



Recruitment  
Central

# WHAT'S YOUR MOTIVATION?



# It's always more than just the work and salary. Learn to think like your team.

Let's face it, financial benefit is just the baseline motivation for employees to turn up to work. Being motivated to work is a completely different ballgame.

For the first time in history, organisations are working with employees from five different generations. Each generation brings individual styles, attitude, communication and values to the table. This also means you will deal with a range of motivators across these generations.

## The Generations

### **Gen Z 1993 - present**

Information processors  
Self directed  
Creative  
Technically dependent  
Want to make an impact

### **Gen X 1965 - 1980**

Work hard and get things done  
Adaptable - open to change  
Collaborative  
Work life balance  
Flexible time is important

### **Gen Y 1981 - 1992**

Love challenges and risk takers  
Self entitled  
Individualistic and ambitious  
Care about company values

### **Boomers 1946 - 1964**

Respect authority and hierarchy  
Work to live  
Knowledgeable  
Dedicated

**Review below a situation we dealt with.  
What would you do?**

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# Case Study

**The Problem - Job Seeker has two job offers on the table and can't decide.**

**Rachel's Story** - Rachel was referred to us by a friend. She had quit her job to focus on finding a new role; her previous position's hours made it difficult to fit in interviews and she had a 4 week notice period. As a recent single parent, finding a new role was a high priority.

In our initial conversations she focused on **money and career as her biggest motivators**. Keeping momentum in her career and providing financially was very important to her. As our conversation progressed, it became clear that not being available for her children Monday to Friday was causing her some guilt and she was relying heavily on her parents for childcare which was not sustainable long term.

- **Offer 1:** Her 'dream career job' - a challenging role, 10k more in salary, a career path but a 3 hour round trip commute and possibly some overtime.
- **Offer 2:** A 'good solid job' located 15 minutes from home with a drop of \$150 per week in salary. No set career path, a varied workload.

## Which one does she take?

**Offer 2** - After we reviewed all the angles; Rachel decided that whilst she was losing income, she gained so much more from a family perspective. With her skills and drive she knew once her children were older she could regain career momentum.

Her savings would come from reduced travel expenses and vehicle maintenance costs and by being home early, she had the time (and energy) to make school lunches rather than ordering from the school canteen.

**The Reality?** Offer 1 had not bothered to ask Rachel about her motivators. They assumed a financial increment would keep someone like her happy. They wasted their own as well as her time by not qualifying the potential negatives before an interview. Had she taken Offer 1, in a short period they would have an unhappy employee.

**Communication is key when understanding individual motivators.  
A few tweaks can improve productivity, loyalty and happiness!**

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