

W E L C O M E T O

# GEN-Z: UNLOCKED



Insights & Strategies for a Successful Workplace



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# MEET THE



# TEAM



**Kayti  
Bjorklund-  
Strandlund**

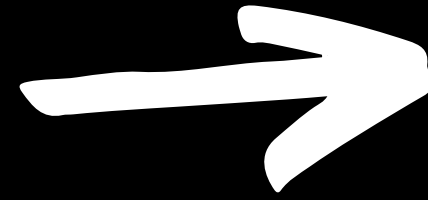


**Ry  
Bostrom**



**Erica  
Daher**

# WHERE WE COME FROM



# HOW IT'S GOING



**What has been your biggest struggle in your workplace when it comes to working with Gen Z?**



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**Millennials**

**Born between  
1997-2012**

**Gen Alpha**



**WHO IS GEN Z?**

# WHAT SHAPED GEN Z?

- Technology
- Social Media
- The Great Recession
- Covid-19 Pandemic
- Social Change
- Social Justice Issues
  - #MeToo
  - Black Lives Matter
  - Same Sex Marriage
  - Climate Change
- Self-Care/Mental Health



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# HOW IT SHAPED?

- **Anxiety**
- **Fear of failure & taking risks**
- **Financial uncertainty**
- **Less interest in college degrees**
- **Winning/promotions for just showing up**
- **Utilize different forms of communication**
- **Avoid phone calls**
- **Instant gratification**
- **Short attention span**
- **Seeking connection**



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# GEN-Z: SHIFTS



- **Seeking purpose, meaning, & connection**
- **Financially anxious**
- **Tech saavy**
- **Work-life balance**

**Our expectations should not change -  
but our approach may need to shift**

# GEN Z IS SEEKING PURPOSE, MEANING, & CONNECTION



## LOOKING FOR:

- Alignment with values
- Want to be a part of something bigger
- Social/community impact
- Investment - mentorship/training

**GEN  
SHIFT**

Looking for more than just a paycheck.



# GEN Z IS SEEKING PURPOSE, MEANING, & CONNECTION

## CONSIDER THIS:

- Mentorships- in & outside of work
- Build trust & open lines of communication
- Teach them the “Company Way”
- Concrete steps and actions
- Provide resources & access information
- Give regular & specific feedback

