



Purpose Driven Employment

APTA Annual Conference, September 2018

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Agenda

Tomorrow's
Workers
Want More.



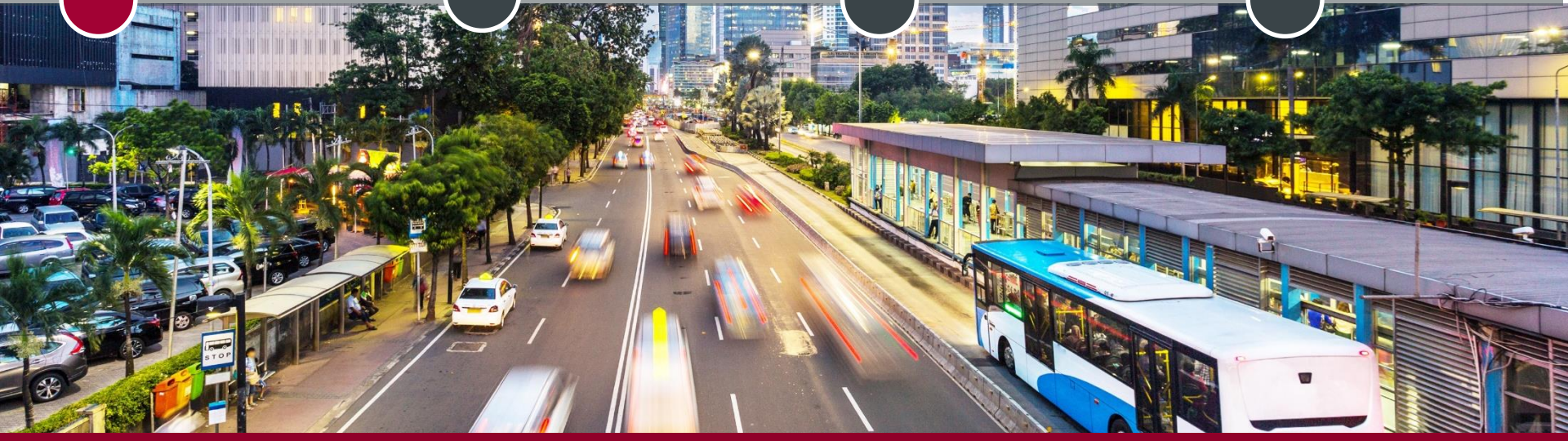
Millennials
Want
Purpose



Gen Z
Always
Connected



Retention



Generational Differences

Baby Boomers - Born 1945-1964:

Hard work pays off in long career at one employer.

Generation X - Born 1965-1982:

Work/life balance. Changes in career/employer - Entrepreneurial.

Millennials (Gen Y) – Born 1982- 2000:

Seek purpose at work. Want career aligned with their passion.

Gen Z - Born 2001 – Today:

Digital generation. Always connected. Short attention span.

The Workforce of Tomorrow: Millennials and Gen Zers

Millennials want more than traditional Pay/Benefits for job satisfaction

“Today’s Millennials are just as interested in how a business develops its people and its contribution to society as they are in its products and profits.”

- Barry Salzberg
CEO Deloitte Global



Generation Z or Gen Zers – Always Connected

By next year Gen Zers will outnumber Millennials with 32% of the global population of 7.7 billion.

Gen Zers are always on – their phones, consuming media, text messaging, and using social media to connect with their friends and associates.

Short attention spans mean they need varied work.



Transit's Compelling Message – Work with Purpose

- + Assisting in the mobility of society.
- + Building sustainable, smart cities
- + Innovating faster than other industries.
- + Creating strong economic impact.



- + Improving the lives of people with disabilities and low income.
- + Reducing congestion

What is our message?

“Our job is to help moms get to work, assist dads on their journey home; make sure kids get to school on time; And keep the region, its culture and its economy Moving.

Our team has been given a mandate to reimagine, Rebuild and reinvigorate a vast system that spans Subway, buses, rails, bridges and tunnels.”

- Veronique Hakim, NYC MTA

How To Show Applicants Your Agency Purpose



- Impact on Others
- Personal Development
- Delivery through Relationships

For Gen Zers

- Use Social Media for recruitment
- Include on-line material for training
- Focus on agency role in Smart City
- Explain job will be varied and interesting

RETENTION – How to Keep Them Motivated and Engaged

- Use your intranet to highlight stories of how your system is making a difference.
- Get your employees out of the office to witness their impact first hand.
- Celebrate the positive impact your employees are having in your city.
- Hold an annual all employee meeting to evaluate, reflect on and celebrate system.



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