Are Companies Even Listening?

Graduating Students and New Engineers

Wants and Needs

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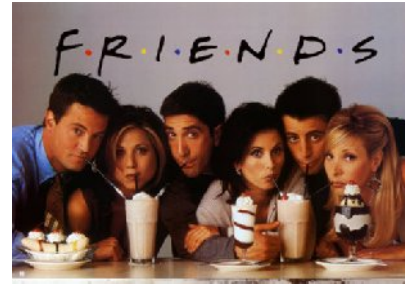February 28, 2012
Session #44

Overview

- ❑ Past and Present Generations
- ❑ Generation Y
- ❑ Work Ethic
- ❑ What We Want and Needs
- ❑ Questions for You
- ❑ Questions for Me

Generations

2009 National Business Ethics Survey ®

	Baby Boomers	Baby Busters	Generation Y
Other names for generation	"Me" Generation	Slacker Generation	Echo Boomers
		X-ers	Generation Next
Birth years of this generation	1946 through 1964	1965 through 1980	1981+
Age groups in 2009	45-63	30-44	18-29
Significant world events and cultural trends shaping their worldview	Born after end of World War II	Baby Bust	Grew up with email, Internet, cell phones, and immediate access to information
	Raised in era of economic prosperity	Two-earner households with latchkey kids	Violence and terrorism in US: Oklahoma City bombing, Columbine High School, Sept. 11th, Globalization
	Assassinations of RFK, JFK, and MLK, Jr.	Rise in divorce rates	Most scheduled childhoods in US history
	Civil Rights Movement	Widespread use of personal computers	
	Vietnam War	Raised in era of economic uncertainty (recession, layoffs, etc.)	
	Sexual Revolution	Challenger disaster	

Generations cont.

2009 National Business Ethics Survey ®

Positive traits ascribed to this generation	Hard-working	Entrepreneurial	Tech-savvy
	Idealistic	Flexible and creative	Attuned to and appreciative of diversity
	Committed to harmony	Comfortable with technology	Skilled multitaskers
Negative traits ascribed to this generation	Sense of entitlement	Skeptical and cynical	Lacking basic literacy fundamentals
	Workaholics	Lazy, slackers	Very short attention spans—distracted and distractable
	Self-centered	Question authority figures	Not loyal to employing organization
Workplace attributes	Belief that hard work=long hours	Desire for work-life balance, demand for flexible work schedules	Excellent at integrating technology into workplace
	Long-term commitment to employing organization	Less hierarchical, prefer more flexible structures	Demand immediate feedback and recognition
		Expect to have multiple employers, perhaps even multiple careers	Expect to have many employers, multiple careers

How We Perceive Ourselves

Key Words

- Speed
- Connection
- Global
- Environmental
- Collaboration
- Technology
- Agility
- Multi-task
- Insecurity

How Others Perceive Us

- No-jobs
- Entrepreneurship
- Innovative
- Assumptions

- Entitlement
- Job Hoppers
- Non-Traditional Careers
- Anyone-can-be-celebrity

Work Ethic

JOB LOYALTY

We show our commitment by how hard we
work not by how long we stay with the company.

We are well equipped and desire to do great things.
Provide us a mentor to guide us.

Comfortable with Change

Resume Builder

Re-inventing Ourselves

Purpose Driven

Chulik, Amy. "Gen Y's Impact in the Workplace" *MSN Careers*. December 7, 2011 CareerBuilder. February 23, 2012.

Being Green

❑ Leading the Green Movement
- LEED Certification
- Encourage Recycling Programs
- Have a contest on ways to save Energy
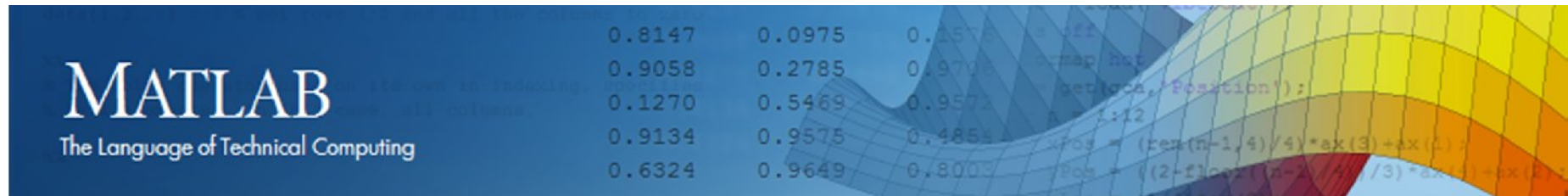- Voluntary Environmental Cleanup

Communication & Teamwork

❑ Work well in groups and treat peers as equal

❑ Feel comfortable asking for what we want

❑ "Spread the message fast and often"

❑ Discuss salaries

Chulik, Amy. "Gen Y's Impact in the Workplace" *MSN Careers*. December 7, 2011 CareerBuilder.

Tech Savvy...
Tech Dependent

Recognition

❑ "There are no losers -- everyone's a winner" mentality

❑ Don't care how it gets done. Just get it done.

❑ Then want to be told that they did a good job.
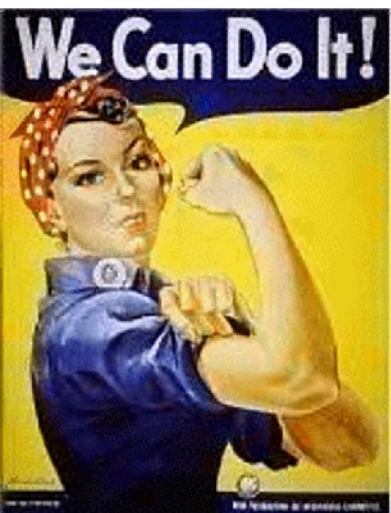
**There is NO doubt
we can do the job!!!**

Chulik, Amy. "Gen Y's Impact in the Workplace" *MSN Careers*. December 7, 2011 CareerBuilder.

Work versus Life

"I love my job, but I love my life more."

We were raised to "follow our dreams".

Those dreams involved having a life and hoping that it includes a job.

Companies are being more and more flexible with the idea of working from home.

Chulik, Amy. "Gen Y's Impact in the Workplace" *MSN Careers*. December 7, 2011 CareerBuilder.

Questions

❑ Does your company have a pipeline in place for the next generation as the last retires?

❑ Is the wisdom being transferred from the last generation to the next generation of leaders?

❑ Are they listening?

DOE Fellow's Program
FIU Applied Research Center

References

1. "Honoring Legacies and Supporting Innovation: The Multi-generational Landscape of Leadership". *NYU Wagner News and Events.* May 2009 NYU.edu. February 23, 2012.

2. Chulik, Amy. "Gen Y's Impact in the Workplace" *MSN Careers*. December 7, 2011 CareerBuilder. February 23, 2012.

3. "Millennials, Gen X and Baby Boomers: Who's Working at Your Company and What Do They Think About Ethics?" *Supplemental Research Brief 2009 National Business Ethics Survey®.* 2010 Ethics Resource Center.

Any Questions?