Generation Y

The Secret to Managing the Next Generation

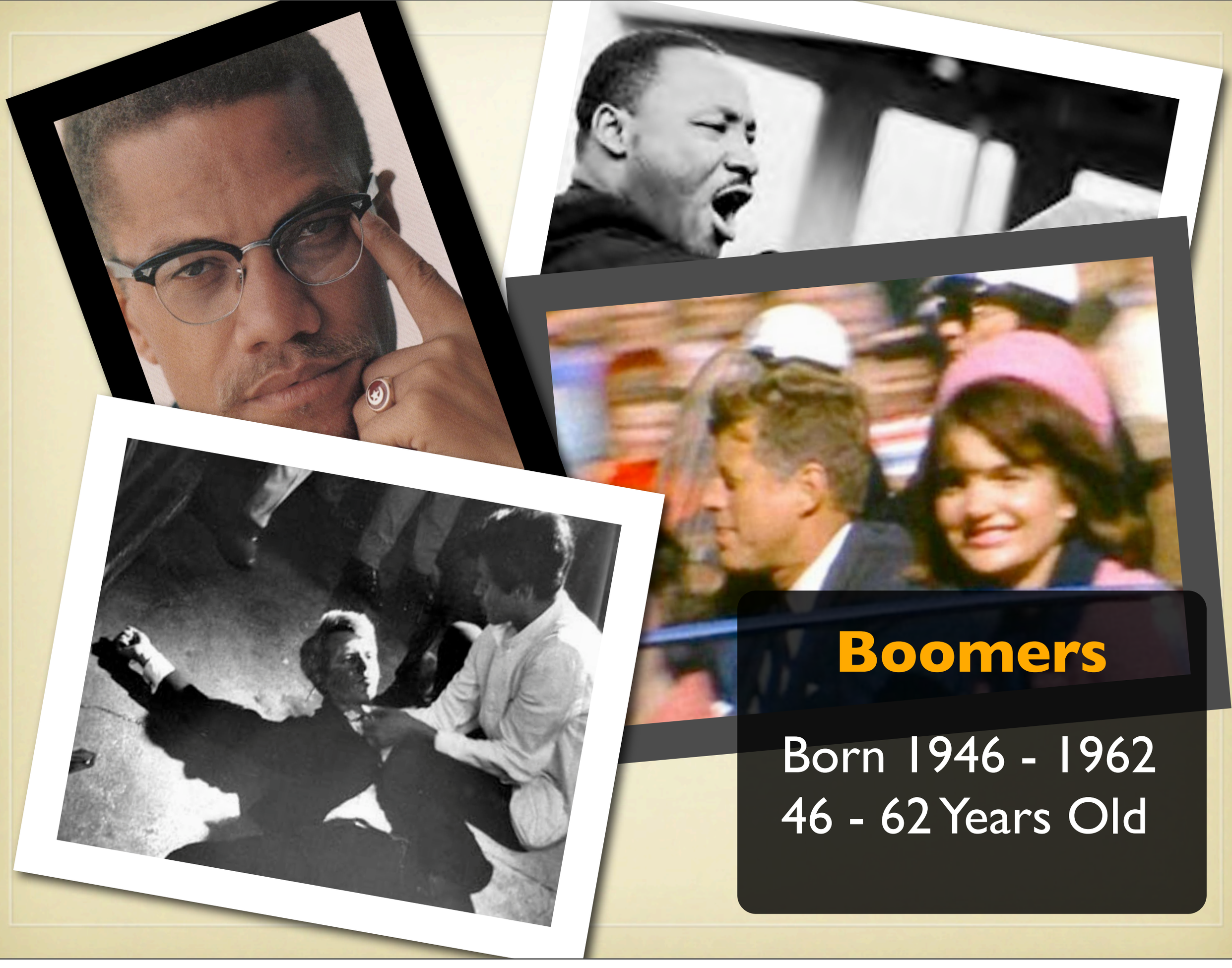
I wanted to be successful
USA

Hello?
Ni Hao!

What are your
experiences with
Generation Y?

