

hello

Talented People

THE MULTI-GENERATIONAL WORKPLACE.

TWIGENUP.COM

**GEN
UP.**

CALL TO ACTION:

Talent Works is launching an original programme of research to help employers unlock the potential of each generation and manage them in a way that drives performance, innovation and teamwork. We'd like to give you the chance to get involved and sponsor this exciting programme.

THE PLAN:

Phase 1:

TOPIC	SAMPLE SIZE	METHOD
What unites and divides the generations re: <ul style="list-style-type: none">◦ The ideal employee◦ The ideal employer◦ The ideal workplace◦ Communication method◦ Work ethic◦ Work style◦ Workplace etiquette◦ Workplace culture◦ Reward and recognition	1200 respondents (split equally between the generations)	Online survey
How employers' expectations and priorities compare and contrast with the generations	250 HR/Recruitment decision makers	Online survey

Phase 2:

TOPIC	SAMPLE SIZE	METHOD
The ideal onboarding programme	24 participants (split equally between the generations)	Diary completion and day-in-the-life sessions
Does each generation feel it has a voice	1200 respondents (split equally between the generations)	Online survey

Phase 3:

TOPIC	SAMPLE SIZE	METHOD
Career aspirations of each generation	1200 respondents (split equally between the generations)	Online survey
How job hunters from each generation use information sources and what influences them	24 participants (split equally between the generations)	Diary completion and day-in-the-life sessions

