

**YOUNG
PROFESSIONALS**
AND THE
MULTIGENERATIONAL
WORKFORCE



YP Panel Members



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Why are we talking about this?



CHALLENGE

ENGAGE

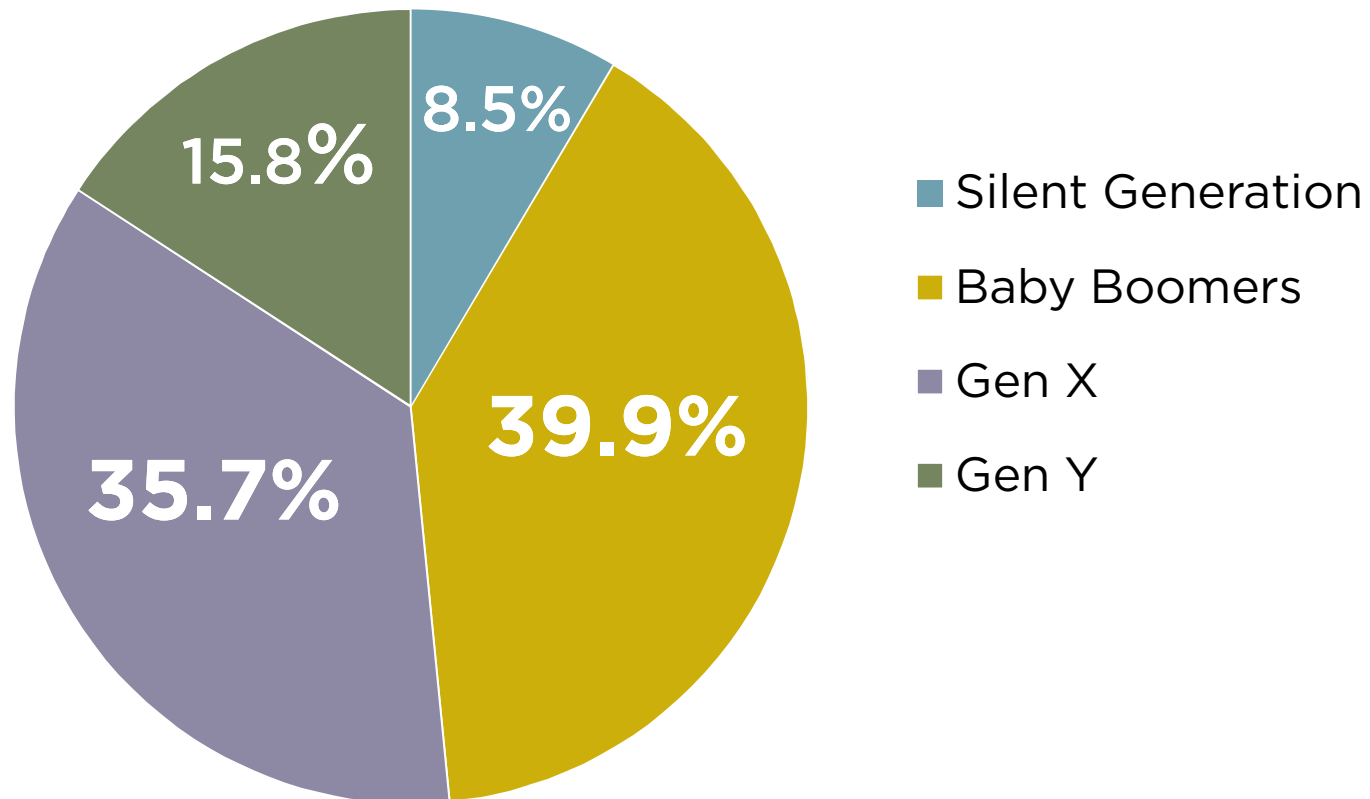
EMPOWER



NEW REALITIES FOR
TODAY'S WORKFORCE

Multi-Generational Workforce

MOST GENERATIONS IN A SINGLE WORKFORCE



Source: The Center on Aging & Work, July 2007

Silent Generation (b. 1925-1942)

You might be a member of the **SILENT GENERATION** if...