Traditionalists

Born 1928 - 1945
63+ Years Old



Boomers

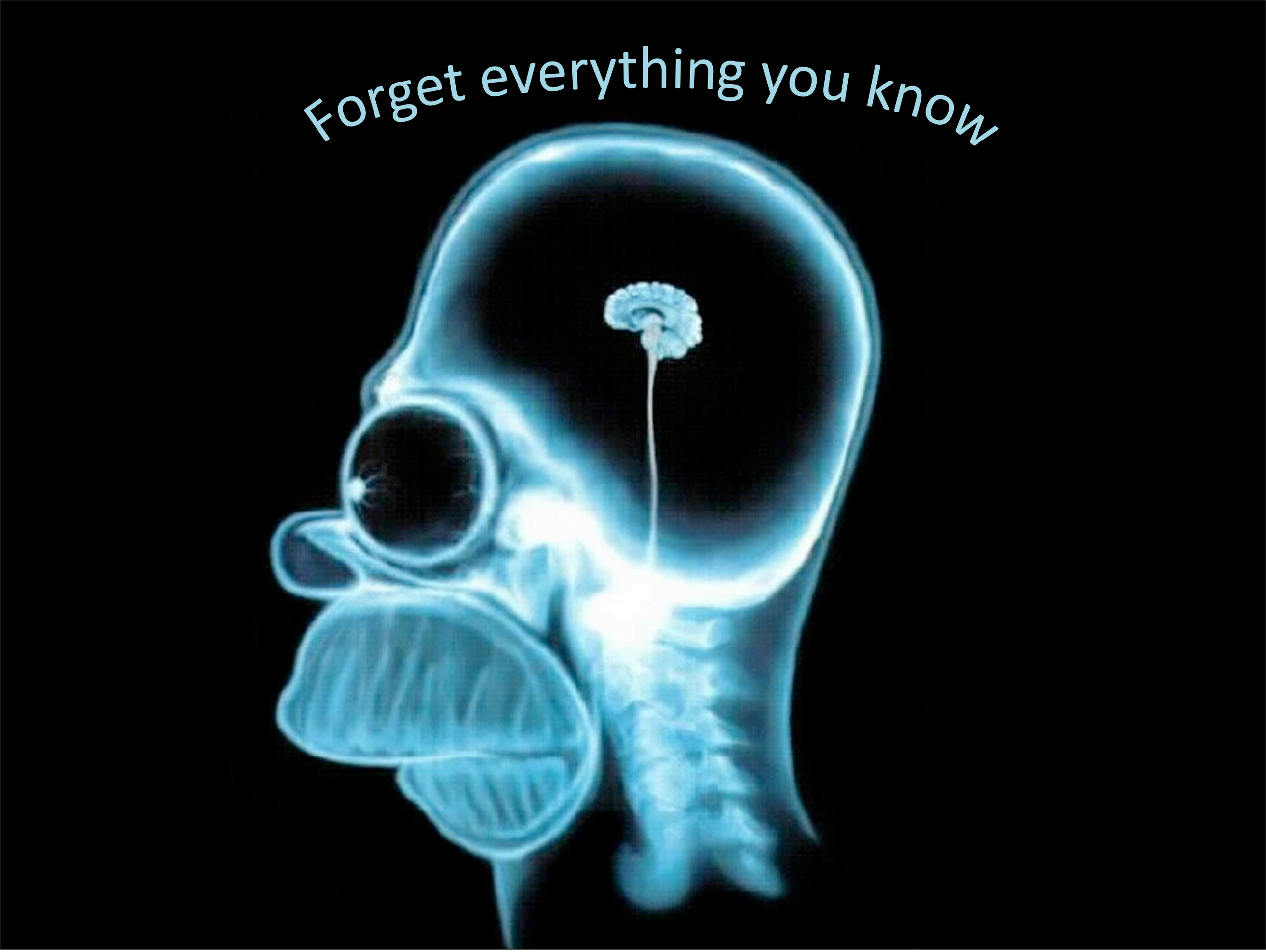
Born 1946 - 1962
46 - 62 Years Old

Gen X

Born 1963 - 1979

31 - 43 Years Old

Forget everything you know



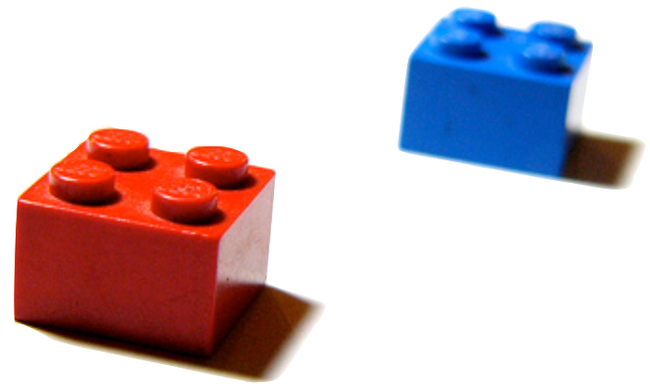
Generation Y

Born 1980 - 1997?

12 - 28 Years Old

Disclaimer

Redefining “Work”



