



Serving Generational Differences in Times of Tight Budgets

October 1, 2010



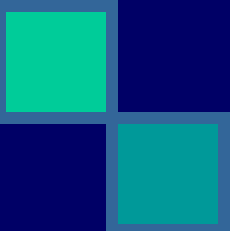
Ready or Not Here They Come “Generation Y”




Dr. Richard Vaughan (Boomer) (:-



The Challenge!



This is the 1st time in
American History
that 4 Distinct Generations
have been in the work force
at the same time.





Clint Eastwood



- **Rawhide**

Silent Generation

- **Dirty Harry**

Baby Boomers

- **Gran Torino**

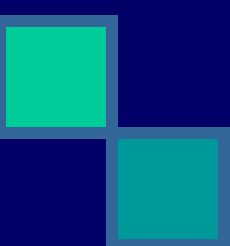

Generation Y



Born 1930, 80 years old



Labels & Dates


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- 1925-42 Silent Generation
 - 1943-64 Baby Boomers
 - 1965-81 Generation X
 - 1982-93 Generation Y
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Silent Generation



1925-42


- 27 Million
 - Age 67 and older
 - 6% of the Workforce
 - Work hard / Respect authority
 - Duty before fun / Adhere to rules
- 



Baby Boomers



1943-64


- 78 Million
 - Age 45-66 42% of the Workforce
 - Workaholics / Work Efficiently
 - Crusade causes / Personal Fulfillment
 - Question Authority
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Generation X



1965- 1981


- 46 Million
 - Age 28-43 28% of the Workforce
 - Self Reliant
 - Want direction / Skeptical of authority
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Generation Y

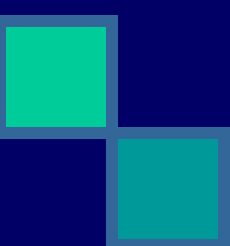



1982-93

- 71 Million
 - Age 27 < 24% of the Workforce
 - What's Next? / Multitasking
 - Tenacity / Entrepreneurial
 - Goal Orientated
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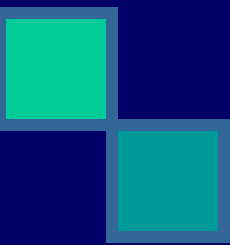



Growing Up - Y

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- One out of four lives in a single parent household
 - Three out of four have working mothers
 - The child is the center of the household
 - They are heavily influenced by their peers and the media
 - 75%-90% have a computer at home
 - 50% have Internet access at home
- 



Major Characteristics of -Y

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- Racially and Ethnically Diverse, (1 in 3 is a minority)
 - Extremely Independent- Divorce, Day care, single parents, latchkey parenting, and aided by the technological revolution
 - Feel Empowered -Overindulgent parents, they have a sense of security and are optimistic about the future.
- 




Innovations that Shaped Gen Y

- 
- 1 – The Internet
 - 2 – Nintendo
 - 3 – Email
 - 4 – Cell phones
 - 5 – Laptops
 - 6 – Google
 - 7 – iPod
 - 8 – P2P Networks
 - 9 – Blogs
 - 10 – High-speed Internet
 - 11 – Facebook
 - 12 – WiFi
 - 13 – Streaming Media
 - 14 – iPhone
 - 15 – Twitter
- 




Educating Gen Y

- Attentional Deployment—able to shift their attention rapidly
 - Fast Response Time—they are able to respond quickly and expect rapid responses in return
 - Ability to Read Visual Images—intuitive visual communicators
 - Inductive Discovery—they learn better through discovery than by being told
 - Visual-spatial skills—they can integrate the virtual and physical
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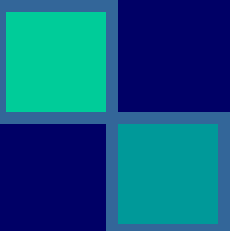



Change is Expected

- Gen -Y's don't expect to stay in a job, or even a career, for too long —
 - Nor do they want to!
 - Corporate scandals made them skeptical when it comes to such concepts as employee loyalty.
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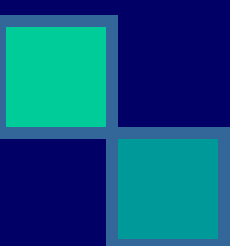



Nothing Amazes a Gen-Y

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- Expect continued leaps in Technology
 - All about Speed and Access
 - No patience for any delay!
 - Video games and the Net
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Y = Green