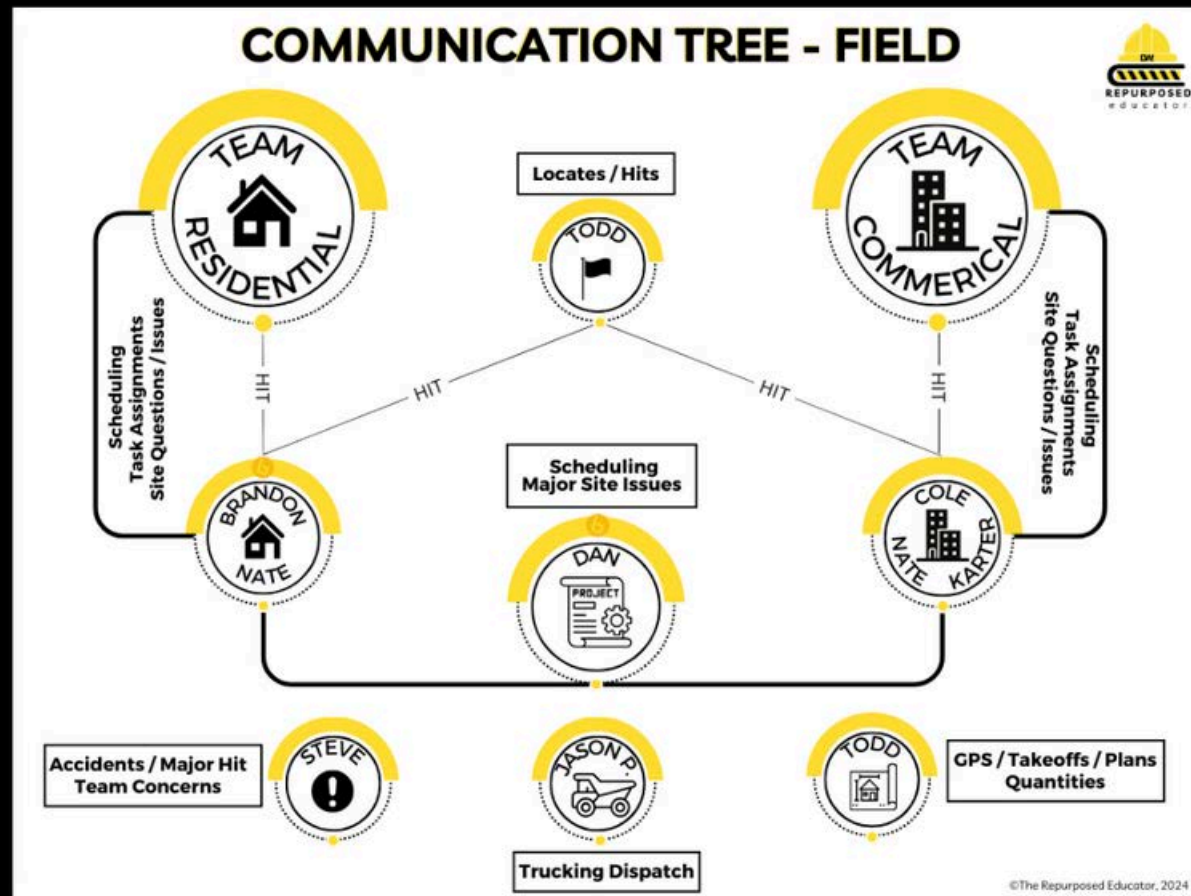


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# GEN Z IS SEEKING PURPOSE, MEANING, & CONNECTION

## Visual Resources



### DW CO Our Golden Circle

doing dirt work better

**Why?**

We create a working environment that consistently challenges the more traditional views of our industry so that we can positively and directly impact our customers, DW families, and community.

**How?**

We will create a strong team with like values and use a collaborative approach with all stakeholders to ensure that each project is treated as our own from start to finish.

**What?**

DW provides a wide variety of site work and utility services in many sectors.

### On-Site Quick Guide

#### Cut Sheet

| STATION | B.S.#    | H.I. | F.S.- | STAKE ELEVATION | LEFT SIDE or OFF | RIGHT SIDE or ON |
|---------|----------|------|-------|-----------------|------------------|------------------|
| 1+00    |          |      | HUB   | SAN.            | % GRADE          | C-F              |
| +50     |          |      | 11.77 | 05.42           |                  | C 6.35           |
| +71.5   | CO.      |      | 11.87 | 05.92           |                  | C 5.95           |
| 2+00    |          |      | 11.56 | 06.14           |                  | C 5.42           |
| 2+15    | CO.      |      | 11.16 | 06.42           |                  | C 4.74           |
| 2+15    |          |      | 10.93 | 06.58           |                  |                  |
| 0+00    |          |      |       | 06.58           |                  |                  |
| +25     |          |      |       | 07.08           |                  |                  |
| 0+47    |          |      |       | 07.52           |                  |                  |
| 0+17.5  | exp. sp. |      | 12.08 | 06.58           |                  | C 5.47           |

Example:  $1011.77 - 6.35 = 1005.42$

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### TEAM DW CO

Let's get it done!

**DOERS**

- KAYTI
- BRANDON
- JOSH
- RODNEY
- LISA
- COLTON
- TIKI
- CRAIG

Let's do it different!

**SEERS**

- KARTER
- TODD
- DAN
- ALEX

Let's all get along!

**CONNECTORS**

- NATE
- RY
- CODY
- JOSH J
- DANO

Let's experience it all!

**FEELERS**

- COLE
- PAPI
- TONY
- BROOKE
- JASON
- STEVE
- ERICA

I THINK...

I FEEL...

# GEN Z IS SEEKING PURPOSE, MEANING, & CONNECTION

## Types of Feedback

### Informal

- In passing
- Check-ins with others that are working closely with the new team member
- As needed and intentional

### Formal

- Face to face
- Scheduled
- Data



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## Onboarding Check-In Questions



### Checking in/ Getting Started

- What things have you enjoyed in your new role?
- How has working here compared to your expectations?
- What things has your team done to make you feel welcome?
- Who have you connected with on the team? What drew you to that team member?
- Are there any suggestions to make our onboarding process even better?
- What things have stood out about the culture?



### Performance

- Do you understand the job description and job requirements?
- Is there any specific training or support that you would find helpful?
- How would you describe your performance over the past three months?
- What do you feel are the greatest strengths that you bring to our team?
- Have there been any roadblocks or challenges with performing your duties? If so, what?
- Looking back, what you feel most proud of since you started here?
- What types of projects have been the most rewarding for you?



### Goal & Future

- Where do you feel might be your biggest potential area of growth?
- What are your expectations and/or goals for the next three months?
- What might be some things you really want to focus on in the next three months?
- In the future, where do you see yourself in this organization?
- How can we support you even better at \_\_\_\_\_?

### Informal Check-in

- In passing
- Check-ins with others that are working closely with the new team member
- As needed and intentional

### Formal Check-in

- Face to face
- Scheduled
- Data



### QUICK TIPS

Check-ins should happen more frequently during the first few days/weeks and slowly decrease in frequency as the new team member onboards.

# GEN Z IS SEEKING PURPOSE, MEANING, & CONNECTION

## Giving Feedback

- Feedback should be:
  - Growth focused
  - Open-ended
  - Specific
  - Consistent
  - Frequent



I heard glowing reviews about your work ethic from your team today.

Thank you so much that means a lot

If u don't mind me asking but what did they say?

They said you got along great with everyone, great attitude, and awesome at running the shovel. 💪💪

Thank you so much love to hear it I appreciate that

Keep up the great work!!!

