

# Snapshot of Generation

Young Careerists

Baby Boomlets

MyPod Generation

Gen Why?



## Characteristics

- \* Work/life balance is their mantra
- \* Not motivated by compensation solely
- \* Feel a responsibility for making a difference in the world
- \* Relish responsibility and want to play meaningful roles
- \* Social responsibility is a business imperative
- \* Desire collaboration
- \* Don't expect to stay in a job, or even a career too long
- \* Disenchanted with corporate world
- \* Most entrepreneurial generation

Call them what you like, the 80 million strong generation is creating quite the buzz. By 2025, Generation Y (born between 1978-1994) will comprise nearly 75 percent of the world's workforce. Generation Y is predicted to "revolutionize" the workplace. Who are they? What do they want out of work? How can employers attract and retain them?

## Women Characteristics

- \* Realistic, optimistic, confident, multi-tasker, civic minded, value teamwork
- \* Expect complete integration of work and life through technology
- \* Want more than a job; want a career they are passionate about
- \* Value control and flexibility over climbing corporate ladder
- \* Reversing Gen X trends by entering marriage and starting families at earlier ages than predecessors
- \* Much rather be their own boss

## Management Tips

- \* Develop mentoring programs, accept technology, give them the remote control
- \* Think of yourself as a coach, manage your young staff every day
- \* Provide them with constant feedback
- \* Make the work meaningful/ show them how their work fits into the big picture
- \* Forget the nine to five - Gen Y works to deadlines not necessarily to schedules

## Recruitment / Retention Tips

- \* **Top three things to get a Gen Y to join an organization:** salary, friendly and casual work environment, and opportunities for growth and development
- \* **Important workplace elements for Gen Y:** good relationships with boss and co-workers, income, opportunity for growth, opportunity to show off skills and receive recognition, challenging daily work, flexible schedules for social and personal time, casual dress environment
- \* **How to retain Gen Y:** encourage their values, train them, mentor them, show them how their work will contribute to the bottom line, provide full disclosure, create customized career paths, provide access to technology