WHY FOCUS ON GENERATION X AND GENERATION Y AS A COMPETITIVE ADVANTAGE?

“Technology is the differentiator between the leadership generation (Baby Boomers) and Gen X/Gen Y. For most Baby Boomers, technology is a tool or toy. For Gen X and particularly Gen Y, technology is simply an extension of who they are - so working any time, any place is as natural as working in a traditional office. To engage Gen X and Y in a way that is productive for all generations, we need to recognize and respond to these fundamental differences and leverage them to benefit all workers in the organization.” W. Stanton Smith, National Director-Next Generation Initiatives, Deloitte

WHO ARE GEN X AND Y EMPLOYEES?

Typically, Generation X includes people born between 1965 and 1979 (ages 29-43) and Generation Y are those born between 1980 and 2000 (ages 8-28). Compared to Baby Boomers and the Matures, Generation X and Y have often been described as having different views or attitudes towards a variety of workforce issues, such as work related expectations; organizational commitment; job satisfaction; strategies to achieve success; and personal and work priorities.

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WHAT ARE THE WORK-FAMILY PRIORITIES OF GEN X AND Y EMPLOYEES?

- Equally value family needs and work demands, or in some cases, first priority is family matters
- Expect organizational supports to help facilitate success at home and at work, such as flexible work arrangements
- Work best with managers who focus on outcomes rather than face time
- Request opportunities for on-going learning and skill development

DID YOU KNOW?

- “More than two-thirds of GenXers (born 1964-1986) said they weren’t going to be with their organizations in three years or that they weren’t sure if they would be” (Deal, 2007).
- “…Gen-Y employees in 2002 are significantly more likely (70% somewhat or very likely) to plan to leave their current employers in the next year than their age counterparts (under 23 years old) in 1977 (52% somewhat or very likely)” (Families and Work Institute, 2004).
- “Roughly equal proportions of young women and men in this age group (Generation X) work flexible schedules. In addition, 25- to 34-year old women were more likely than women of other ages to have this kind of flexibility in their jobs” (DiNatale & Boraas, 2002).
- “More than four in five 18- to 29-year-old workers report having a strong sense of loyalty to their companies” (Saad, 2003).

Want more STATISTICS or the full references for above statistics?
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TO RECRUIT AND RETAIN GEN X AND Y EMPLOYEES:

- Provide flexible work arrangements such as part-time work and job share opportunities
- Train managers how to support the work-family balance needs of their direct reports
- Offer workplace supports to help employees with work-family balance issues
- Highlight successful situations where work-family balance and business results are achieved

REPORTS WITH MORE INFORMATION


Want more OVERVIEWS AND BRIEFS or the full references for the above reports?
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SUGGESTED READINGS


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