



# Serving Generational Differences in Times of Tight Budgets

October 1, 2010



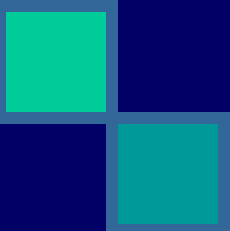
# Ready or Not Here They Come “Generation Y”




Dr. Richard Vaughan (Boomer) (-



# The Challenge!



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





# Clint Eastwood

- **Rawhide**

Silent Generation

- **Dirty Harry**

Baby Boomers

- **Gran Torino**

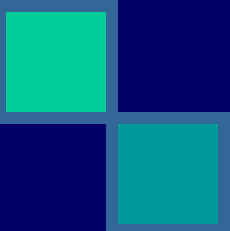

Generation Y



Born 1930, 80 years old



# Labels & Dates


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- 1925-42 Silent Generation
  - 1943-64 Baby Boomers
  - 1965-81 Generation X
  - 1982-93 Generation Y
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# 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

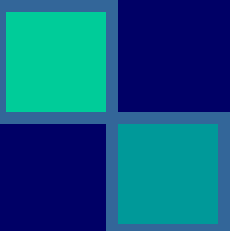



1982-93

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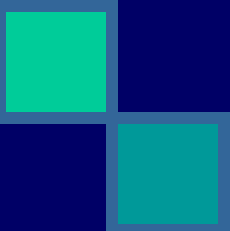



# Growing Up - Y

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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

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- 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.
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# Innovations that Shaped Gen Y

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- 1 – The Internet
  - 2 – Nintendo
  - 3 – Email
  - 4 – Cell phones
  - 5 – Laptops
  - 6 – Google
  - 7 – iPod
  - 8 – P2P Networks
  - 9 – Blogs
  - 10 – High-speed Internet
  - 11 – Facebook
  - 12 – WiFi
  - 13 – Streaming Media
  - 14 – iPhone
  - 15 – Twitter
- 




# 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
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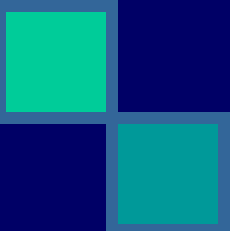



# Change is Expected

- 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.
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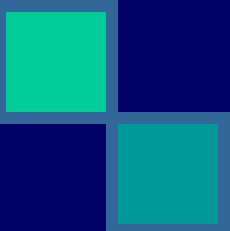



# Nothing Amazes a Gen-Y

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- Expect continued leaps in Technology
  - All about Speed and Access
  - No patience for any delay!
  - Video games and the Net
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# Y = Green

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- 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.
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# Trends in Recruitment

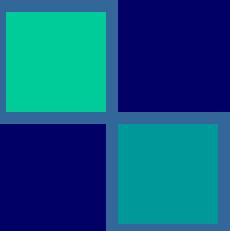



## IBM's Brochures

- 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."
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# 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.
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# 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.
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# Retention

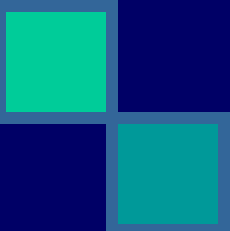



## Deloitte Study

- "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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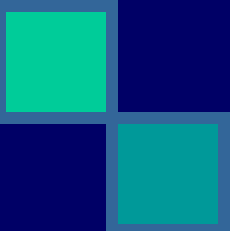



# 7 Tips to Engage Gen Y's

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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.
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# 7 Tips to Engage 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.
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# “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
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# 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

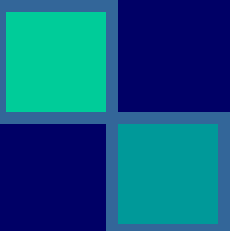



## What I want in a employer

- 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

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- 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
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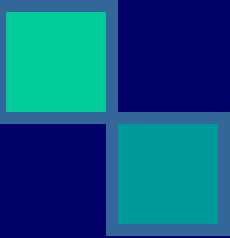



# Be Nice to a Gen Y

- You may work for one some day.
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## References

- Diana Oblinger, "Boomers, Gen-Xers, and Millennials: Understanding the 'New Students,'" *EDUCAUSE Review*, vol. 38, no. 4 (July/August 2003), pp. 37–47, <<http://www.educause.edu/apps/er/erm03/erm034.asp>>.
  - \*Source: *The Millennials: Americans Born 1977 to 1994*; Bureau of Census: *A Child's Day, 2000*
  - *Generation Y: They've arrived at work with a new attitude*. By Stephanie Armour, *USA TODAY*
  - Institute for Supply Management™. All rights reserved. Reprinted with permission from the publisher, the Institute for Supply Management™.
  - \*Source: *The Millennials: Americans Born 1977 to 1994*; Bureau of Labor Statistics, 2003
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Generation Y, also referred to as millennials, typically have certain skills and behaviors that make them unique and valuable employees. Knowing the strengths of this tech-savvy and ambitious generation can help you form successful office collaborations. In this article, we explore the common characteristics of Generation Y and the jobs that they usually seek. What is Generation Y? Generation Y is a demographic that is characterized by people who were born between 1981 to 1996. The Millennial Generation is also known as Generation Y, because it comes after Generation X – those people between the early 1960s and the 1980s. The publication *Ad Age* was one of the first to coin the term "Generation Y," in an editorial in August 1993. But the term didn't age well, and "Millennials" has largely overtaken it. But the terms basically mean the same thing. Generation Z: transforming the system. In the early 50s, photographer Robert Capa used the alphabet to name generations for the first time. Today, three generations of youngsters coexist -X, Y and Z- and, with their resemblances and differences, they are condemned to get along. Generation X includes those born between 1965 and 1981, during the reconstruction of Europe after the war. Their life has not been easy, since, after a period of upheaval, finding a job was a great challenge. Millennials, also known as Generation Y (or Gen Y), are the demographic cohort following Generation X and preceding Generation Z. Researchers and popular media typically use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years. Millennials vs Generation Z - How Do They Compare & What's the Difference? Why Millennials Are Financially RUINED. Why Millennials Are The Most Unhealthy Generation Ever. Why Millennials Don't Make Enough Money. 100 Facts About Millennials. Millennials, also known as Generation Y (or simply Gen Y), are the demographic cohort following Generation X and preceding Generation Z. Researchers and popular media use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years, with 1981 to 1996 being a widely accepted defining range for the generation. Most millennials are the children of baby boomers and early Gen Xers; millennials are often the parents of Generation Alpha.