Delivered

Will do thank you



# GEN Z IS FINANCIALLY ANXIOUS

Source: Experian

**37% feel pressure to compete financially with peers**

**36% believe that they will never achieve financial security**

**35% self-reported poor spending habits**

**30% believe the system is set up for them to fail financially**



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# GEN Z IS FINANCIALLY ANXIOUS

## LOOKING FOR:

- Transparency in pay & benefits
- Guidance around money



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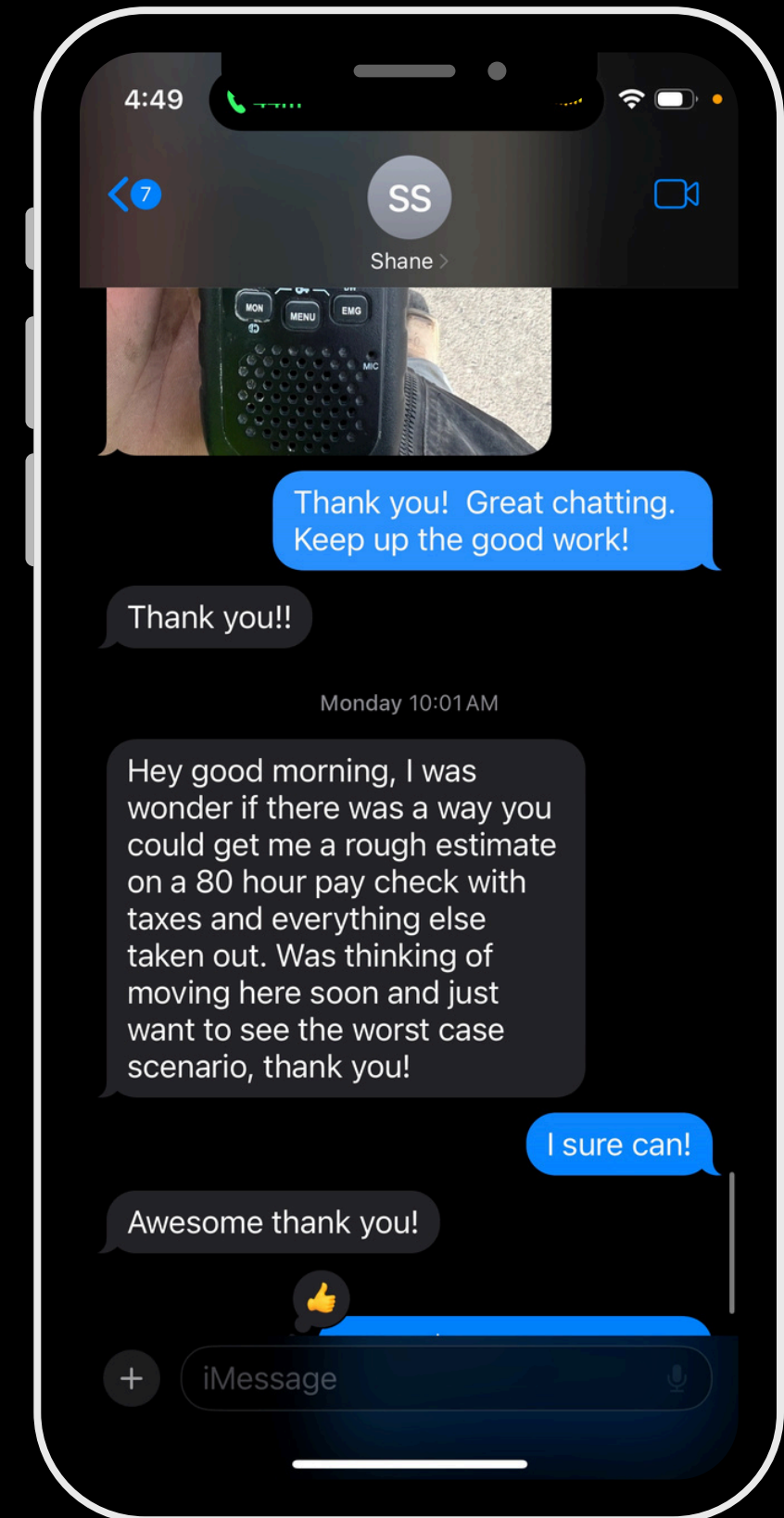
**GEN  
SHIFT**

**“At least I have a job.” vs. “How much does this job pay?”**

# GEN Z IS FINANCIALLY ANXIOUS

## CONSIDER THIS:

- Pay transparency
- Helping them see the “bigger picture”
- Financial literacy
- Resources

