

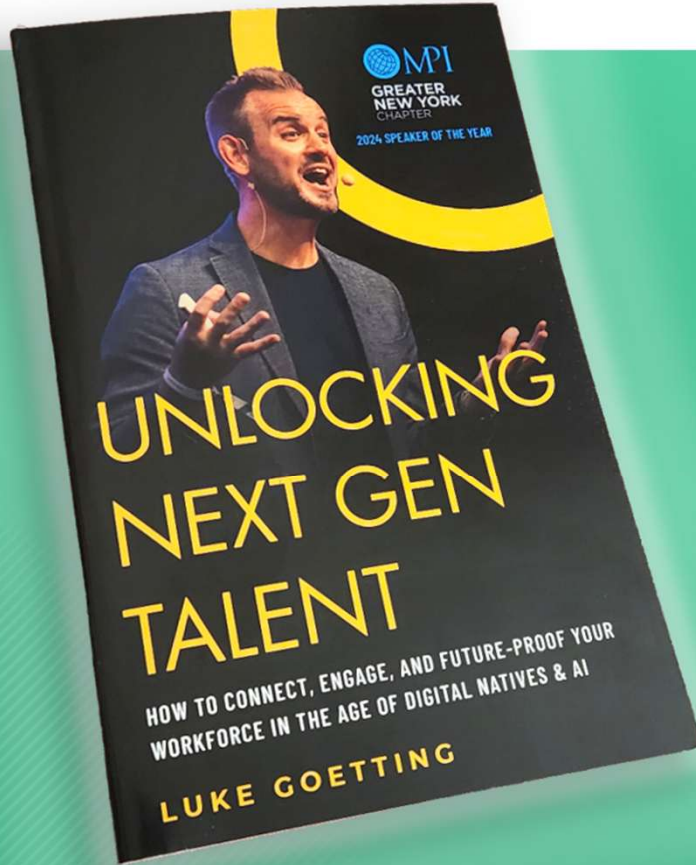
UNLOCKING Next Gen Talent

IN THE AGE OF DIGITAL NATIVES & AI





LUKE GOETTING



Thank you for checking out my Cheat Sheet! 🎉

You're welcome and encouraged to pass this along to colleagues, save it for reference, and use it inside your team.

Please don't use it for paid trainings, resell it, or repackage the content as your own — those uses are reserved.

Want to bring this to your wider organization? Let's chat!

