Ready or Not, Here They Come!

Understanding and Motivating the Millennial Generation

Presented By:
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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
<table>
<thead>
<tr>
<th>Years</th>
<th>Era Type</th>
<th>Gen Type</th>
<th>Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1901-1924</td>
<td>Unraveling</td>
<td>Civic</td>
<td>G. I.</td>
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<td>1925-1945</td>
<td>Crisis</td>
<td>Adaptive</td>
<td>Silent</td>
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<td>High</td>
<td>Idealist</td>
<td>Boomer</td>
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<td>Reactive</td>
<td>Gen X</td>
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<td>Unraveling</td>
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<tr>
<td>2001-20??</td>
<td>Crisis</td>
<td>Adaptive</td>
<td>Gen Z?</td>
</tr>
</tbody>
</table>
Generation Y and Work

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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.
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 Tahmimoglu
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

- 18-29
- 30-49
- 50-64
- 65+

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

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Social Networking

*Relationships:*
- Facebook
- Twitter
- LBS
  - Foursquare
  - Brightkite
  - Aka Aki
  - Gowalla
  - Loopt
Thank You!