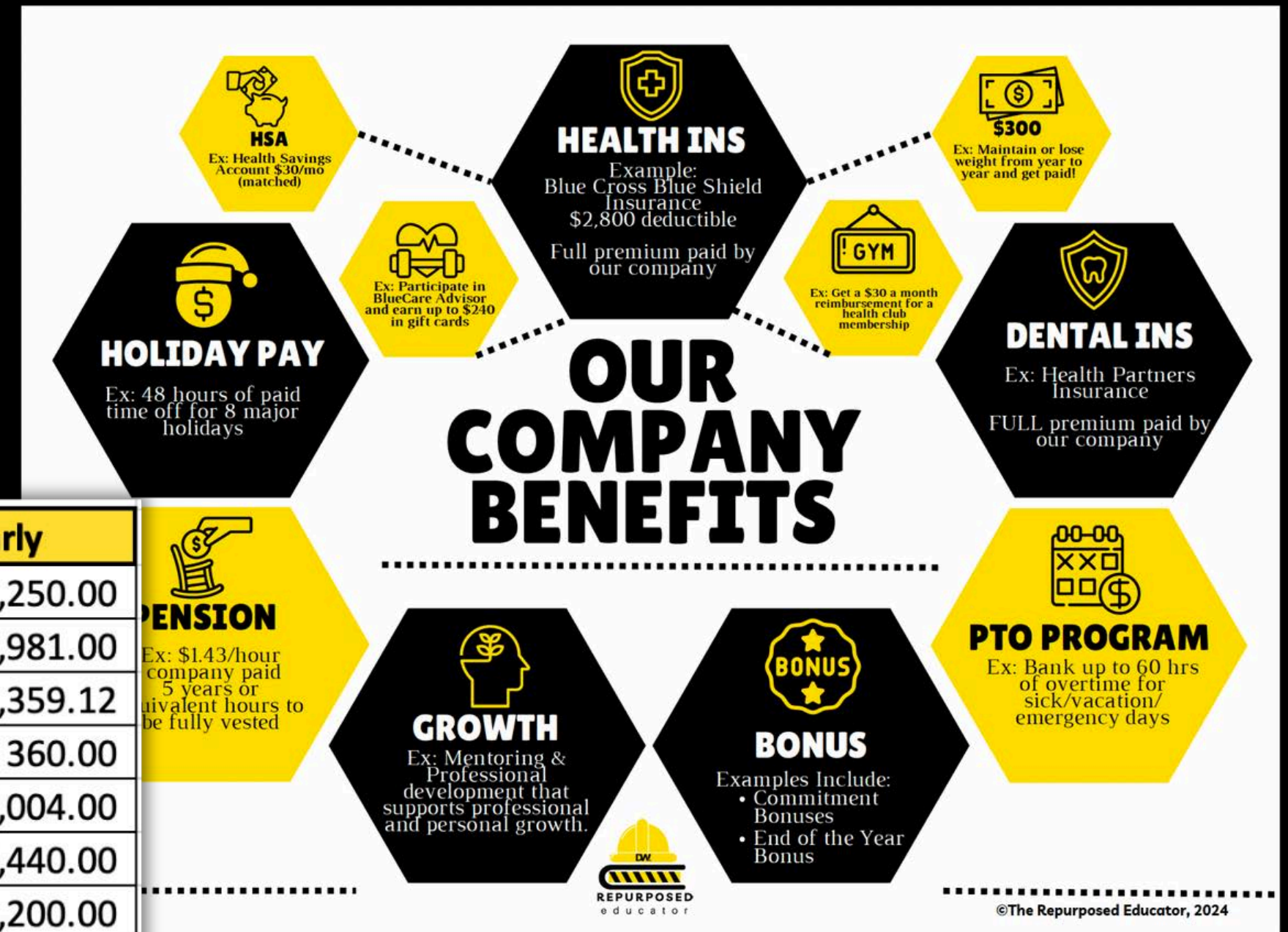


# GEN Z IS FINANCIALLY ANXIOUS

## Pay Transparency Bigger Picture

|                      | Rate           | Hours         | Total         |                            |
|----------------------|----------------|---------------|---------------|----------------------------|
| Hourly Rate          | \$ 30.00       | 40            | \$ 1,200.00   |                            |
| Overtime (x 1.5)     | \$ 45.00       | 15            | \$ 675.00     |                            |
|                      |                | 55            | \$ 1,875.00   | <b>Average Hourly Rate</b> |
|                      |                |               |               | <b>\$46.88</b>             |
|                      |                |               |               |                            |
|                      | <b>Monthly</b> | <b>Weekly</b> | <b>Hourly</b> |                            |
| Health Insurance     | \$ 1,331.75    | \$ 332.94     | \$ 6.05       |                            |
| Dental Insurance     | \$ 113.26      | \$ 28.32      | \$ 0.51       |                            |
| HSA                  | \$ 30.00       | \$ 7.50       | \$ 0.14       |                            |
|                      |                |               |               |                            |
|                      | <b>Yearly</b>  | <b>Weekly</b> | <b>Hourly</b> |                            |
| Holiday Pay - 48 hrs | \$ 1,440.00    | \$ 27.69      | \$ 0.50       |                            |
| PTO Pay - 40 hrs     | \$ 1,200.00    | \$ 23.08      | \$            |                            |
| Bonus                | \$ 6,000.00    | \$ 115.38     | \$            |                            |
|                      |                |               |               |                            |
| Pension              |                |               | \$            |                            |

| Breakdown            | Yearly               |
|----------------------|----------------------|
| Gross                | \$ 131,250.00        |
| Health Insurance     | \$ 15,981.00         |
| Dental Insurance     | \$ 1,359.12          |
| HSA                  | \$ 360.00            |
| Pension              | \$ 4,004.00          |
| Holiday Pay - 48 hrs | \$ 1,440.00          |
| PTO Pay - 40 hrs     | \$ 1,200.00          |
| Bonus                | \$ 6,000.00          |
| <b>Annual Pay</b>    | <b>\$ 161,594.12</b> |



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# GEN Z IS FINANCIALLY ANXIOUS

## Financial Literacy



### FINANCIAL HEALTH

Your finances contribute to your overall well-being. Check out these resources to help budget and save!

