Moving Forward with Generation Y

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Generation Y

Millennials

Net Generation

Trophy Generation
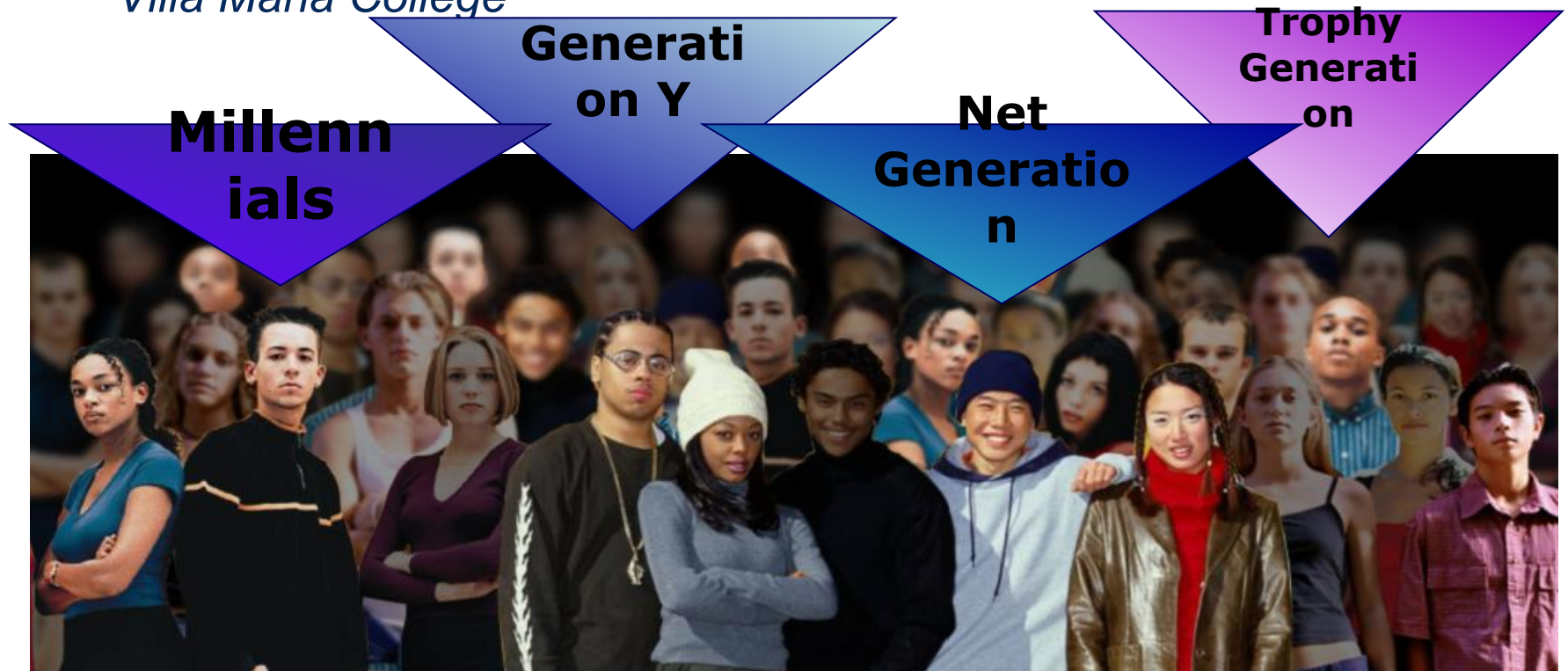
Learning Objectives

- Understand the life experiences that make the Millennial generation unique.
- Identify and explain 6 characteristics of Generation Y.
- Explain strategies to increase collaboration, knowledge, efficiency and harmony between generations.

Question?

Do you believe that the childhood life experiences impact the behavior and attitudes of people and change they way a generation should be managed?

Generations In The Workplace

(Manning, Everett and Roberts)

Traditionalists

- Born before 1945
- Today's age – older than 67

Generation X

- Born between 1966-1977
- Population of 38 million people
- Today's age – 35 to 46 years old

Baby Boomers

- Born between 1946-1965
- Population of 80 million people
- Today's age 47 to 66 years old

Generation Y

- Born between 1978-1996
- Population of 78 Million
- Today's age 16 to 34 years old

It May Take a Village to Raise a Child, but it Takes a Society to Raise a Generation
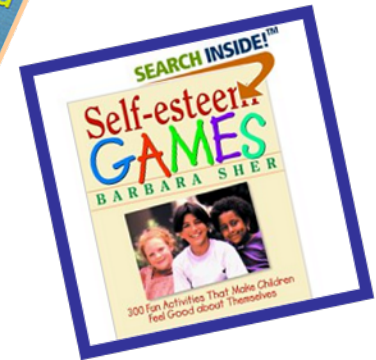
(David Remson)

Did You Know 3.0

http://www.youtube.com/watch?v=YmwwrGV_aiE

Major Influencing Factors

1. Their parents
2. The self-esteem movement
3. Video Games
4. Computers
5. Cell phone technology
6. School shootings/Terrorism

Quotes from Managers who manage Generation Y

- "If you correct them, they quit."
- "She asked for an extended lunch hour to go shopping with friends after her third day on the job."
- "I kissed a lot of butts to get to where I am today, and now it's time for someone to kiss mine."
- "They played soccer as kids and they got a trophy just for showing up! And they expect the same at work."

