



what characterises generation y employees?

The table below gives a snapshot of what each generation was exposed to as they began their working life. It shows the transition of workplace expectations, leadership and communication over the last few decades. It is not a table of how to connect with each generation today, but rather a historical analysis of what previous generations were exposed to in their formative years. Indeed by adopting the characteristics under the Generation Y column managers are also better able to connect with Generation X and the Baby Boomers today.

| | Baby Boomers Born 1946-1964 Aged 40's & 50's | Generation X Born 1965-1979 Late 20's & 30's | Generation Y Born 1980-1994 Teens and 20's |
|--|---|---|---|
| Values at work: | Work ethic Industry-focus | Achievement Company-centric | Ownership Individuality |
| Motivations for work: | Financial security Responsibility | Career progression Opportunity | Job variety Creativity |
| Influences over career choice: | Parents Authorities | Careers Advisors Experts | Internet Peer Groups |
| Shapers of career perception & views: | Tradition Reputation | Observation Recommendation | Perception Experience |
| Key management tools: | Recruiting Supervising | Training Promoting | Innovating Empowering |
| Key communication tools: | Technical data Evidence | Visual examples Demonstration | Hands-on learning Participation |
| Typical training style: | Formal Monologue | Programmed Dialogue | Interactive Multi-modal |
| Typical leadership style: | Control Thinkers | Coordination Doers | Consensus Feelers |
| Influencers and Values: | Local Long-term needs | Regional Medium-term goals | Global Short-term wants |
| Management approach | Telling "Yes boss" | Selling "What's in it for me" | Involving "Here's what I think" |