— Luke Goetting · LTG Strategy

2012



alpha

1997



1980



millennial

1965



gen X

1946



baby boomers

boomer

{ 62-80 }



x

{ 46-61 }



millennial

{ 30-45 }



z

{ 14-29 }



99%

silent gen

{ 81-98 }



gen alpha

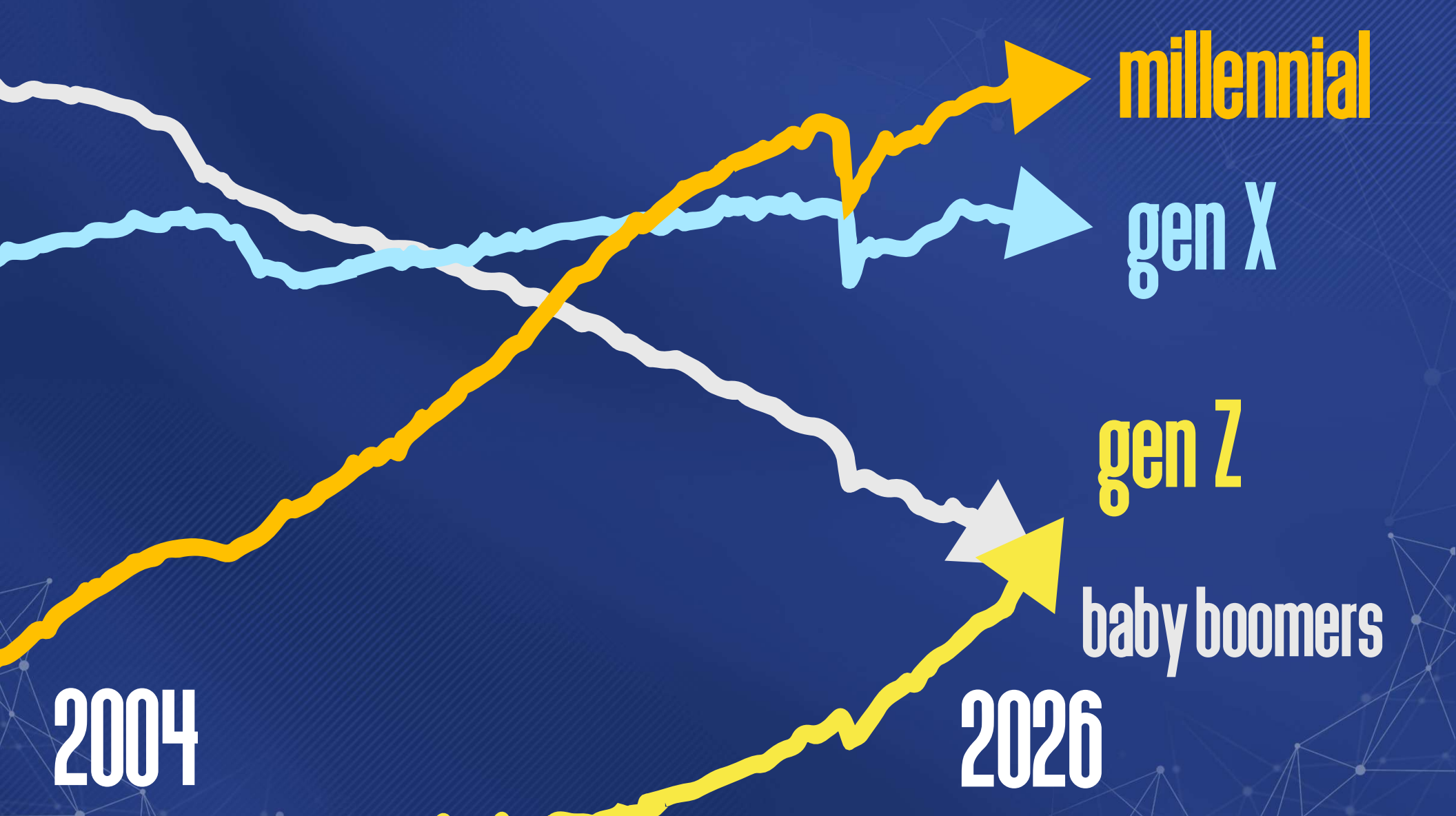
{ 2-13 }



gen beta

{ 0-1 }





millennial

gen X

gen Z

baby boomers

2004

2026



“The Future of Work is about more than technology. It’s about evolving how we lead and connect with our fellow humans.”

