



The Next Greatest Generation

ENGAGING GENERATION Y 2008

THE FACTS

150 Million Workers in the U.S.A

Gen Y (1978 – 90)	22.5%
Gen X (1965 –77)	29.5%
Baby Boomers (1946 – 64)	41.5%
Traditionalists (Before 1964)	6.7%

THE FACTS

80 Million Baby Boomers
- 45 Million Gen Xers

Talent shortage of 35 Million

THE SOLUTION

80 Million Millennials

Reality

- By 2011 Generation Y will be the largest generational group in the workplace.

An abstract, hand-drawn illustration of a human brain in blue lines. The drawing is composed of several overlapping, irregular shapes that define the general form of the brain, including the cerebrum and cerebellum. The lines are thin and fluid, giving it a sketchy, conceptual appearance. The text 'BRAIN DRAIN' is superimposed over the center of the brain drawing.

BRAIN DRAIN



Around the Water Cooler

- No work ethic
- No respect for authority
- Too much feeling of entitlement
- Only interested in themselves
- Don't want to grow up
- Don't want to put in the hour to get ahead
- No loyalty

Gen Y Contributors

- **Historical**

- Columbine Massacre
- Oklahoma City bombing
- Fall of the American Corporation
- 9/11

- **Social**

- Volunteerism
- Civic Duty
- Highly Educated
- Highly diverse
- Structured settings
- Close relationships with authority

Gen Y Contributors

- **Economic**
 - Wealthy economy
 - Influential mentors are millionaires by 25
- **Environmental**
 - Reduce, Reuse , Recycle
 - One World, One Chance
- **Technological Advances**
 - Communicate anything, anytime, anywhere

GEN Y: POSITIVE IMPACT

- Technological
- Entrepreneurial Spirit
- Collaborative
- Socially Conscious
- Balance
- Ambitious
- Multi-tasking
- Optimistic
- Individual Spirit
- Goal Oriented
- Confident

ENGAGEMENT

Discretionary energy, effort and initiative an employee chooses to exert.

ENGAGEMENT

- Leadership (48 – 57%)
- Job Design
- Personal and professional growth
- Measuring engagement
- Actively using engagement results

WHAT GEN Y LOOKS FOR IN THEIR LEADERS

- Trust them with decision making
- Constructive criticism
- Specific recognition
- Honor “Smart Hard Work”
- Honesty and respect

THE CALL TO ACTION

① LEADERSHIP DEVELOPMENT

② JOB DESIGN

③ CAREER CULTURE