#### Newton Financial

No matter your level of wealth, working with Newton can help you pursue your goals. Together, you'll go through a comprehensive process for managing your financial life and creating a long-term plan customized to your needs and supporting your financial goals.

**NEWTON**  
Financial Solutions, LLC

600 MAIN ST S, SUITE #110  
CAMBRIDGE, MN 55008  
763-552-8888

#### Dave Ramsey Solutions



Find tons of budget and financial planning resources to help support your financial needs and goals. Available resources include:

- [How to Budget](#)
- [Paying Off Debt](#)
- [Every Dollar App](#)
- [Financial Peace University](#)
- and more!



#### Khan Academy Financial Literacy

**FREE** financial course breaks down complex financial concepts into self-paced, easy-to-understand units. You'll learn about:

- budgeting & saving
- credit & credit cards
- investments
- financial goals
- retirement planning
- insurance
- taxes
- scams & fraud



Khan Academy

### Tip - Debt

- Pay off debt as fast as you can
  - Make a plan for paying off debt
  - Making larger payments over time can reduce the amount of time you will be tied to that loan
  - Use a loan calculator to help you shave years off of your loan
  - Put unspent budget money towards debt
  - Consolidate higher interest loans/credit card debt
- Consider remortgaging if/when interest rates come down

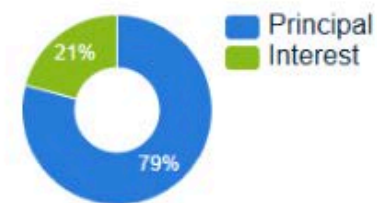
#### Calculator.net

home / financial / credit card calculator

#### Credit Card Calculator

Result:

It will take **2 years and 8 months** to payoff the balance. The total interest is **\$1,313.60**.



Credit card balance \$5,000



# GEN Z IS FINANCIALLY ANXIOUS

## Resources



### TEAM MEMBER ASSISTANCE RESOURCES (TMAR)

Click the links to get access to resources and support!

|                                |                               |                               |
|--------------------------------|-------------------------------|-------------------------------|
| <p><b>TELEHEALTH</b></p>       | <p><b>MENTAL HEALTH</b></p>   | <p><b>SUBSTANCE ABUSE</b></p> |
| <p><b>FINANCIAL HEALTH</b></p> | <p><b>FAMILY PLANNING</b></p> | <p><b>DOMESTIC ABUSE</b></p>  |

**TELEHEALTH**

**SUBSTANCE ABUSE**

**MENTAL HEALTH**

**FINANCIAL HEALTH**

**DOMESTIC ABUSE**

**FAMILY PLANNING**

Check out these helpful resources for family planning and management!

At Outlook Clinics, we offer contraception, STD testing/treatment, and pregnancy testing at little or no cost depending on your income.

- Contraception
  - Condoms
  - Birth Control
  - Plan B
  - Vasectomies
- STD/STI Testing and Treatment
- Pregnancy Testing
- Limited Primary Care

1700 EAST RUM RIVER DRIVE  
CAMBRIDGE, MN 55008  
651-674-4570

**Child Care Finder**

Find openings and availability for both in-home and center daycare locations.

ISANTI COUNTY GOVERNMENT CENTER

555 18TH AVENUE SW  
CAMBRIDGE, MN 55008  
**(763) 689-2253**

**Child Passenger Safety**

# GEN Z IS TECH-SAVVY

## LOOKING FOR:

- Technology integration
- Access to information
- Other modes of communication



**GEN  
SHIFT**

**Technology is part of their identity.**

# GEN Z IS TECH-SAVVY

## CONSIDER THIS:

- Utilizing technology/apps
- Creating digital access points
- Clear phone expectations
- Explaining the why
- Use technology/phones to your advantage