Z

in


3



WARNING



sweeping generalizations



exceptions guaranteed



not everyone is a fit

(regardless of generation!)



● *Digital Natives*

● *Idealists*

● *Entrepreneurial*

● *Work to Live*

● *Flexible*



Soft Skills



Communication



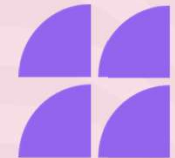
Expectations

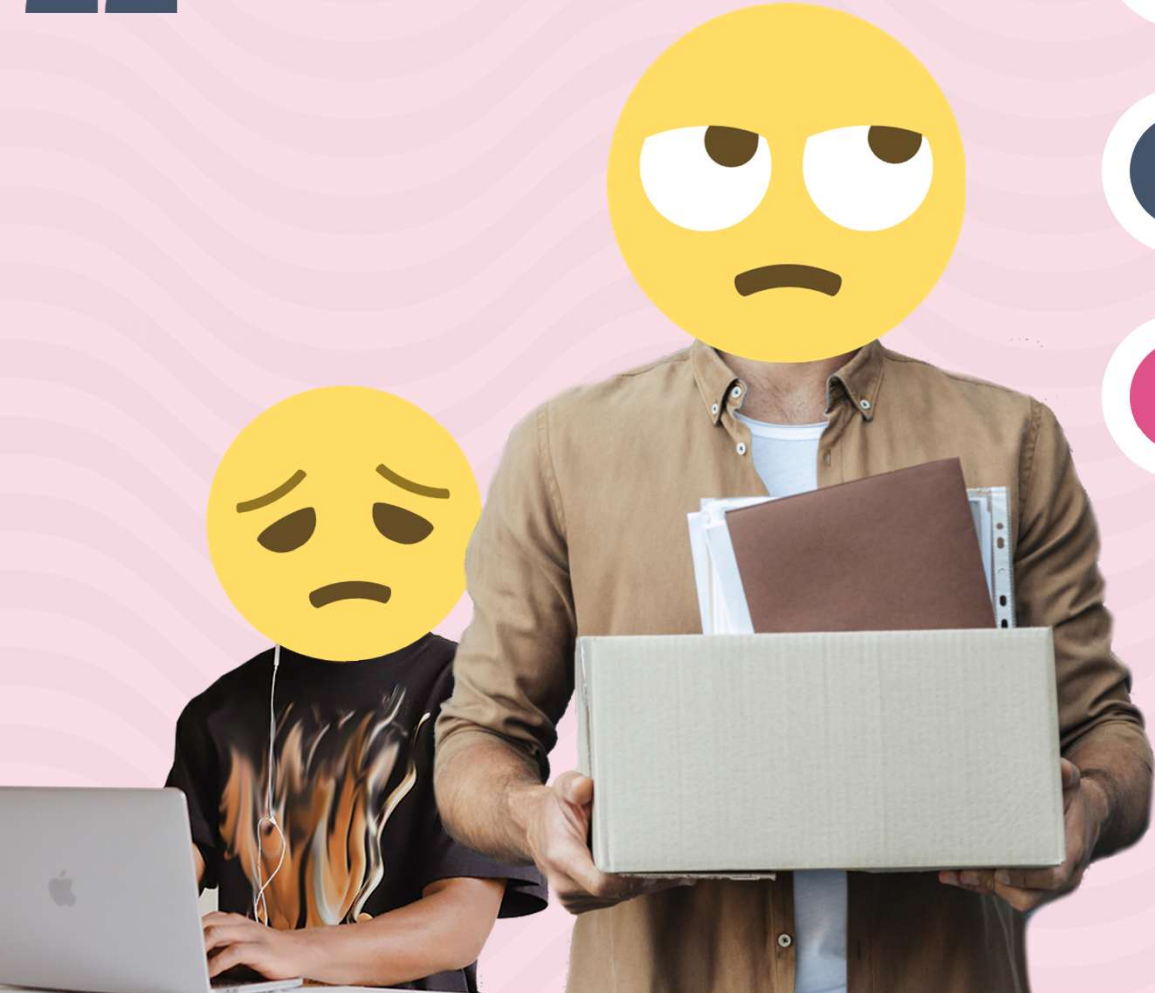
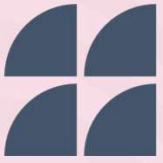


