



## *GenZ Needs Personal Contact, But Not at 8:00 am*

### Work/Life Balance Still Matters

We covered the [pendulum swing](#), about momentum shifting to the employers' side. Some employee perks are now scaled back. But how far should management go?

Three generations ago, Boomers knew that showing up early at the office was one of the things managers considered to assess an associate's level of commitment. Younger workers understood that beating the boss into the office impacted raises and promotions. Staying late was also valued.

Gen X was in short supply when they entered the workforce in the 1980's. That demographic change brought the 'Life/Work Balance' concept into play. It resulted in policy changes to attract and retain these workers. Flexible hours, part-time arrangements, and job-sharing policies proliferated. Corporate culture shifted. Dress codes relaxed, and dogs came to work as the East Coast standard of 9:00 to 5:00 faded. Focusing on business needs, managers struggled to understand the demands of this new breed of worker.

The introduction of the internet, cell phones, and laptop computers cemented the change in work culture. Technology made the change practical.

In the U.S., generational attitudes appear to cycle around the technology growth curve. Many researchers ("[The Fourth Turning](#)," by Strauss and Howe, or "[Generations](#)," by Twenge) believe there is a four-generation cycle resulting in a crisis and cultural shift about every 80 years or so. Consider the timing of the Revolutionary, Civil, and World Wars. In each case, the generation coming into leadership roles made lasting cultural changes.

Here we are, about 80 years after the end of World War II. I'm not suggesting another war of scale is imminent, but our culture is deeply

divided. The Greatest Generation drove the last massive cultural change, and now Millennials have the mantle.

Gen Z is entering the workforce. New technologies, including smartphones, Zoom, high-speed internet, genetics, and artificial intelligence, will solidify change. The pandemic crisis accelerated the acceptance of remote work. Still, managers must be concerned about company culture, which requires in-person relationships with new workers.

Be careful about implementing solutions that worked for past generations. This week, the Wall Street Journal published an on-point article, "[Is It Ever OK to Have an 8 a.m. Meeting?](#)" The pendulum may swing back to the office, but **Work/Life Balance** is not out of style. Technology allows it.

The best we can do is to know our associates better than they know themselves. JobMatch Assessment has the tools you need to succeed.

Our assessment and survey tools are world-class and statistically sound. Our selection instruments are proven to avoid adverse impacts. [Contact us](#), share your concerns, and see how we can help you. No charge, no obligation.



## *What are My Best-Fit Jobs?*

**We can help you figure it out.**

This year, JobMatch Assessment will celebrate its 22nd birthday. It was founded by [Kirk Young](#), who has years of experience working in large firms and expertise in Human Resources and the assessment world.

The company provides assessment expertise to help supervisors, coaches, and people managers hire, develop, and retain employees more successfully.

The initial focus helped organizations get the right person for the job. That grew into additional assessment services to develop leadership skills, review candidate integrity, improve team cohesiveness, manage conflict, etc. Services always focus on helping the organization.

That was and is the business model, but we often do a favor for clients. We assess family members, uncover the best job-fit options, and conduct a debriefing meeting to help them learn more about themselves and the job world. Kirk uses his experience to introduce them to opportunities and resources they may have yet to consider.

Now, we can help you and your family members with the same personal service. For \$ 150, you can take 'The Pathway Planner' assessment and do a video debrief with Kirk.

The assessment is based on our popular whole-person assessment, the Profile XT. It measures a person's verbal and numerical capabilities, behaviors, and interests. Those traits are compared to successful people in over 900 different jobs. Participants are shown the highest-fitting jobs and learn why they fit so well.

Our assessment and survey tools are world-class and statistically sound. [Please contact us](#) with your request, name, and email address.

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## *Don't Let Remote Work Curb Sales Development*

During this time, one of the most critical questions any President or CEO must face is: “How can I build and maintain a productive sales program?” My friend and associate, Troy “The Sales Navigator” Harrison, offers an answer through his Smooth Sailing Coaching Programs. No professional athlete has ever achieved greatness without collaboration with an equally skilled and passionate coach. In the same way, for long-term sales force development success, coaching can be essential to achieving your goals. Troy can help you focus and direct your efforts, streamlining product knowledge, creating fruitful lead generation, and putting the right processes and people in place. Troy’s programs include individual, autonomous activities, like my Sales Force Audit, or my Salary Calculator, and their success is built on the group and one-on-one skills coaching. These programs have produced dramatic growth for companies all over the USA – and whether you are located in his hometown of Kansas City, or from coast to coast, he can help you.

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