

HARDLINES

A red line graph icon with a jagged peak, positioned above the letter 'I' in 'HARDLINES'.

CONFERENCE SERIES

2023

ZAIDA FAZLIC (XENNIAL)

VICE PRESIDENT, PEOPLE & CULTURE

TAIGA BUILDING PRODUCTS



Bloomberg

<https://www.bloomberg.com/news>



'Lazy Girl Jobs,' Quiet Quitting are Gen Z's Way of Opting Out of Hustle Culture

≡ FORTUNE

SEARCH

PERSONAL FINANCE • MILLENNIALS

Most millennials and Gen Zers feel they have it a lot harder than their parents did in today's economy

FORTUNE

Gen Zers yearn for 'lazy girl jobs.' They aren't the only ones



INDEPENDENT

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Menu

NEWS SPORT VOICES CULTURE **LIFESTYLE**

Lifestyle > Health & Families

In the war between millennials and baby boomers we have forgotten about the work-hard, play-hard Generation X

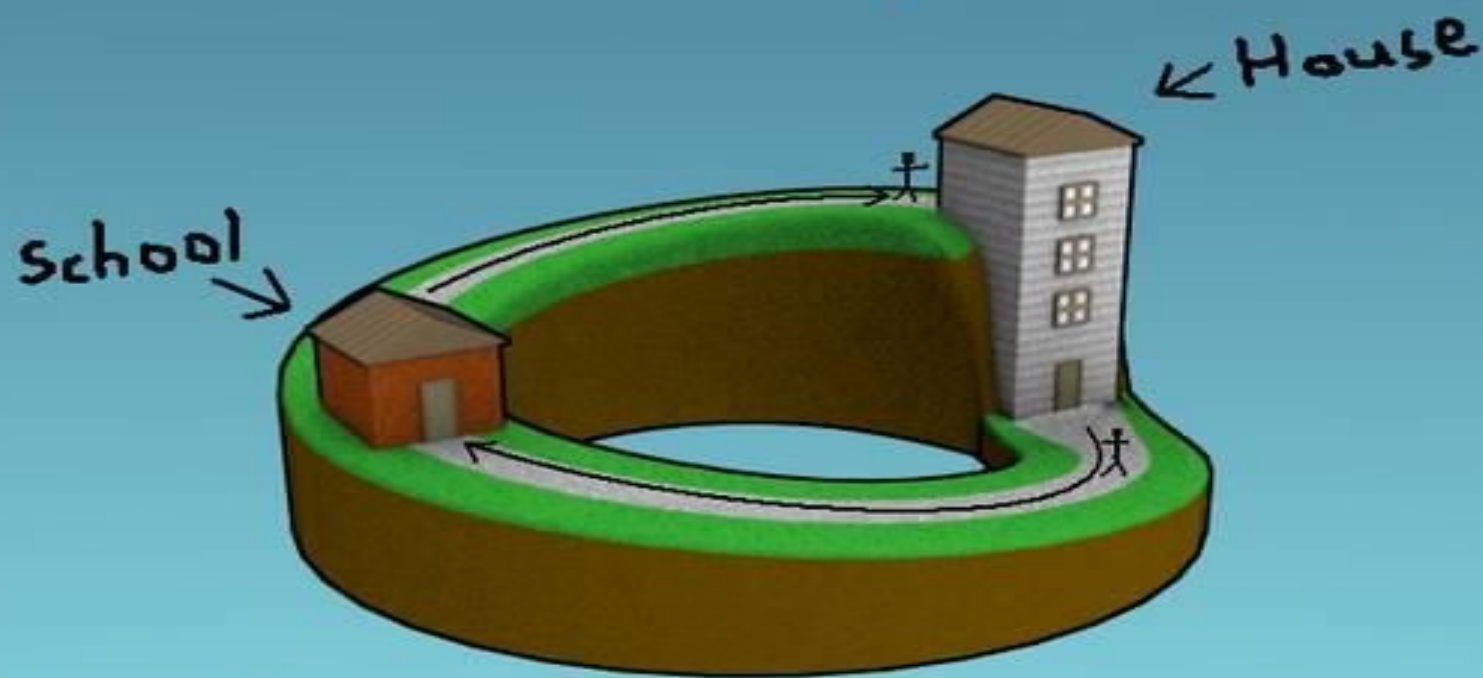
EPIC SHOWDOWN?

