

Flashpoints (from When Generations Collide)

Flashpoints	Traditionals	Boomers	Xers	Millennials
Career Goals	Build a legacy	Stellar career	Portable careers	Parallel careers
Rewards	Satisfaction of a job well done	\$, title, recognition, corner office	freedom	Meaningful work
Balance	Support me in shifting the balance	Balance everything and find meaning	Balance now	Work isn't everything; need flexibility to balance everything
Retirement	reward	retool	renew	recycle
Job Changing	Carries a stigma	Puts you behind	necessary	Part of my daily routine
Feedback	No news = good news	1 time each year and it better be good	Sorry to interrupt, but how am I doing	Feedback whenever I want at push of the button
Training	Learn it the hard way	Train them too much and they will leave	More they learn, more they will stay	Continuous learning a way of life

The Fourteen Expectations of Generation Y

1. Provide challenging work that really matters
2. Balance clearly delegated assignments with freedom and flexibility
3. Offer Increasing responsibility as a reward for accomplishments
4. Spend time getting to know staff members and their capabilities
5. Provide ongoing training and learning opportunities
6. Establish mentoring relationships
7. Create a comfortable, low-stress environment
8. Allow some flexibility in scheduling
9. Focus on work, but be personable and have a sense of humor
10. Balance the roles of “boss” and “team player”
11. Treat Yers as colleagues, not as interns or “teenagers”
12. Be respectful, and call forth respect in return
13. Consistently provide feedback
14. Reward Yers when they’ve done a good job

The New Cognitive Theory: Millennial Generation

Attention Span: shrinking; everyone has ADD

Problem Solving: many routes to a solution

Memory: rote memory in the past; now, strategic memory storage problem

Perceptions: categories of information, personal points of view, self-define buckets

Mental Imagery: ability to access and process visual images

WE ARE ALL PROCESSING INFO DIFFERENTLY: 7 MANIFESTATIONS

Open source values: Wiki, info access to all, collaboration, MySpace, consumer input
Can we share what we know?

The Quest: people as explorers through the web, thrill of the hunt, lost for hours, obscure facts, trivia, 32% surf daily. Are we providing a rich consumer experience? Are we maximizing search? Do we know what the consumer journey looks like?

In the Know: consumer savvy, consulting with experts, need to be fully informed before taking action, influencers: manage word of mouth. Do you understand the conversations that are happening in your space? Can you achieve expert status?

Power Shifting: I get to choose when I watch a TV program. Shift in focus from prime time to my time. Do I have tailored messages for specific devices?

Pod Time: way people manage their time; view life in pod breaks, day is fluid; fewer boundaries between work and personal time. Are there new ways of reaching people at work? Entertaining content for breaks. How do you entertain those bored at work?

Constant Stimulation: down time is wasted time; by age 4, 45% have used a mouse. How can we capitalize on waiting moments?

Instant Gratification: Info now! Instant solutions. Shorter messages, delivering solutions faster, providing solutions