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- Y's grew up Volunteering and Recycling
 - 83.3% of incoming freshman reported they frequently /occasionally volunteered
 - Nearly 4/5 say they want to work for a company that cares about how it affects or contributes to society
 - 68% said they would refuse to work for an employer that is not socially responsible.
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Trends in Recruitment

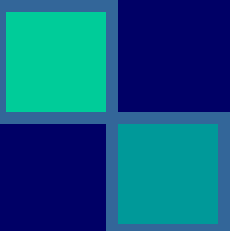



IBM's Brochures

- Highlight the company's involvement in green technology:
 - Tag line- "You will make a difference...you might contribute on a grand scale or perhaps influence the life of a single individual."
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Trends in Recruitment


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- Xerox is using the slogan "Express Yourself" as a way to describe its culture to recruits.
 - Aflac is highlighting such perks as time off given as awards, flexible work schedules and recognition.
- 



Trends in Recruitment



Merrill Lynch Y Recruiting booth


- Highlights Global Philanthropy
 - Teaching children about personal finance and entrepreneurship.
 - Environmental Efforts, from providing mass transit incentives to employees to studying wind turbines.
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Retention

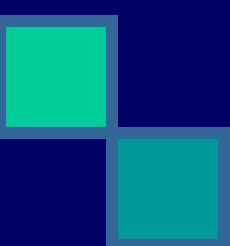



Deloitte Study

- "Two-thirds of the people who left Deloitte left to do something they could have done with us, but we made it difficult for them to transition." Deloitte developed a program to help Gen –Y employees figure out their next career move. This saves the company the \$150,000 cost of losing an employee.
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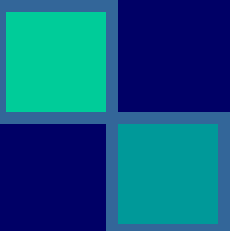



7 Tips to Engage Gen Y's

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1. Encourage their values: They want to be heard!
 2. Train Them: Complete training and availability of answers is the key.
 3. Mentor Them: Do not be afraid to give feedback, positive or negative. Make their work valid.
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7 Tips to Engage Gen Y's

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- 4. Show them how Their Work will contribute to the bottom line:
 - 5. Provide Full Disclosure: If they feel you are not truthful, they will not be satisfied.
 - 6. Create Customized Career Paths: Create a sense of control, progress and a future.
 - 7. Provide Access to Technology: Newest technology will attract and retain.
- 



“What we got here is a Failure to Communicate !”


- Boomers and Y's (Parent / Child)
 - Gen Ys have grown up getting constant feedback and recognition from teachers, parents and coaches and can resent it or feel lost if communication from bosses isn't more regular.
 - 60% > of employers say they are experiencing tension between employees from different generations
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Gen Y Profile Christa



What I want in a employer


- Trust
 - Open -Mindedness
 - Dedication
 - Flexible Work Schedules
 - Training Dollars in New Technology
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Gen Y Profile Jacie

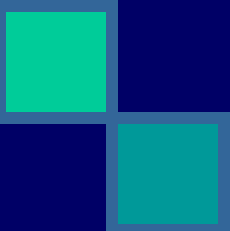



What I want in a employer

- Opportunity for Growth and Advancement
 - Social Responsibility
 - Good image/reputation
 - Good Pay with Benefits
 - Recognition and Respect
 - To be Challenged
 - Fair and Ethical
 - To provide opportunities to make a difference and leave a positive impact
- 



Gen Y Profile Dan

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- My perspective on Gen Y
 - Graduate School versus Work Experience
 - What I want in a Employer
 - Honesty and authenticity
 - Mentoring
 - Cross-training opportunities
 - Work life balance and flexibility
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Be Nice to a Gen Y

- You may work for one some day.
- 



References

- Diana Oblinger, "Boomers, Gen-Xers, and Millennials: Understanding the 'New Students,'" *EDUCAUSE Review*, vol. 38, no. 4 (July/August 2003), pp. 37–47, <<http://www.educause.edu/apps/er/erm03/erm034.asp>>.
 - *Source: The Millennials: Americans Born 1977 to 1994; Bureau of Census: A Child's Day, 2000
 - Generation Y: They've arrived at work with a new attitude. By Stephanie Armour, *USA TODAY*
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 - *Source: The Millennials: Americans Born 1977 to 1994; Bureau of Labor Statistics, 2003
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