



Young Careerist Research Project

Baby Boomlets ... MyPod Generation ... Gen Why? 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. From the comfort with technology, to the multicultural perspectives, to the insatiable desire for making a difference, Generation Y is expected to revolutionize the workplace.

Whether you are a young careerist, an employee with colleagues from younger generations or an employer striving to capitalize on the strengths of your twenty-something employees, BPW Foundation's research, articles, and resources will help you learn more about the opportunities and challenges that young careerists face. In today's multi-generational workplace, understanding this group of emerging leaders is vital.

Over the next 20 years, talent will be the most important corporate resource and, according to a McKinsey & Company report, it's also in short supply. Therefore, employers cannot afford to ignore Generation Y's demand for new rules of engagement. The positive relationship between women in management and corporate financial success is well documented, but what does that mean for the next generation of women leaders?

Business and Professional Women's (BPW) Foundation's Young Careerist (YC) research project provides a framework through which to view the career choices and challenges of Generation Y. This primary research gives voice to a distinct group of working women who are vital to developing a diverse and skilled workforce. Understanding and addressing the needs of Generation Y women is critical for maintaining a competitive edge.

YC Research Methodology

BPW Foundation has a history of researching the issues and workforce practices that lead to a successful workplace. Through its YC research, BPW Foundation seeks to fill the research gap on Generation Y women.

- How do Generation Y women define success?
- What do Generation Y women expect from employers?
- How can employers attract and retain Generation Y women?

The research is conducted using a combination of social media and traditional research methods. What types of organizational culture, policies and practices are important and what are the key challenges and successes to recruiting and retaining Generation Y women? As part of this project, BPW Foundation created the online resource YCCentral.org and social media channels, including the *Young Women Misbehavin'* blog, Facebook and Twitter.

In our unique role as a convener of employers and employees, BPW Foundation conducts research and produces programming that develops the U.S. workforce. Our research provides insight to employers and policy makers on the needs and challenges of key groups of working women with a variety of skills, education and training. Such research is critical because its conclusions can be applied to other groups of workers.

BPW Foundation advocates for successful workplaces that practice and embrace diversity, equity and work-life balance. A *successful workplace* is one where women can succeed and businesses can profit.

To participate in the YC Research Project, contact Kara Nichols Barrett at kbarrett@bpwfoundation.org