(Quotes from Managing the Millennials by Espinoza, Ukleja, and Rusch)

Quotes from Generation Y

- "I told them that I could only work three times a week, and they scheduled me five times a week…. This has happened to me twice.. So I ended up quitting."
- "We do not expect you to be our best friend, but when you evaluate or critique us, we want you to do it in a friendly way."
- "We want you to give us direction and then get out of our way."
- "Most of our mothers worked while we grew up and they would like nothing better to have us at home and make us our favorite meatloaf."

(Quotes from Managing the Millennials by Espinoza, Ukleja, and Rusch)

Orientations and Strategies

Generation Y Orientations

1. Autonomous
2. Entitled
3. Self-absorbed
4. Myopic
5. Unfocused
6. Indifferent

Strategies for managing Generation Y

- Flexing
- Incenting
- Engaging
- Broadening
- Directing
- Motivating

(Managing the Millennials by Espinoza, Ukleja, and Rusch)

Autonomous Characteristics

a. Desire to do what they want when they want.

b. Do not want to be micromanaged.

c. Do not feel they have to conform to traditional rules as long as they complete their work.

Strategy – Flexing

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

Autonomous Strategies- Flexing

a. Empathic listening.

b. Willingness to adapt to different ways of doing things.

c. When you have a choice of your way or their way: Go their way.

Video – from Saturday Night Live

http://www.zimbio.com/watch/wIZaAm3lEwe/Grumpy+Old+Man/Saturday+Night+Live

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

Entitled Characteristics

a.They feel they deserved to be recognized and rewarded.

b.They want a guarantee for their performance, not just the opportunity to perform.

Strategy – Incenting

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

Entitled Strategies – Incenting

1. Create incentive that 20 something's value.

2. Clearly, thoroughly and repetitively state desired outcomes and expectations.

3. Provide timely and fair assessment of their performance.

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

Self-absorbed Characteristics

A.Primarily concerned with how they are treated rather than how they treat others.

B.Millennially are preoccupied by their own personal need for trust, encouragement, and praise.

Strategy – Engaging

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

Self-absorbed Strategies- Engaging

A. Get closer and be curious.
B. Try to like them, not be like them.
C. Rethink what you have been taught.

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

Buzz Group

Activity # 1

 With at least one partner, reflect on the tendency of the millennial generation to crave more autonomy and feel more entitled and self-focused than prior generation. In our roles as advisors, how can we flex our expectations and give incentives and engage our advisees so they exit college more prepared for adulthood &/or the workforce?

Activity # 2 –

Is there a formula for success for a college student?

Myopic Characteristics

A.Millennial struggle with cause-and-effect relationships. The struggle is perceived as a narrow sightedness guided by internal interests with-out an understanding of how others and the organization are impacted.

Strategy – Broadening

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

College Students Behaving Badly

http://www.bing.com/videos/search?q=college+party&view=detail&mid=FC1021F1559A2F2C372EFC1021F1559A2F2C372E&first=0&FORM=NVPFVR

Myopic Strategies- Broadening

A. Teaching consequences using the Consequential Thinking Model and The Five Whys.
B. Become a storyteller.

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

Unfocused Characteristics

A.Perceived to struggle with a lack of attention to details.

B.They have a hard time staying focused on task for which they have no interest.

Strategy – Directing

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

Unfocused Strategies-Directing

A.Clearly communicate what is expected. Avoid ambiguity. Do not assume they know what to do.

B.Do not assume that you have been understood. "Uh-huh" is not a yes. Ask clarifying questions.

C.Give formal and informal feedback as quickly as possible.

D.Get agreement about outcome expectations.

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

Indifferent Characteristics

A.Perceived a careless, apathetic or lacking commitment.

Strategy – Motivating

(Managing the Millennials

by Espinoza, Ukleja, and Rusch)

Indifferent Strategies-Motivating

A. Inspire Millennials to find meaning in your requests.

B. Develop a climate conducive to self-motivation:

1. Why is the task worth doing?
2. Allow for personal choice.
3. Create a sense of urgency.
4. Praise people, not technology.
5. Do not put the what before the why.

Managing the Millennials
by Espinoza, Ukleja, and Rusch)

What We Know

Society has changed and has produced college students and employees with different values and goals. Leaders in education and business must also change to harness all the intellect and skills in Generation Y.

The End

(David Remson)

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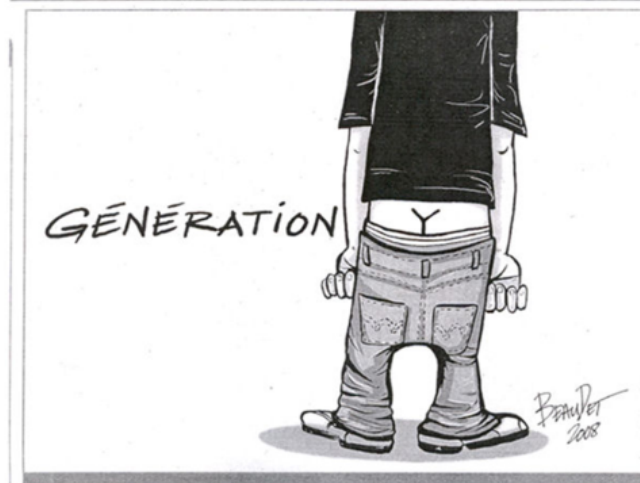
GÉNÉRATION

Reflection Exercise

What generational differences (challenges) do you experience in the workforce?

What do you wish other generations understood about your generation?

What do you feel you still need to understand about other generations?

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