Work Ethic



Sensitivity





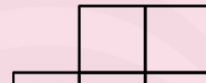
Loyalty?

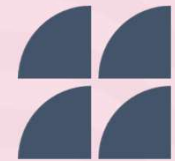


Pipe Dream



World on Fire





● AI?

entry-level job postings



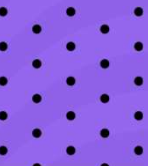
29%

(2024 to 2025)





Strategies





GROWTH



TRANSPARENCY



VALUED

THRIVE

LEADING ROLE

on social issues



that's you!



training programs



mentorships



career mapping

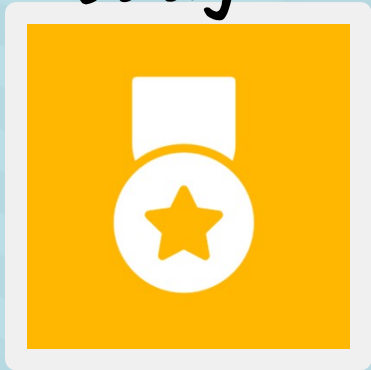


INTERNAL side hustle!

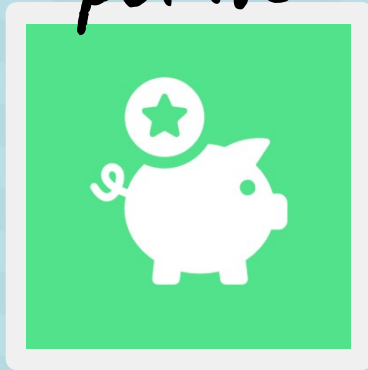


career gamification

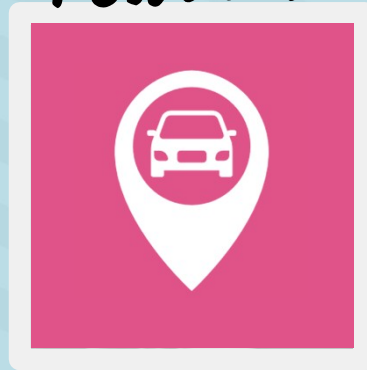
badges



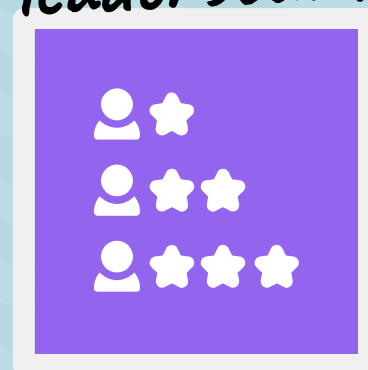
points



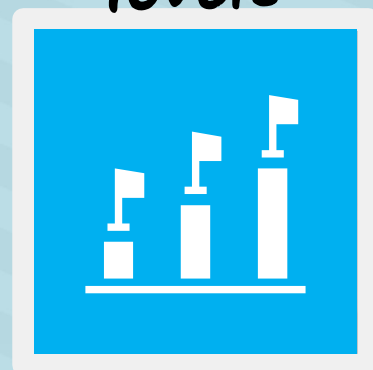
rewards



leaderboard



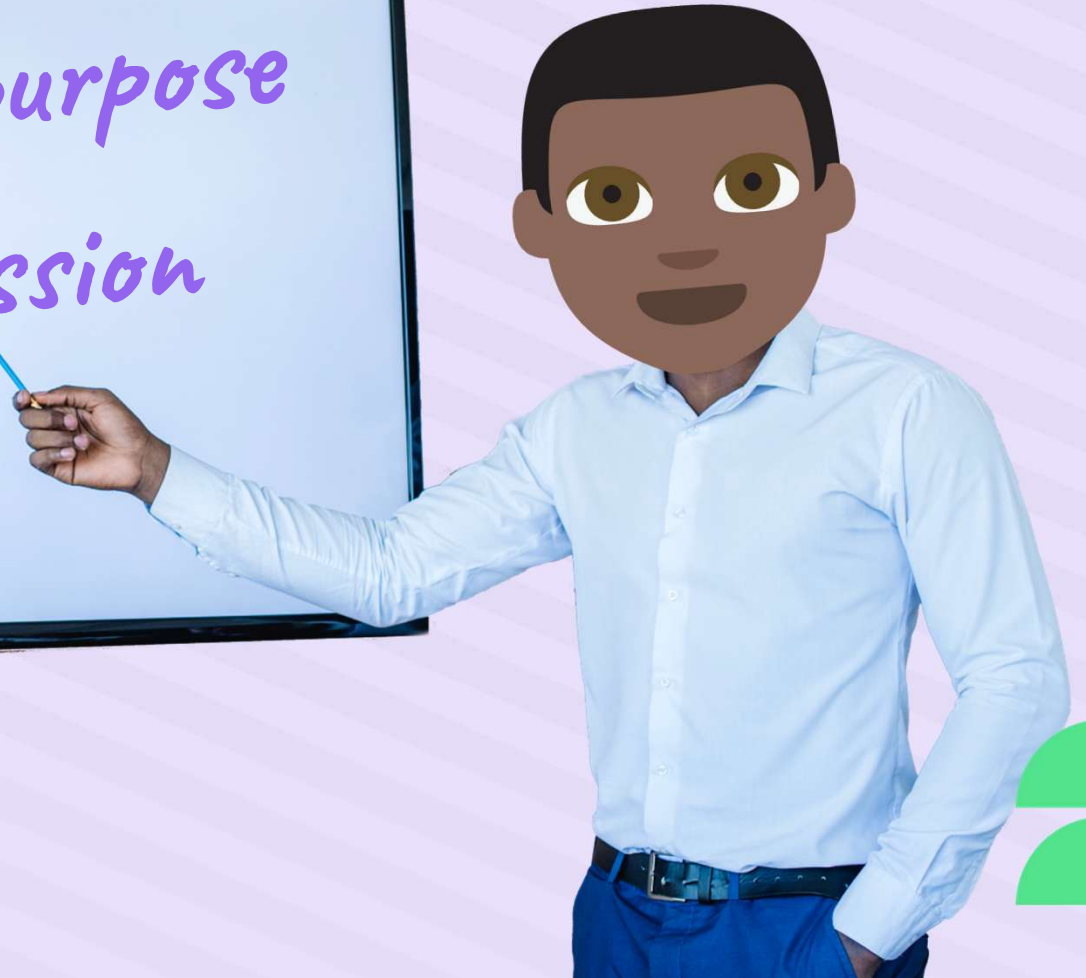
levels



Expectations



workload



High-Touch



✓ 2-way

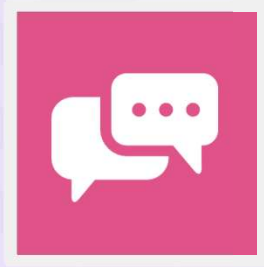
✓ transparency

✓ regular

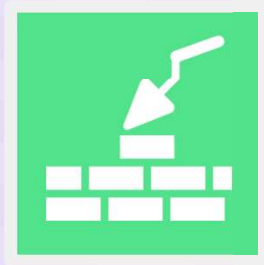
✓ informal



Difficult Convos



honesty



constructive



steps to improve

 **valued**

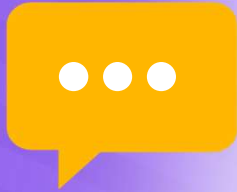
Caring ROI

 *engaged 3X*

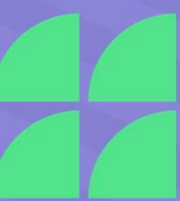
 *advocate 5X*

 *trust leaders 5X*





**COMMUNICATION
TAKES TWO**



want office option
(occasionally)

