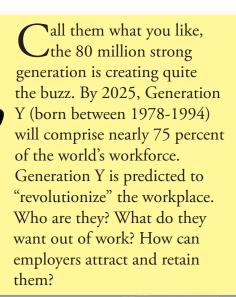
Snapshot of Generation

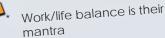
Young Careerists
Baby Boomlets
MyPod Generation
Gen Why?



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





- 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

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

