

TRIBE

WHITE PAPER EXECUTIVE SUMMARY GEN Y TALENT: HARNESSING THE POWER OF NEW GENERATION EMPLOYEES



BACKGROUND

In the current economy, there are more people than jobs. That means corporate employers are enjoying a buyer's market for talent. But this recession will end, eventually, and several factors will turn the tables on staffing strategies. Companies will need more employees as they grow to pre-recession size or beyond, the Boomers will be retiring in hordes, and the Gen X population won't be large enough to replace them.

Employers will find themselves in a war for talent. Gen Y, our youngest generation in the workplace, will be key to future success for growing companies. This generation, however, has different values, strengths and motivations from their older colleagues. Without understanding Gen Y, it's difficult to integrate them successfully into the workplace.



TRIBE'S WINDOW INTO GEN Y

Tribe, Inc has spent the last 18 months researching Generation Y. We formed an Insight Panel of Gen Y employees in a wide range of industries around the country, as well as fielding a study with graduating college students to gain an understanding of their career expectations. We found these new-generation employees to have great passion and energy, if it's harnessed effectively.



STRENGTHS TYPICAL TO GEN Y INCLUDE

- They see themselves as leaders
- They are strong team players
- They're highly social creatures
- They like structure and authority figures
- They like frequent feedback
- They prefer the same type of workplace as Boomers do



CHALLENGES OF MANAGING GEN Y

- They expect to lead, from their first day on the job
- They are impatient with menial assignments
- They don't like ambiguity
- They like coaches, not bosses
- They're comfortable giving feedback - even to their bosses



OTHER TOPICS COVERED IN WHITE PAPER

- What Gen Y thinks
- What Gen Y wants
- How to reach Gen Y
- How Gen Y works with other employees



CONCLUSIONS

Drop a pebble in a pond and you'll see the ripple effect. Drop 80 million Gen Ys into the workplace, and you'll get a tidal wave of fresh, undeveloped talent coming right at you.

Companies poised for success post-recession will develop an ability to effectively integrate Gen Y into the workplace. This generation's unique qualities, values and motivators can be a challenge to older managers, but can also make them innovative, dedicated and engaged employees.

FOR THE COMPLETE WHITE PAPER, EMAIL KARA BULLOCK AT [KARA@TRIBEINC.COM](mailto:kara@tribeinc.com).

Tribe is an internal communications company working with national and global brands. We develop strategic plans, employee communications and engagement programs to build internal culture.

www.tribeinc.com