Flexibility



PICOLAS CAGE



PICOLAS CAGE



PICOLAS CAGE



PICOLAS CAGE



PICOLAS CAGE



GROWTH

Better World

L&D

Entrepreneurship

Gamification



TRANSPARENCY

Expectations

Lead with Why

High-Touch

Difficult Convos



VALUED

Caring ROI

2-Way Comms

Flexibility

W/L Balance





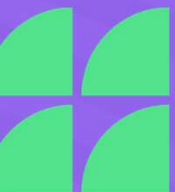
Recruiting & Retention



story
time



Jade



Company Information

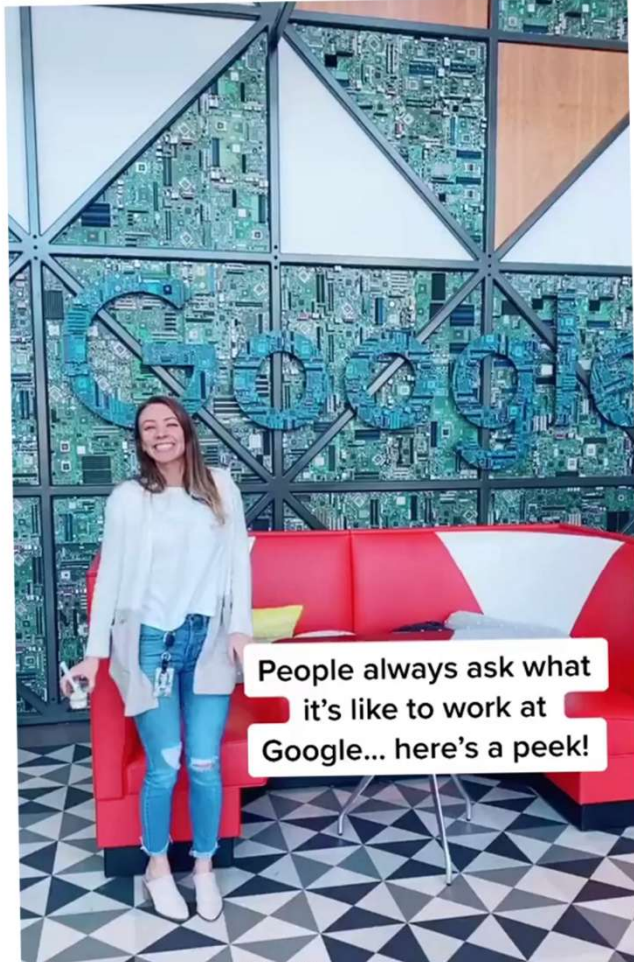
Google is a multinational technology corporation. The organization maintains a global workforce and offers a wide range of employment opportunities within the technology sector. Google views itself as a leader in search engine technology, cloud computing, and artificial intelligence. The organization's corporate structure encompasses numerous departments, each contributing to the overall mission of organizing the world's information and making it useful.

Typical Work Environment Characteristics

Employees at Google typically engage in a variety of tasks and responsibilities, which may vary depending on specific roles and departments. The work environment is characterized by a focus on innovation and collaboration, with an emphasis on structured productivity and creative problem-solving. Staff members are encouraged to work flexibly and adapt to the evolving needs of the organization. The work environment includes various benefits designed to support the well-being and productivity of its employees.

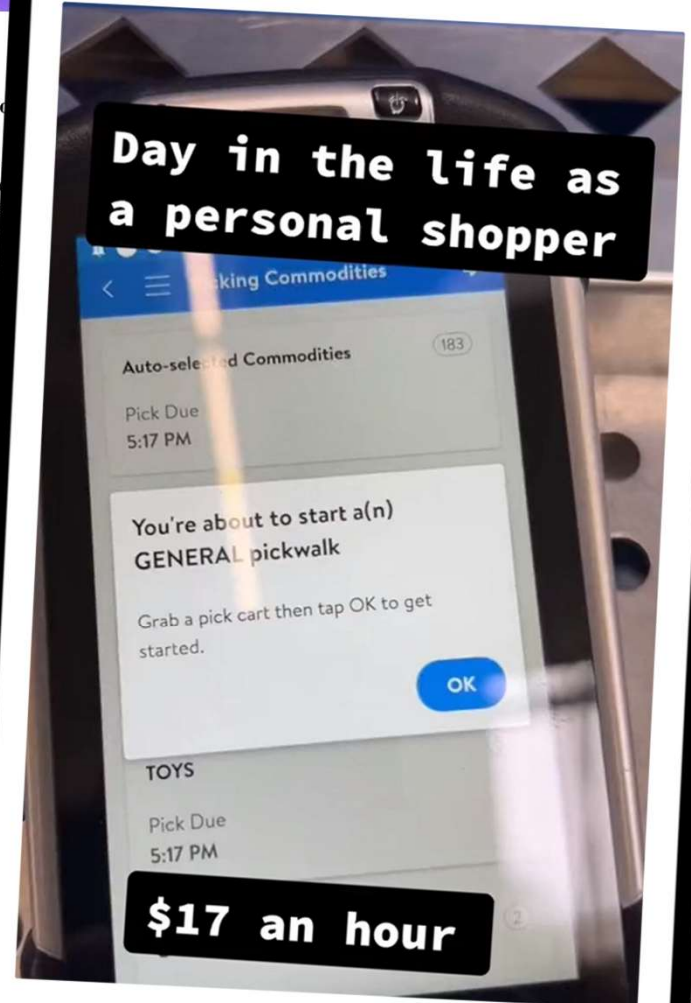
Daily Responsibilities:

- Attendance at scheduled department meetings
- Completion of assigned project deliverables
- Utilization of company-provided technology and resources
- Participation in ongoing professional development and training
- Documentation of work progress and results



People always ask what it's like to work at Google... here's a peek!

