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?

**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

**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

**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

**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

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