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The Changing Workforce

U.S. Department of Labor estimates that today's learners will have 10-14 jobs by the age of 38. (U.S. Dept. of Labor)

The number of employees voluntarily quitting their jobs surpassed the number being fired or laid off for the first time since October 2008.

(U.S. Bureau of Labor, 2010)

Two-thirds of Generation Y workers believe they should spend no more than 2 years in an entry-level position. (Robert Half International)

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Persimmon's CEO Bill Fournet was featured in a recent PM Network magazine article, discussing the iterative waterfall approach to project management.

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The Emergence of Social Media

Platform	2008	2009	2010	2011
amazon.com	~100	~100	~100	~100
twitter	~50	~50	~50	~50
Google	~100	~100	~100	~100
YouTube	~200	~300	~400	~750
facebook	~50	~50	~50	~800

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Statistics

- 45% of young employees say they'd take a lower-paying job over a higher-paying one if it meant better social media access, more mobility, and more choice in which technological devices they used
- 56% would turn a job down outright if it blocked social media
- 64% would rather have Internet access than a car
- 40% value Internet more than dating or going out with friends
- None of the top 100 companies to work for block social media access at the office

CBS News report, HotJobWire, Great Place to Work Institute

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Traditional (Command & Control)

Micromanage, "order-takers"

Collaborate and Attack

Support, self-directed, enable, "hole fillers", cutters

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Generational Dilemmas

- Hiring
- Productivity
- Privacy

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What Boomers look for...

- Financial benefits
- Flexibility
- Lifelong learning opportunities
- Acknowledgement of their experience
- Opportunities for post-retirement employment
- The organization values their loyalty and work ethic

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What Gen X looks for...

- Interesting work
- Sense of purpose
- Leading edge technology
- Training opportunities
- Flexibility and/or telecommuting
- Hands-off supervision
- Casual business attire

76% of Gen Xers have “no interest” in becoming a manager
(OfficeTeam, a California job placement firm, 2012)

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What Gen Y looks for...

- Performance-based compensation
- Flexible schedules
- Marketable skills
- Access to decision makers
- Clear area of responsibility
- Chance for creative expression

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Successful Cat Herding Culture

Leveraging Generational Differences

Managing to Objectives & Effects

Recognizes that Innovation Requires Risk

Teaching over Telling

Discussing the Boundaries

Talks it. Walks it. Lives it.

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Generational Navigation

Traditional

Birth Date	1922 – 1945
Defining Event	Great Depression & World War II
Core Value	Hard Work
Personality	Security, Duty

JOBLESS MEN KEEP GOING WE CAN'T TAKE CARE OF OUR OWN CHAMBERS OHIO COMMUNIST

UNITED WE WIN

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Generational Navigation

	Traditional	Boomer
Birth Date	1922 – 1945	1946 - 1964
Defining Event	Great Depression & World War II	Prosperity & 1960s
Core Value	Hard Work	Teamwork
Personality	Security, Duty	Driven

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Generational Navigation

	Traditional	Boomer	Gen X
Birth Date	1922 - 1945	1946 - 1964	1965 - 1981
Defining Event	Great Depression & World War II	Prosperity & 1960s	Stagflation & Latchkey
Core Value	Hard Work	Teamwork	Self-Reliance
Personality	Security, Duty	Driven	Skeptical, risk-takers

The Washington Post Nixon Says He Won't Resign

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Generational Navigation

	Traditional	Boomer	Gen X	Millennial
Birth Date	1922 - 1945	1946 - 1964	1965 - 1981	1982 - 2002
Defining Event	Great Depression & World War II	Prosperity & 1960s	Stagflation & Latchkey	Berlin Wall & 9/11
Core Value	Hard Work	Teamwork	Self-Reliance	Civic Duty
Personality	Security, Duty	Driven	Skeptical, risk-takers	Tenacious optimists

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