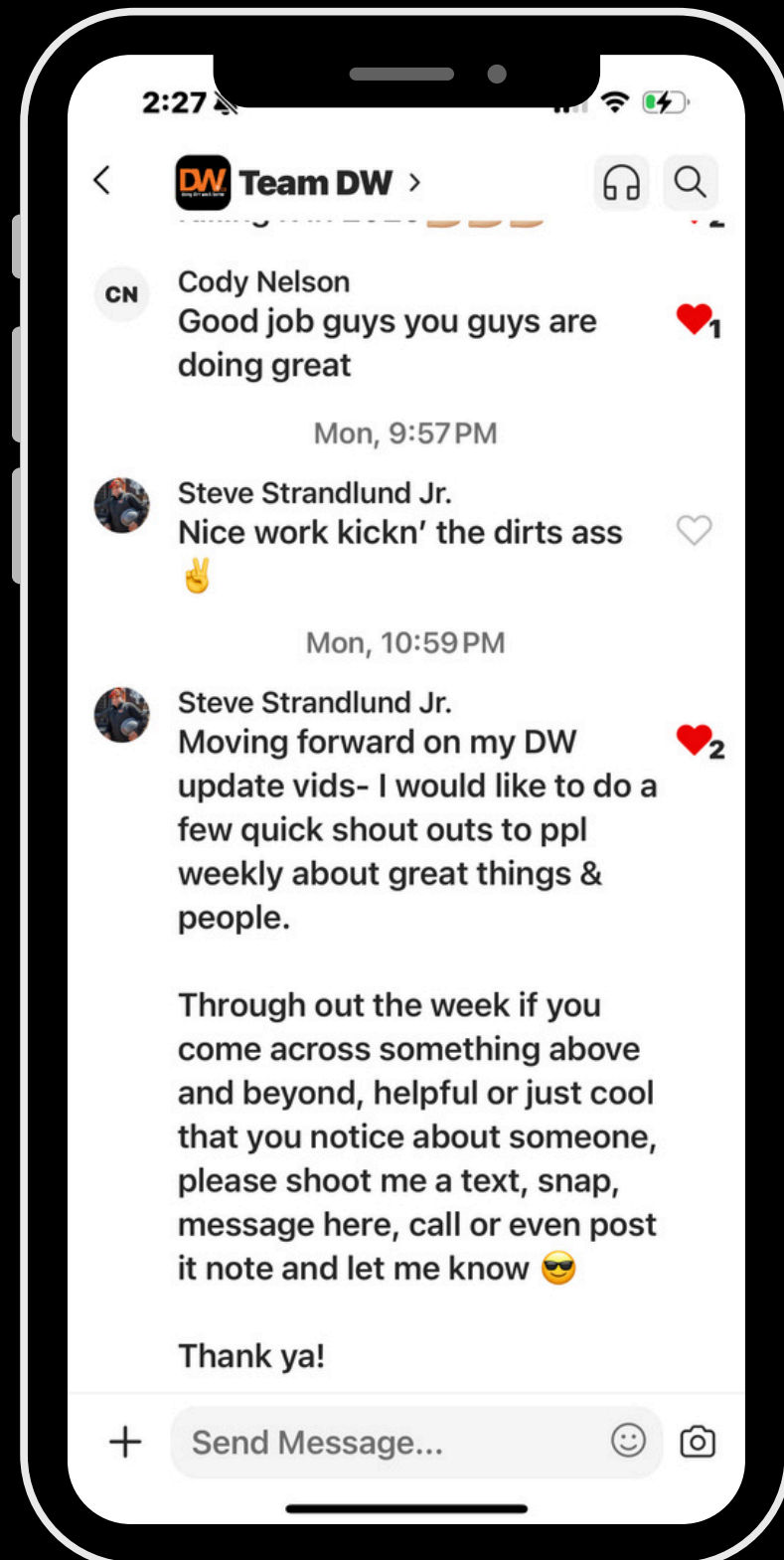


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# GEN Z IS TECH-SAVVY

## Utilizing Technology



### OUR COMPANY APPS

As a company, we strive for strong communication. We utilize a variety of apps to support that goal. Please download these by your first day. These are apps that we use to communicate and keep our team on the same page.

| GROUPME                                                                               | BUSYBUSY                                                                  | MICROSOFT ONE DRIVE                                           | MICROSOFT TO DO                                                       | MICROSOFT SHAREPOINT                                            |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------|
|                                                                                       |                                                                           |                                                               |                                                                       |                                                                 |
| All company messaging is done through this app. An invite will be sent to your phone. | Team Member time, project, & equipment tracking is done through this app. | Project information, files, and plans are stored on this app. | Shared to-do lists between teams and projects are stored on this app. | This app stores links and provides access to files in OneDrive. |

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# GEN Z IS TECH-SAVVY

## Combating Phone Use

10 TH [REDACTED] TAKE

if in Bathroom for  
more than 10 minutes,

a Smell check will  
Be completed to  
ensure employee not  
Sitting on phone

if it does not  
Stink. Employees  
name will be  
Reported to office



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# GEN Z IS TECH-SAVVY

## Clear Expectations

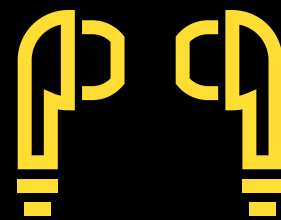
Establish **CLEAR** guidelines around technology usage:



**When phone is acceptable & not**



**Frequency & length of calls permitted**



**Headsets or earbuds**



**Where to store personal devices**

clear is kind.  
unclear is unkind.

# GEN Z IS TECH-SAVVY

## Explaining the Cost (WHY)

Studies show employees spend an average of 42 minutes a day on phones during work, equating to nearly TWO full workdays lost per month.



