

# Ready or Not, Here They Come!

## Understanding and Motivating the Millennial Generation



Presented By:  
Gustavo Grodnitzky, Ph.D.



# Goals of Training

- Understanding Generational Differences
- Gen Y Challenges
- Gen Y Strengths
- Recruiting/Retaining Gen Y

# Understanding Generational Differences



# G. I. Generation

- 1900-1924: G. I. Generation
  - Population = 5 million (1.6%)
  - Formative Events:
    - WW I
    - The Great Depression
    - WW II
    - Hiroshima
  - Civic Generation



Source: U.S. Census Bureau, 2010

# Silent Generation

- 1925-1945: Silent (Traditionalist) Generation
  - Population = 35 Million (11.3%)
  - Formative Events:
    - The Great Depression
    - Pearl Harbor
    - WW II
  - Adaptive Generation



Source: U.S. Census Bureau, 2010

# Unique Workplace Contributions Silent Generation

- Communication:
  - No News Is Good News
- Work Ethic:
  - Loyal to Company
  - Don't Draw Attention To Yourself
- Career Goal
  - Build a Legacy

# Baby Boomers

- 1946-1964: Baby Boomer
  - Population = 84 million (27%)
  - Formative Events:
    - Vietnam War Protests
    - Civil Rights Movement
    - Woodstock
    - Assassinations of JFK, MLK, RFK
  - Idealist Generation

Source: U.S. Census Bureau, 2010



# Unique Workplace Contributions Boomers

- Communication:
  - Annual Review WITH Documentation
- Work Ethic:
  - Face-Time
  - Loyalty to Team
- Career Goal
  - Stellar Career

# Generation X

- 1965-1981: Generation X
  - Population = 68 Million (21%)
  - Formative Events:
    - “Downsizing”
    - Dual-Income Families
    - Increasing Divorce Rates
    - The PC Boom
  - Reactive Generation



Source: U.S. Census Bureau, 2010

# Unique Workplace Contributions Gen X

- Communication:
  - Open, regardless of position
- Work Ethic:
  - Productivity
  - Loyalty to their Skillset
- Career Goal
  - Work-Life Balance
  - Portable Career

# Generation Y

- Generation Y (Millennials) are those born between **1982 and 2000**
  - Population = 79 Million (25%)
  - Formative Events:
    - Oklahoma City Bombing
    - 9/11 Attacks
    - Columbine
    - Virginia Tech
  - Civic Generation



Source: U.S. Census Bureau, 2010

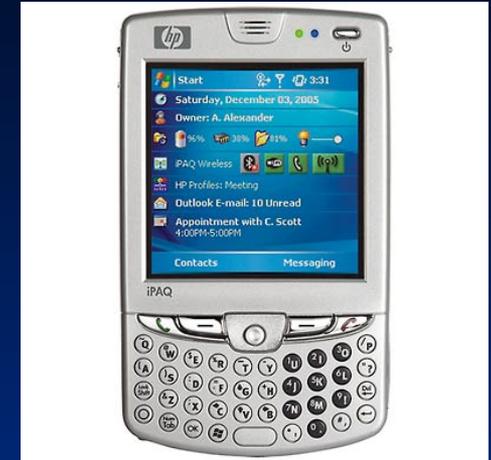
# Unique Workplace Contributions Gen Y

- Communication:
  - Constant
- Work Ethic:
  - Relationships
  - Purpose
- Career Goal
  - Parallel Career
  - Blended Life

# The Fourth Turning

Years	Era Type	Gen Type	Generation
1901-1924	Unraveling	Civic	G. I.
1925-1945	Crisis	Adaptive	Silent
1946-1964	High	Idealist	Boomer
1965-1981	Awakening	Reactive	Gen X
1982-2000	Unraveling	Civic	Gen Y
2001-20??	Crisis	Adaptive	Gen Z?

