

Gen Y @ Work

Meredith Hauck, Director of Community Relations
Riverside, Missouri
ICMA Conference Presenter

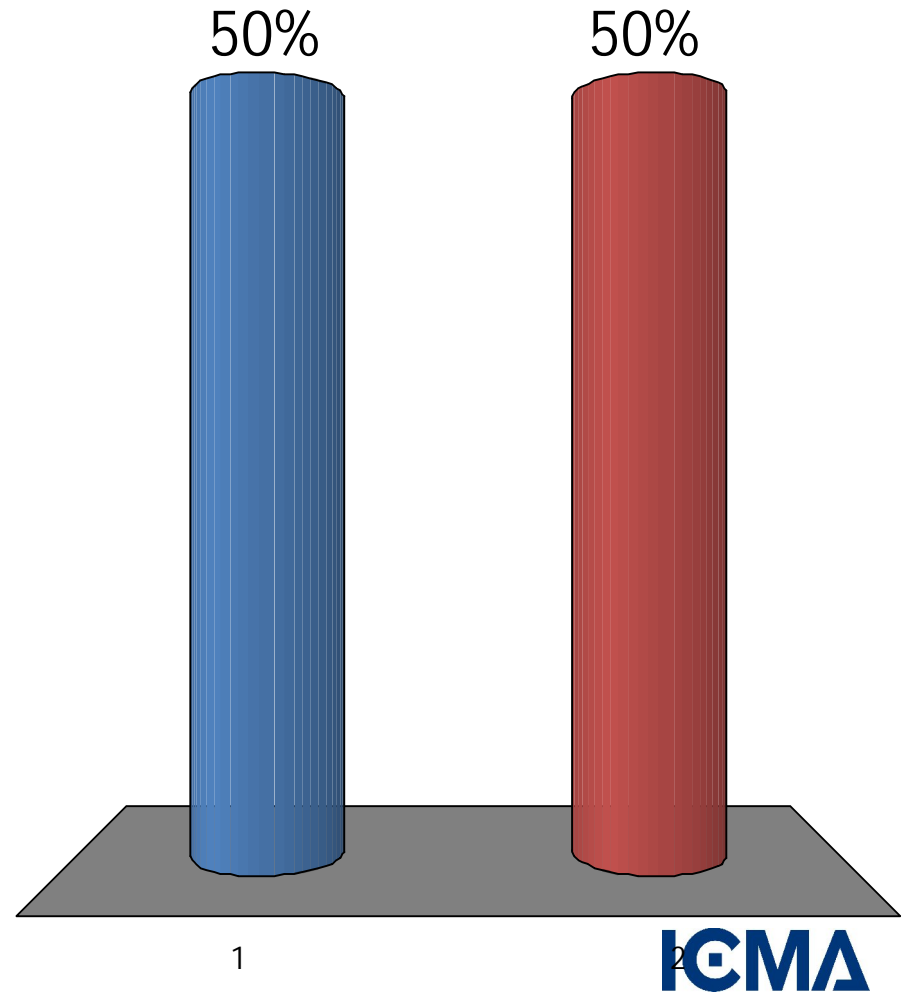


Do You Sleep With Your Cell Phone?



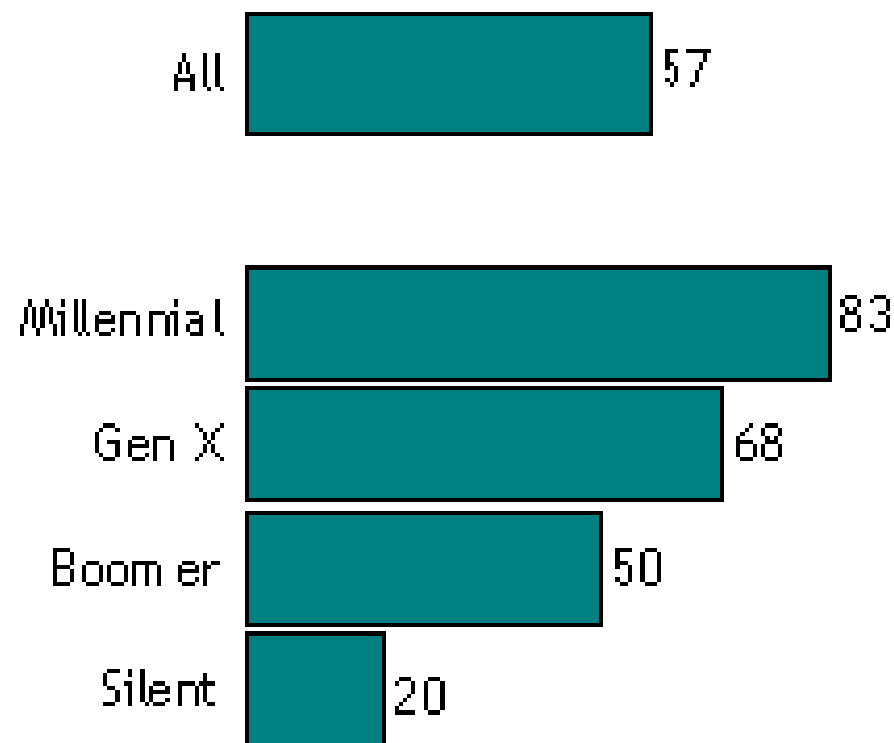
Do You Sleep With Your Cell Phone?

