








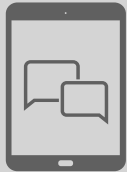


Attracting a diverse workforce

Generational differences

	Maturists (pre-1945)	Baby boomers (1945-1960)	Generation X (1961-1980)	Generation Y, Millennials (1981- 1995)	Generation Z (Born after 1995)
Attitude towards career	Jobs for life	Organisational – careers defined by employers	Early “portfolio” careers – loyal to profession, not necessarily to employer	Digital entrepreneur – work “with” organisations not “for”	Career multitaskers – will move seamlessly between employers and “pop up” businesses
Communication preference	Face to face 	Face to face, but telephone or email if required 	Text messaging or email 	Online and mobile (text messaging) 	Facetime 
Communication media	Letter 	Telephone 	Email and text message 	Text or social media 	Handheld or any social media 

Tips for attracting a more diverse workforce.

- Show powerful role models that embrace diversity in videos and on social media.
- Offer mentoring to young or inexperienced employees.
- Offer more opportunities in diverse communities.
- Use neutral language in job adverts – some words we automatically associate with gender roles.
- Offer flexible working opportunities.
- Remove minimum skill or knowledge requirements.
- Ensure your organisation’s culture, policies and practices support diversity and inclusion.

How old are current adult social care staff?

Under 25	8%
25 to 54	63%
55 and over	28%

Find out more about a diverse workforce: skillsforcare.org.uk/SupportingTheDiverseWorkforce

Tools and resources on widening your talent pool skillsforcare.org.uk/widenyourtalentpool