Day in the life as a personal shopper



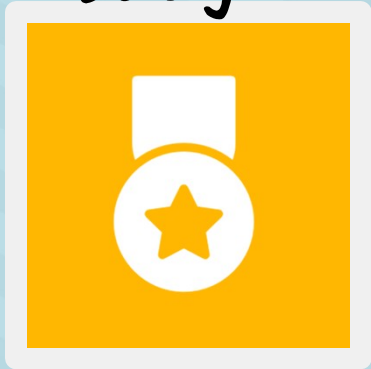
\$17 an hour

CAREER VISION

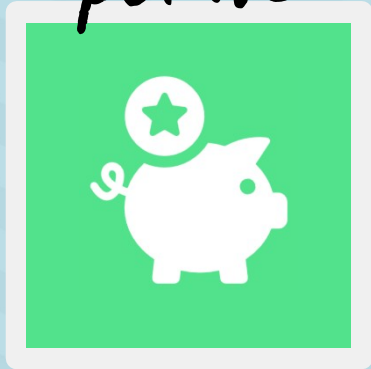


career gamification

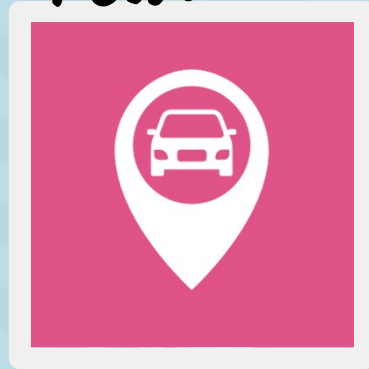
badges



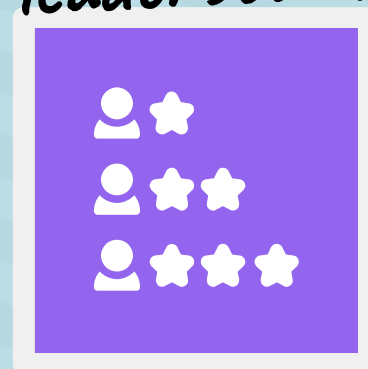
points



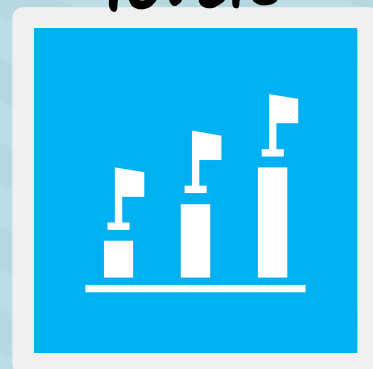
rewards

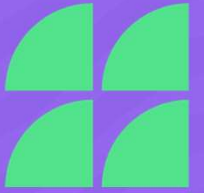


leaderboard



levels





EXTERNAL *engagement*



INSPIRE!





leadership



comms



 do-ers of work

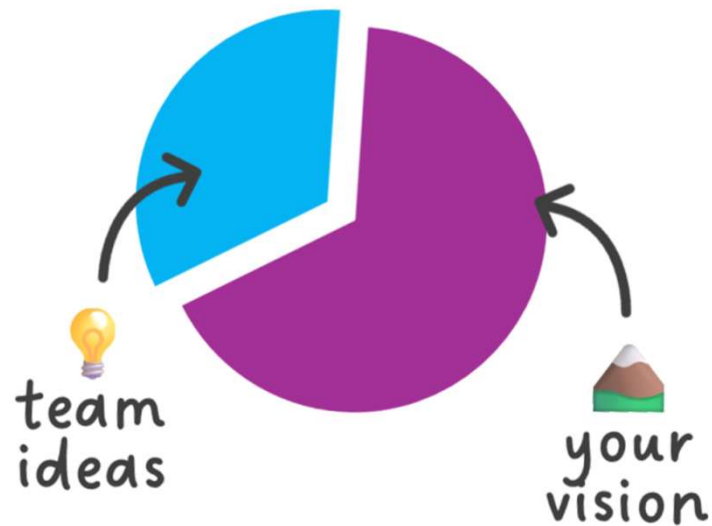


 solvers of problems



2026 Leadership Strategy 

2/3 RULE



 LTG STRATEGY



 *top-down*

 *authenticity*

 *transparency*



TED^x



- ✓ weekly achievements
- ✓ behind-the-scenes
- ✓ tips & tricks
- ✓ customer stories
- ✓ employee spotlight
- ✓ book recs
- ✓ reactions to industry + economic trends



