

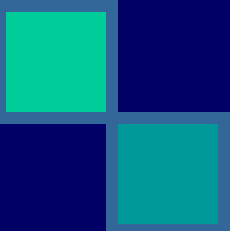


Ready or Not Here They Come “**Generation Y**”


Dr. Richard Vaughan- Gen Boomer
Daniel Younker, MBA – Gen –Y
Christa Everts- Gen Y
Jacie Spudic- Gen Y



The Challenge!

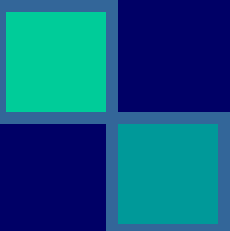



This is the 1st time in
American History
that 4 Distinct Generations
have been in the work force
at the same time.





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

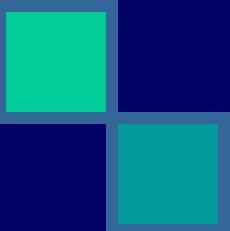



1982-93

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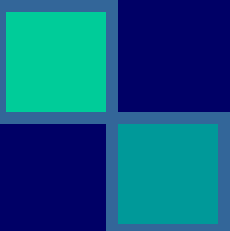



Growing Up - Y

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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

- 
- 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.
- 




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

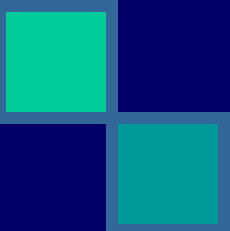



Change is Expected

- 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

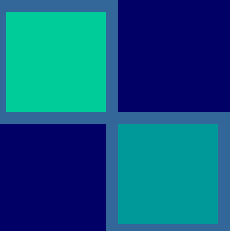



IBM's Brochures

- 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

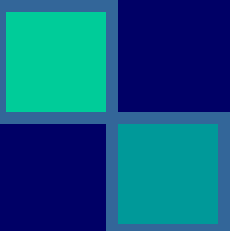



Deloitte Study

- "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.
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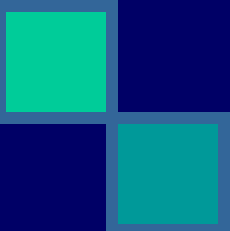



7 Tips to Retain Gen Y's

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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.
- 




7 Tips to Retain 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
- 



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

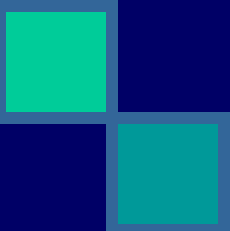



What I want in a employer

- 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

- 
- 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
- 



Be Nice to a Gen Y

- You may work for one some day.
- 