- ▣ You can **entertain yourself** without television
- ▣ You remember when **television** only came in **black and white**

Baby Boomers (b. 1943-1960)

You might be a **BABY BOOMER** if you can complete these sentences...

- When the **Beatles** first came to the U.S. in **1964**, we all watched them on the _____ show.
- “**Get your kicks**, on _____”

Generation X (b. 1961 - 1981)

You might be a **GEN XER** if...

- ▣ **Schoolhouse Rock** played a **HUGE** role in how you learned the English language.
- ▣ **“Wonder Twin Powers activate!”** makes you smile and think of what form you’d take

Generation Y (b. 1982 – 2002)

You might be a **GEN YER** if...

- Email is passé, you keep in touch by **text** or **Facebook**
- You've never used a **typewriter**
- You don't even know what an **8-track** is



CHALLENGES FOR THE
MULTIGENERATIONAL WORKFORCE

from the Basics to the Big Picture...

Basics from the Gen Y Perspective

- **Entitlement**, really?
- Work Place vs. **Work Ethic**
- **Life/Work Balance** isn't a dirty term and it isn't going anywhere

Workplace Values

	SILENT GENERATION	BABY BOOMERS	GEN XERS	GEN YERS
CAREER GOALS	Build a legacy	Build a stellar career	Build a portable career	Build parallel careers
REWARDS	Satisfaction of a job well done	Money , title, recognition, corner office	Freedom is the ultimate reward	Work that has meaning for me
WORK-LIFE BALANCE	Support me in shifting the balance	Help me balance everyone else and find meaning myself	Give me balance now! Not when I'm 65	Work isn't everything. Need flexibility to balance my other activities
JOB CHANGING	Carries a stigma	Puts you behind	Is necessary	Is part of the daily routine
TRAINING	I learned the hard way , you can too!	Train 'em too much and they'll leave	The more they learn , the more they'll stay	Continuous learning is a way of life

Big Picture

- Talent **Shortage**
- Delayed Retirement :
Limiting access to leadership positions
- The Big Gap :
How to turn **talk into action**

Talent Shortage

Randstad USA's annual 2008 World at Work survey, **uncovers a critical factor** that will contribute to a **very real talent shortage**. According to Randstad, the four generations of workers that comprise the U.S. workforce, Gen X, Gen Y, Baby Boomers and Matures, **rarely interact with one another** and often **do not recognize each other's skills or work ethic**.

As a result, U.S. businesses **risk a shortage of skilled labor** — not because of the lack of manpower in the wake of retiring Baby Boomers, but because of the **limited transfer of knowledge**. In fact, according to the U.S. Census Bureau, **Gen Ys in today's workforce (79.8 million) outnumber Boomers (78.5 million)** who are perceived as retaining the bulk of working America's institutional brain trust.

Delayed Retirement

- ▣ Active **Succession Planning**
- ▣ Identify **Opportunities for Leadership**
- ▣ Demonstrate **Appreciation and Commitment**

The Big Gap

- The need to break through **'YP token-ism'**
- How do we use YPs to help **recruit & retain young talent?**
- The need to address our communities' **lack of self confidence**

WHAT DOES **THIS** HAVE TO DO WITH
ECONOMIC DEVELOPMENT?

We're glad you asked!

Attracting & Retaining YP Talent



RECRUITING

MANAGING

RETAINING

Other Ideas for the ED Community

- ED Organizations
- Local Government
- Retention/Expansion
- Attraction
- Get them involved (not just peripherally)
- **START YOUNG!**

QUESTIONS, ANSWERS

AND
MORE
QUESTIONS



“Certain aspects of **leaders and managers** that were important twenty five years ago are still critical today and will likely still be important 100 years from now. These include **acting with integrity**, **leading by example**, **developing** talent and **ensuring** customer satisfaction/loyalty.”

HOLLY G. GREEN

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- “When Generations Collide”, Lynne Lancaster & David Stillman, 2002
- Websites to explore:
 - recruitingmillennials.wordpress.com
 - Center for Creative Leadership: www.ccl.org/leadership
 - www.nextgenerationconsulting.com
 - If you are really interested in the mother lode, ask Heather, her list is HUGE!