*Battle
of the
Gens!*

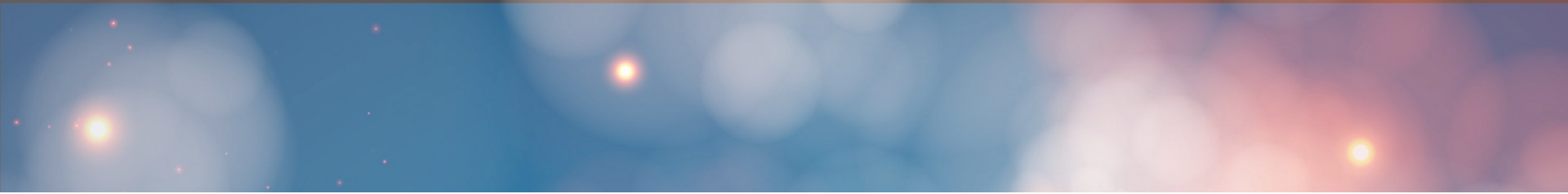




So your parents had to walk to school
UPHILL BOTH WAYS!



HUH?











BABY BOOMER

GEN X

GEN Y

GEN Z



Baby Boomers (1946-1964)

- Strong Work-Ethic
- Loyalty to Organizations
- Experience with significant Historical Events such as:
 - Post WW2 growth and Vietnam War
- Infrastructure Development

Gen "X" (1965-1980)

- Independent
- Adaptable
- Tech-Savvy
- Came of age during the arrival of the internet & Personal Computers

Millennials (1981-1996)

- Known for their "Tech Skills"
- Work-Life-Balance
- Desire for Purposeful & Meaningful work
- Grew up with the Internet

Gen "Z" (1997-2012)

- Raised entirely in the Digital Age: aka "Digital Natives"
- Tech Proficiency
- Social Consciousness
- Flexible Work-Environment

the
Kids Are
Alright



JUNE 9, 1997 \$2.95

PHOTOGRAPH BY
WHAT HAPPENED

TIME

You called us
slackers. You
dismissed us
as
Generation X.
Well, we're
over. We're
not what you
thought.