1. Yes
2. No



Do You Sleep with Your Cell Phone?

% who have ever placed their cell phone on or right next to their bed while sleeping



PewResearchCenter

Who Are We Talking About?

Generation	Birth Years	Ages in 2011	% of Total Adult Population
Gen Y	Born 1977-1993	Ages 18-34	30%
Gen X	Born 1965-1976	Ages 35-46	21%
Younger Boomers	Born 1955-1964	Ages 47-56	20%
Older Boomers	Born 1946-1954	Ages 57-65	17%
Silent Generation	Born 1937-1945	Ages 66-74	9%
G.I. Generation	Born before 1936	Age 75+	3%

Source: The Poynter Institute

Confident. Connected. Open to Change.

- The most culturally and ethnically diverse generation
- Have helicopter parents
- Are winners
- The “Look at Me” generation
- Most educated generation
- Defined by technology
- Play well with others

Your New Talent Pool.

“They may require a lot of management, but they are worth the effort. Statistically, Millennials are the most pluralistic, integrated, high-tech generation in American history ... these kids are smart and driven to make a difference. They demand fast-track career positioning, greater work-life balance, positive feedback, training and cutting-edge technology. By challenging workforce conventions, Generation Y offers us a long-overdue reality check”

- Deborah Gillburn, CIO.com

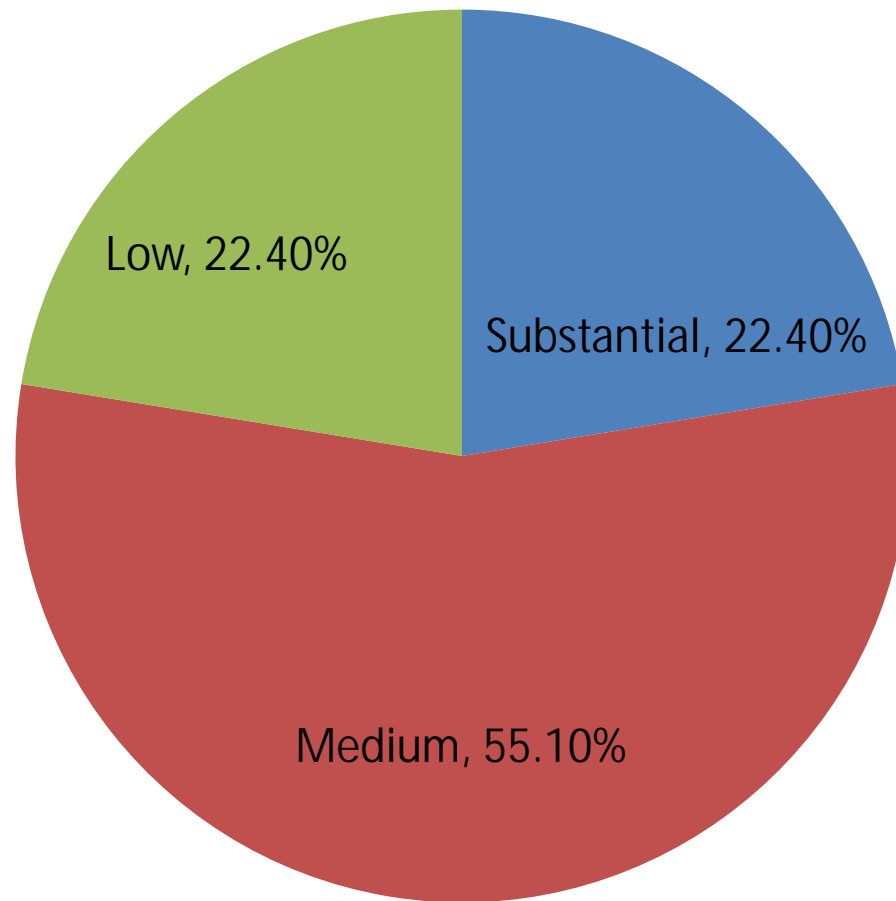
Digital Natives.

- Don't even think about using technology - just do it
 - Changing how friends, colleagues and organizations communicate
 - Social networks provide instant access to knowledge base and network
- * Provide tools and software that harness the power of this tech-savvy generation.

Looking for a Challenge.

- High expectations of self and employer
 - Generation of multi-taskers
 - Want freedom to be creative and independent, but never want to be too far away from a “lifeline”
 - Don’t like to stay on a project or at a company for too long
- * Retain and challenge Gen Y’ers by providing a mentor and new projects on a regular basis

How Much Feedback Does Your Immediate Supervisor Generally Provide?



Team Player.

- Raised on “group work”
 - Thrive in a collaborative environment
 - Use teams to meet both individual and group needs and goals
 - Still want individual attention from managers though
- * Encourage team work and collaboration in the work environment.

Work/Life Balance: Not Just A Buzz Word.

- Always connected – we sleep with our cell phones, remember?
- Want jobs that accommodate family and personal lives
- * Help Gen Y'ers find balance with flexible schedules, telecommuting and off-site work options

Employers are Adapting.

- 57% have introduced more flexible work schedules
- 33% have implemented recognition programs
- 26% give employees more access to state of the art technology
- 24% offer more ongoing training programs
- 20% pay for cell/smart phones
- 18% offer more telecommuting options
- 11% increased vacation time

Source: 2007 Survey by CareerBuilder and Harris Interactive