# Generation Y and Work



# Generation Y and Work

- A 2007 USA Today article citing job trends of recent 20-somethings pointed out that of the 95% who found a job in their preferred field, an astounding 82% left their first job in two years or less

# Generation Y and Work

- The Department of Labor **projects** that **by age 32**, today's young adults will have had approximately **eight jobs**, an average of only **1.5 years at each**

# Generation Y and The Economy

- Bureau of Labor Statistics:
  - \_\_\_\_\_, 2012: National Unemployment rate = \_\_\_\_\_%
  - \_\_\_\_\_, 2012: Gen Y (20-29) National Unemployment rate = \_\_\_\_\_%

# Generation Y and The Economy

- Census Bureau:
  - 1970: 15 Million sons and daughters lived in a household with one or both parents. (7.3% based on 1970 Census 203 Million)
  - 2007: 44 Million sons and daughters lived in a household with one or both parents. (15.7% based on 2000 Census 281 Million)
  - 2010: 53 Million sons and daughters lived in a household with one or both parents. (17.2% based on 2010 Census 308 Million)

# Gen Y Challenges



# Gen Y Challenges

- **Independence:** Because they are tethered to their friends and parents, they have difficulty making decisions independently
  - Tech Savvy
  - Perpetually Connected
  - Immediate Gratification/LFT
  - Helicopter Parents

## Parents go overboard to help college kid get job

Some apply for positions for adult child, stick nose in salary negotiations

By Eve Tahmincioglu

msnbc.com contributor

updated 9:40 a.m. ET, Mon., May 24, 2010

# Gen Y Strengths



# Gen Y Strengths

- **Cause Driven:** Find meaning/purpose in a cause; want to be part of the “big picture”

# Recruiting/Retaining Gen Y Gen Y “Magnet Factors”



# Recruiting/Retaining Generation Y

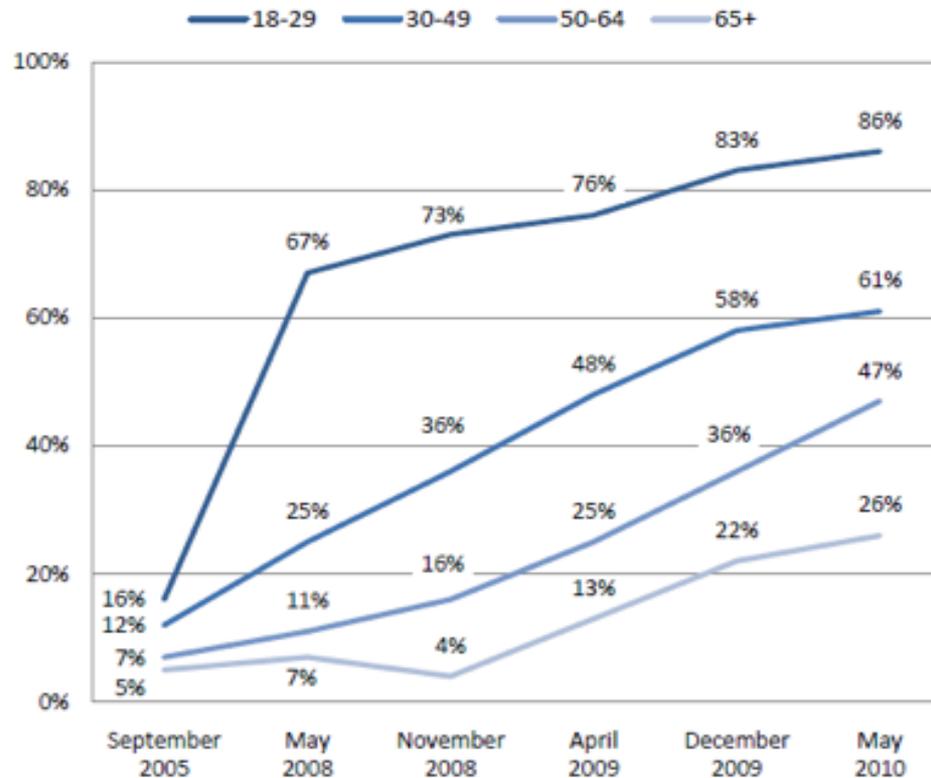
## ■ ***Relationships:***

- Great Boss/Supervisor
- Take interest in ENTIRE world
- Provide and REQUEST feedback
- Be a friend at work
- Opportunities for socialization
  - Social Networking

# Social Networking

## Social networking use continues to grow among older users

The percentage of adult internet users who use social networking sites in each age group



Source: Pew Research Center's Internet & American Life Project Surveys, September 2005 - May, 2010. All surveys are of adults 18 and older.

# Social Networking

## ■ *Relationships:*

- Facebook
- Twitter
- LBS
  - Foursquare
  - Brightkite
  - Aka Aki
  - Gowalla
  - Loopt



# Thank You!