Great Xpectations of So-Called Slackers

SLACKERS? HARDLY. THE SO-CALLED GENERATION X TURNS OUT TO BE FULL OF GO-GETTERS WHO ARE JUST DOING IT--BUT THEIR WAY



Time Magazine
Circa June 9, 1997

Time Magazine
Circa June 9, 1997



boomers

Monday 9am - 5pm

Tuesday 9am - 5pm

Wednesday 9am - 5pm

Thursday 9am - 5pm

Friday 9am - 5pm

millennials

Monday 10am - 8pm

Tuesday 2pm - 12am

Wednesday 11am - 5pm

Thursday 3am - 2pm

Friday 10am - 4pm





Upskilling

Reskilling

Empowering

Continuous Learning

**FUTURE-READY
WORKFORCE**

Reward

Diversity

Redesign Jobs

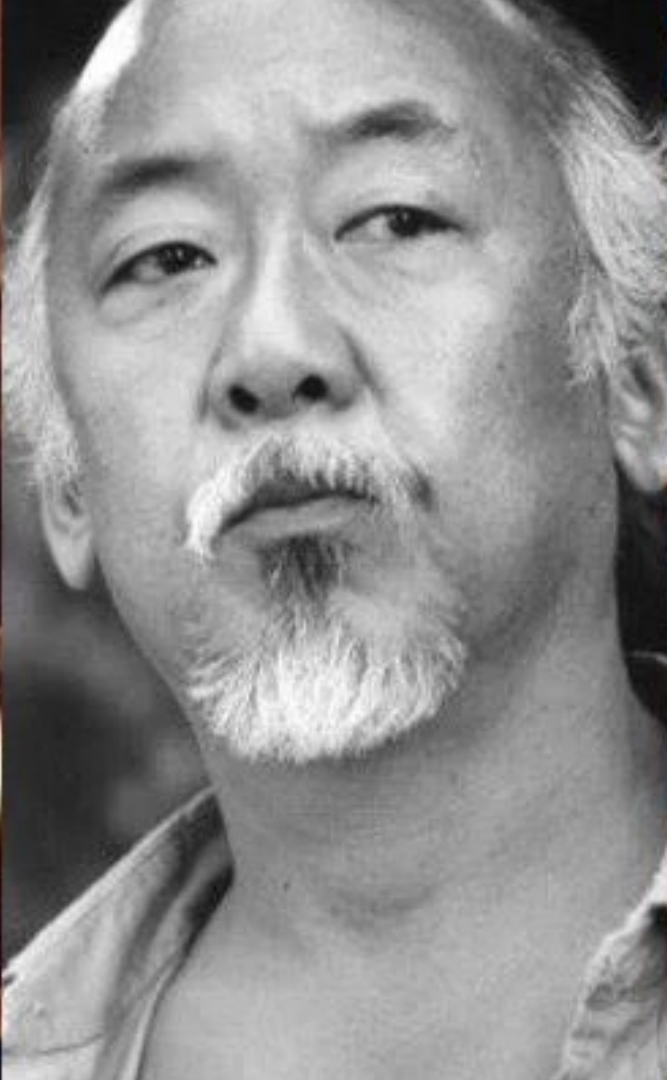
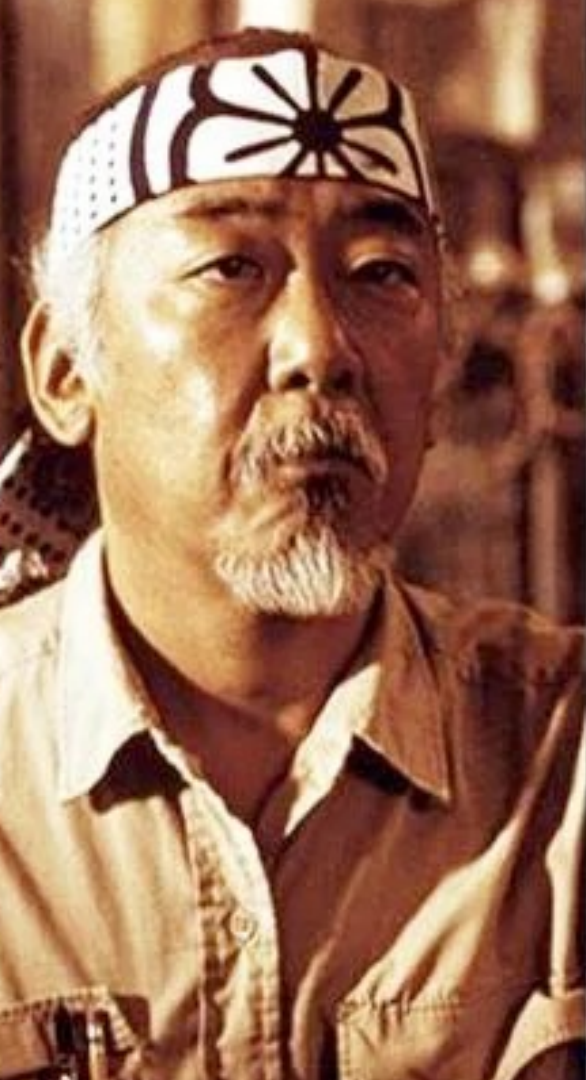
Inclusion





Gen Z 1997 - 2012









BABY BOOMERS

WORK CONSISTENTLY & RELIABLY, FOCUS & WORK HARD

GEN "X"

STEP OUT OF YOUR COMFORT ZONE & DEVELOP RESILIENCE

MILLENNIALS

ADVOCATE FOR YOURSELF & OTHERS IN THE WORKPLACE

GEN "Z"

PRIORITIZE YOUR MENTAL HEALTH & BE SENSITIVE TO FEELINGS OF OTHERS



“If whole life
have a balance,
everything be
better.”

Mr Miyagi, The Karate Kid