42  
min



20  
work  
days



### EXPLAIN THE IMPACT ON:

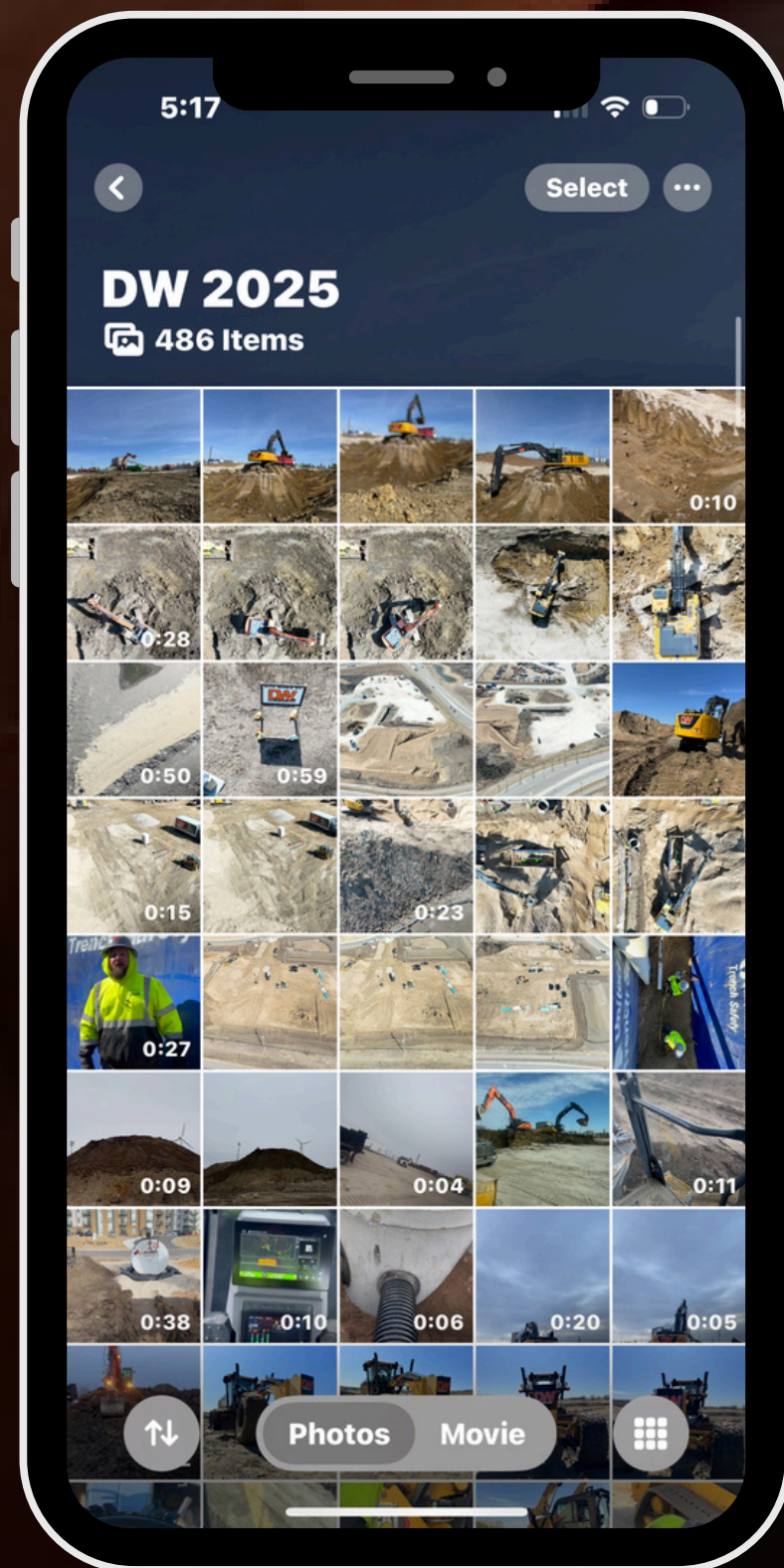
- Productivity
- Safety
- Cost

840  
minutes  
(or 14 hours)

