Serving Generational Differences in Times of Tight Budgets
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Ready or Not
Here They Come
“Generation Y”

Dr. Richard Vaughan   (Boomer) (:}
The Challenge!

This is the 1\textsuperscript{st} 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

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

1965-1981

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

1982-93

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

- 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

- 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
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.
Nothing Amazes a Gen-Y

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

- 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.
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."
Trends in Recruitment

- 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.
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.
7 Tips to Engage Gen Y’s

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.
7 Tips to Engage Gen Y’s

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.
Gen Y Profile  Christa

What I want in a employer

- Trust
- Open-Mindedness
- Dedication
- Flexible Work Schedules
- Training Dollars in New Technology
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

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

- You may work for one some day.
References

- Generation Y: They've arrived at work with a new attitude. By Stephanie Armour, USA TODAY
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