leadership



comms



✓ proactive

✓ efficient

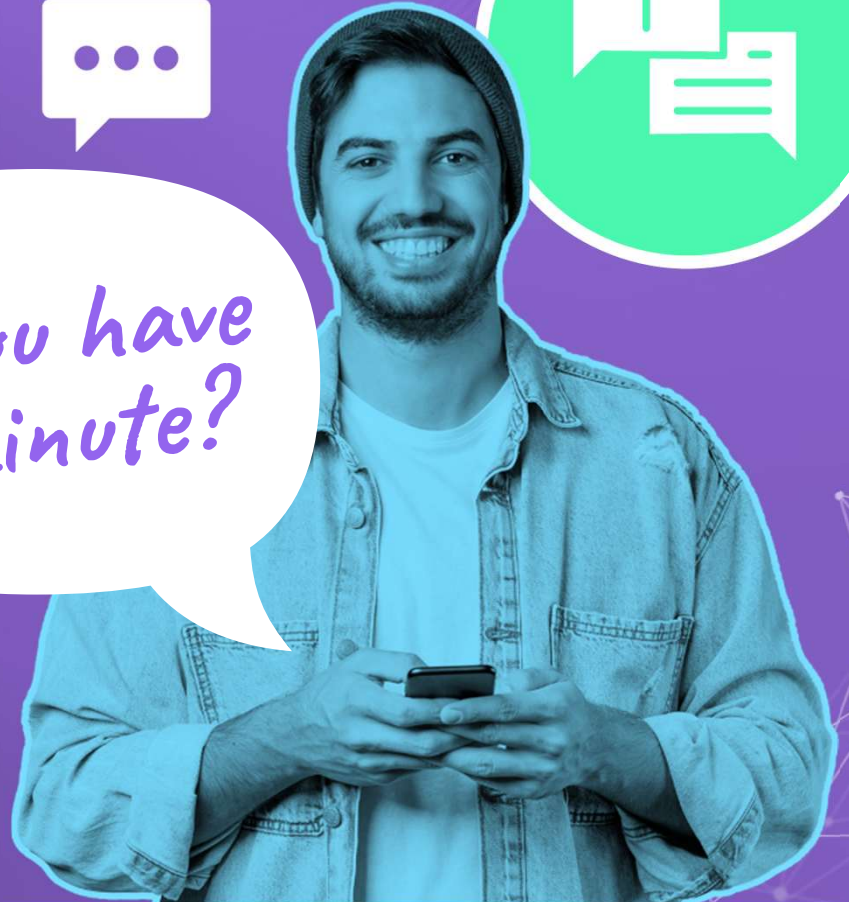
vs

✗ intrusive

✗ anxiety-inducing



do you have
a minute?



