



**Tradewind Solutions** LLC

*Executive Search*

## **Generational Profiling and Contracting**

In our last issue, we discussed the importance of recognizing the four distinct generations that are in the workforce today and how your knowledge of them can help when it comes to hiring the best and brightest from each one. In this issue, we're going to explore a unique characteristic that's common to not just one, but all of them, a characteristic that will allow you to bring on board the most talented and experienced employees that each generation has to offer.

The four generations we outlined in our previous issue ("Finding Candidates Through Generational Profiling") included the following—**Traditionalists**, **Baby Boomers**, **Generation X**, and **Generation Y**. While those four are different in quite a few ways, some drastically so, there is one common link between them. That link is this: their members consider working on a contract basis a viable option. Of course, they do so for different reasons, but that's not really surprising, considering the makeup and mindset of each one.

Below is a detailed explanation of how each generation finds contracting to be attractive:

- **Traditionalists**—Many of these people haven't retired, either because they can't or because they don't want to. Contracting can meet their needs by providing additional income, a flexible schedule, and in many cases, health insurance.
- **Baby Boomers**—Like Traditionalists, not all Baby Boomers will be retiring, and some of them are too knowledgeable and valuable for companies to *allow* them to retire. So companies re-hire them on a contract basis in order to tap into their knowledge and experience.
- **Generation X**—This group values independence and autonomy. Plus, they're wary of the corporate world, a combination that makes them prime candidates for contract work. The opportunity is there for them to learn additional skills and take advantage of training.
- **Generation Y**—The members of this group have grown up assuming they won't work for the same company their entire life. They crave variety, different experiences, and non-stop stimulus. As a result, they might view a contract assignment as challenging and exciting.

### **More flexibility, to boot**

"Generational profiling" does not mean making assumptions about people based solely upon their age. It means being aware of probable thought patterns, perspectives, and points of view; confirming that they exist (or that they don't); and then using that information to more accurately assess if the person would be a good fit.

No matter what the state of the economy, companies are continuously searching for superstar candidates, especially those that fit their specific needs, whether that need is a direct hire, a contract assignment, or a temp-to-direct position. In order to meet those needs, it's imperative to know as much as you can about



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the people you're interviewing, and generational profiling is one way in which to accomplish this. And now that you know the role that contracting plays in the whole equation, you have even more flexibility when it comes to hiring the best candidates in each generation.

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