Useful
  – Challenging
  – Meaningful
  – Mentoring/Cross-training

• Involve the Injured Worker in the process
Leveraging Technology

• How do you engage with your injured employees?
  – Methods of communication
    • Text vs. phone calls
    • FaceTime

• Access to high-quality medical information

• Solicit feedback and input
Generational Differences in Litigation
Generational Differences in Litigation

• Onset of Litigation
• Medical Considerations
• Return to Work
• Social Media
Onset of Litigation

• Notice
• Rights and Responsibilities Forms
  – Online v Paper forms
  – Portals v Handouts
• Personal safety considerations are paramount to Millennials while Boomers may ignore pain out of loyalty to the company
Medical Considerations

- Varying trust level of medical professionals
- Second Opinions
- Directed care as opposed to choosing personal provider
- Medical Marijuana
Return to Work

• Trust issues with medical providers

• Email job offer or traditional paper offer

• Calling out of work—Does it have to be a call?
Social Media and Litigation

- Social Media Blackout
- Free Surveillance
- “Check Ins”
QUESTIONS

ANSWERS
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