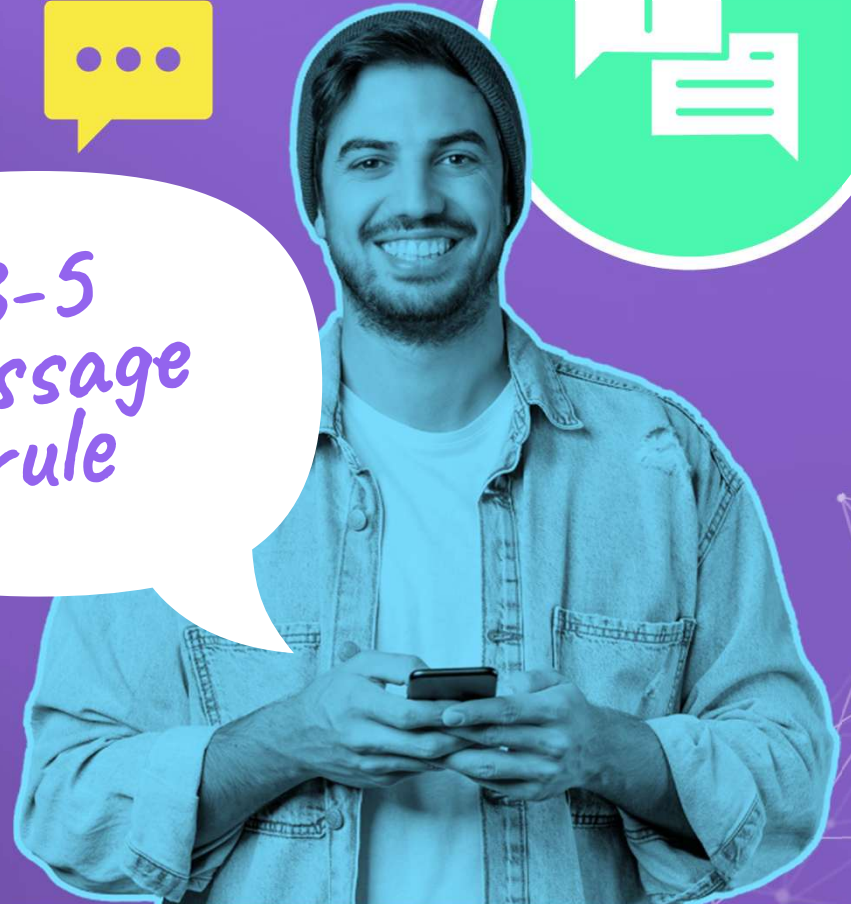
~~✗~~ distracting
~~✗~~ hard-to-track

vs

✓ efficient
✓ multi-tasking



3-5
message
rule

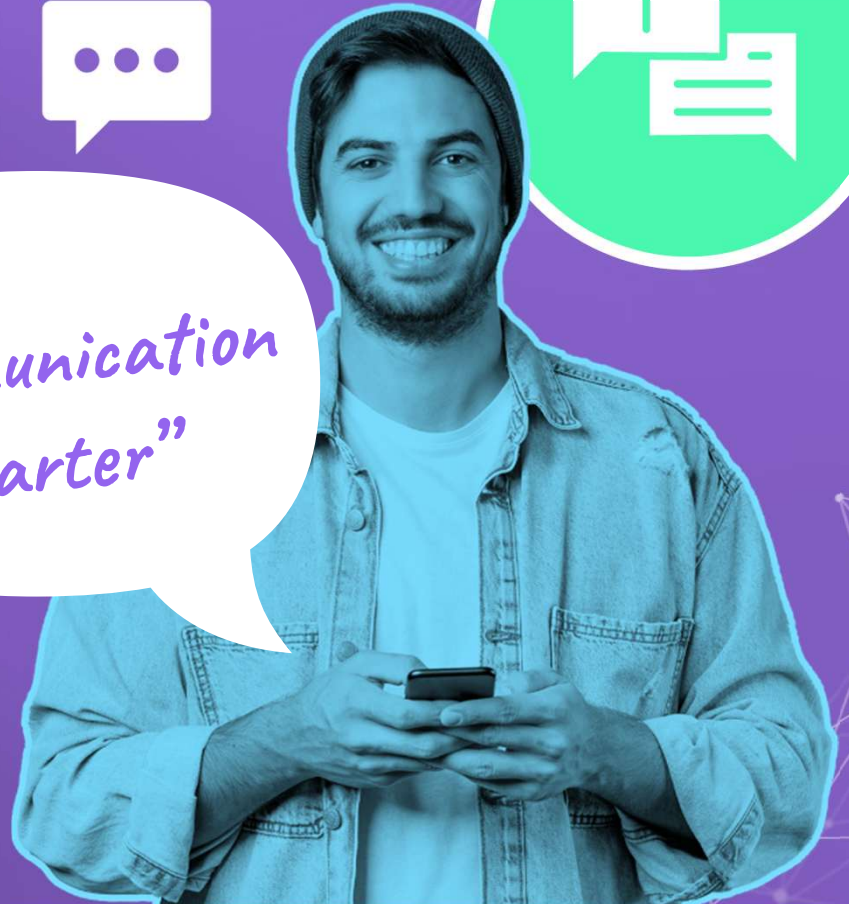


~~X~~ awkward
~~X~~ un-skimmable

vs

✓ extra context
✓ asynchronous

“communication charter”



- ✓ space to process
- ✓ exposure anxiety



TAYLOR



- ✓ agenda + context
- ✓ collaborative





V

I

B

E

S

VOICE

IMPACT

BALANCE

EMPOWER

SUPPORT

*co-create +
encourage
their input*

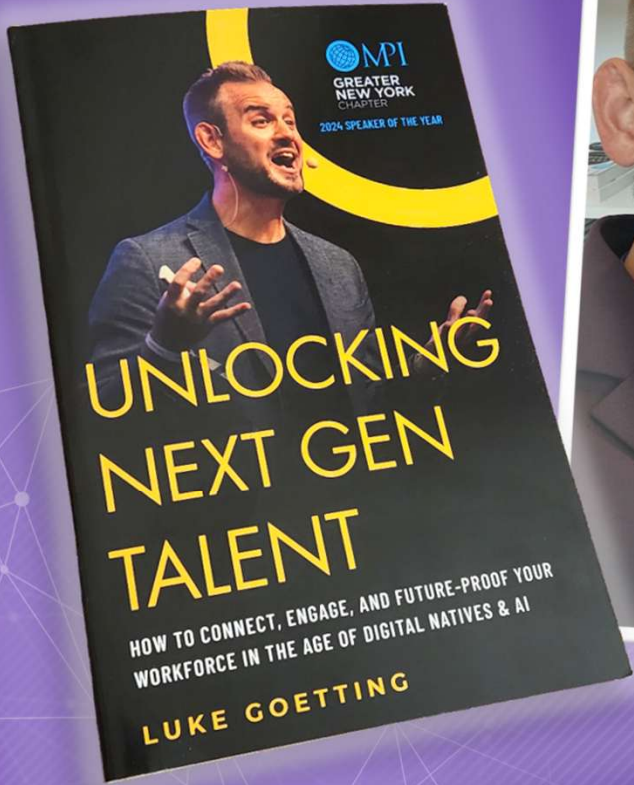
*tie to purpose +
show effects*

*support career
+ personal
ambitions*

*trust with
autonomy +
decision-making
within clear
boundaries*

*Coach, not boss
+ frequent
feedback
+ psychological
safety*





Luke Talks!

✓ Management

✓ Leadership

✓ Conferences





Luke Goetting

Global Keynote Speaker 🎤 | Bridging
Leaders + Next-Gen Talent 🚀 | ✓TE...



LukeGoetting.com
L@LukeGoetting.com

THANK YOU!