14 hours x \$40 = \$560/Mo

# GEN Z IS TECH-SAVVY

Use it to Your Advantage



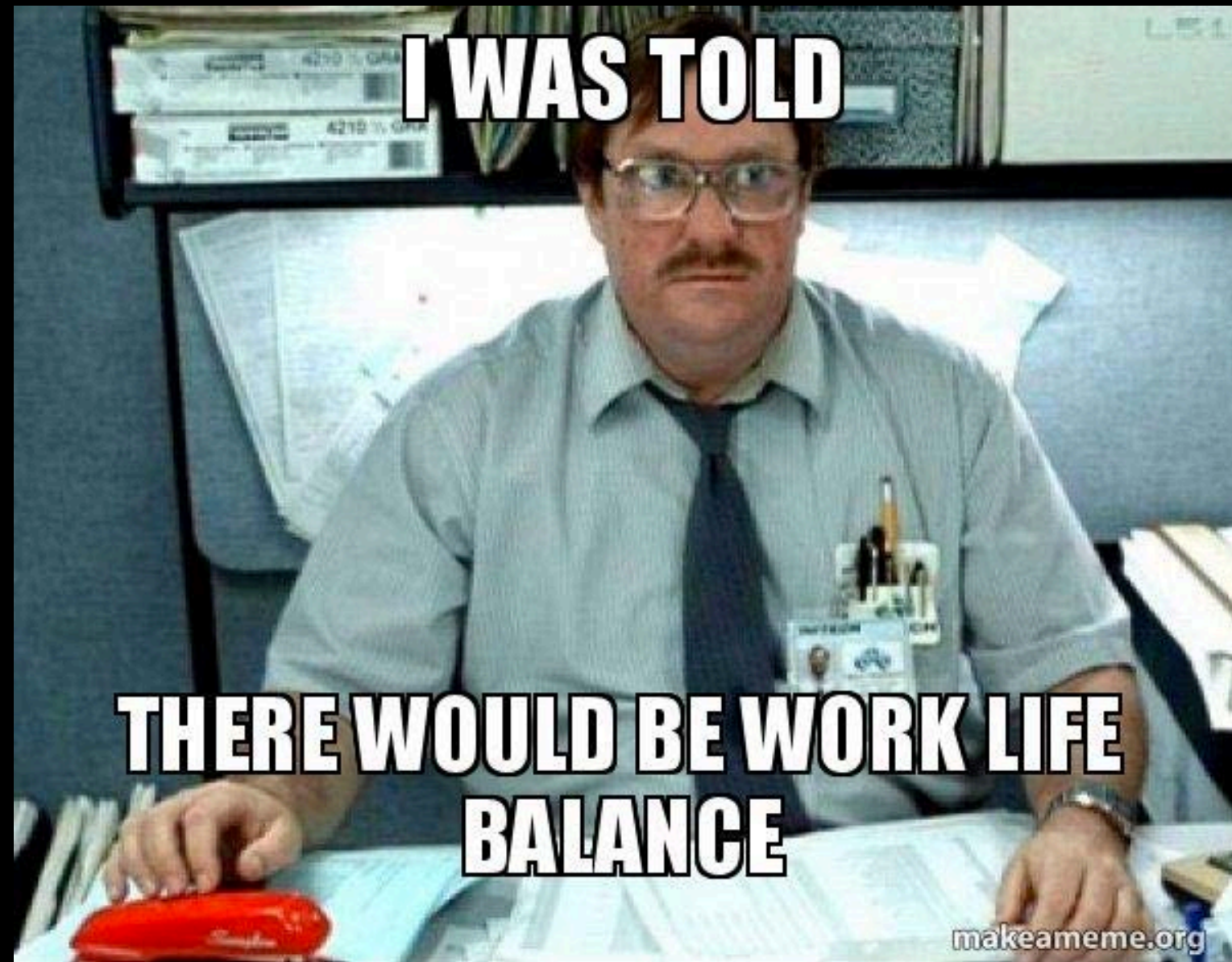
- Make videos
- Take pictures
- Create material for your company
- Shared album



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# GEN Z IS SEEKING WORK-LIFE BALANCE



## LOOKING FOR:

- Prioritize personal life
- Healthy work-life balance
- Bigger focus mental health & well being



**GEN  
SHIFT**

# Work to Live vs. Live to Work

# BUT ACTUALLY HOW?

- **Set realistic goals for productivity**
  - off early when goals are met?
  - early release on friday?
- **Offer choices in work schedule**
  - is it 4-12+s?
  - “What do we want our schedule to look like to meet goals XYZ?”
  - Committment bonus
- **Transparency about long hours or changes in project schedule that would effect them**

# GEN Z IS SEEKING WORK-LIFE BALANCE

## ADDITIONAL CONSIDERATIONS

- Encourage time off with guidelines
- Offer opportunities where you can show you understand they have a life outside work
- Shared calendar for PTO



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Diagnosis: Irrational Sense  
of Entitlement.

While not fatal it  
does cause you  
to believe you  
deserve  
everything for  
nothing

someecards  
user card



# IS GEN Z ENTITLED???

**“THEY DON’T  
KNOW HOW  
TO START”**

**“BUILD ON  
SUCCESSES”**

**“MAKE SURE  
THEY ARE  
GETTING  
FEEDBACK”**



**Melissa Lideen**

**Social Studies Teacher**

**Chisago Lakes High School  
Lindstrom, MN**

**“THEY TRY  
TO AVOID  
FAILURE”**

**“HELP THEM  
SEE THE  
BIGGER  
PICTURE”**

**“ALLOW  
THEM TO  
FAIL UP”**

# GEN-Z: SHIFTS



**Our expectations should not change -  
our approach may need to shift**

**What is one thing that you will be more mindful of when working directly with Gen Z?**



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**THANK YOU**

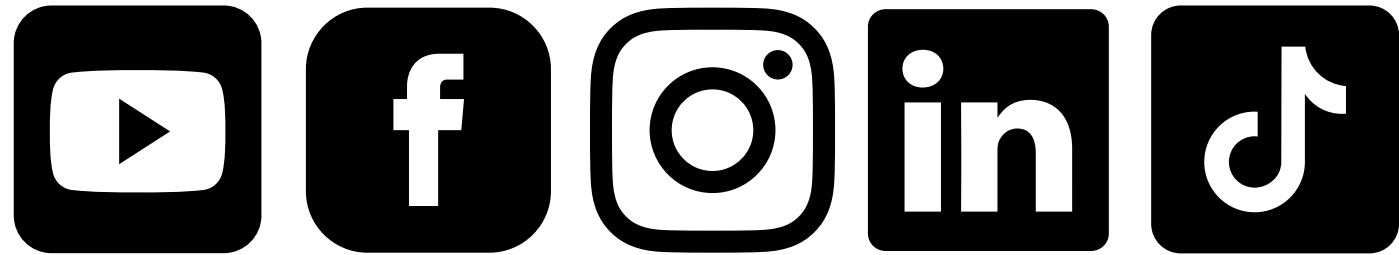
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**Email**  
[teamre@therepurposededucator.com](mailto:teamre@therepurposededucator.com)

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[#doingdirtworkbetter](https://twitter.com/doingdirtworkbetter)



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