Define **Work**

1. Employment, as in some form of industry, especially as a means of earning one's livelihood

2. One's place of employment

3. Exertion or effort directed to produce or accomplish something; labor; toil

4. Something on which exertion or labor is expended; a task or undertaking

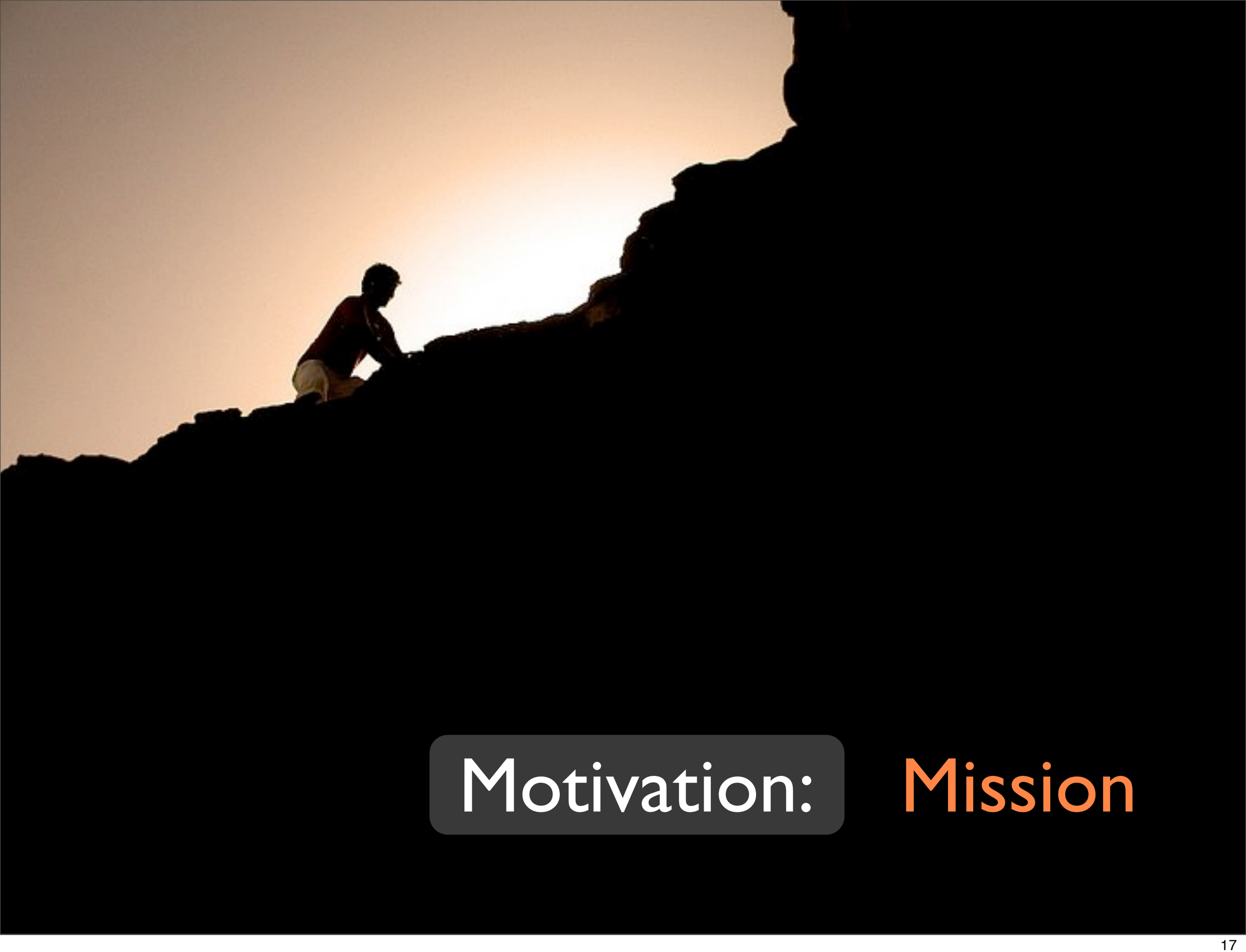
Work/life Balance

Perception: Impatient

COLUMBINE HIGH SCHOOL
COLUMBINE HIGH SCHOOL
HOME OF THE
REBELS

Situation...

A Gen Yer tells you that he doesn't find the task he was assigned that interesting.

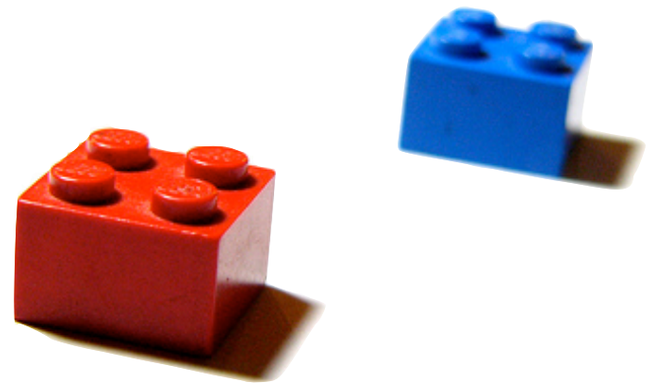


Motivation: Mission

Motivation: Mentorship

Motivation: Responsibility

New Methods of Operating



Perception: Entitlement

"Decaf grande half-soy, half-low fat, iced vanilla, double-shot, gingerbread cappuccino, extra dry, light ice, with one Sweet-n'-Low and one NutraSweet"

my STARBUCKS IDEA

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to share, vote
& discuss

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the latest
ideas now!

CATEGORIES

Help shape the future of Starbucks—with your ideas

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple—we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

share

Post your Starbucks Idea—from ways we could improve to things we've never even thought of.

vote

Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.

discuss

Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.

see

This is the proof. See which of your ideas were the most popular and watch as we take action.

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YouTube
Broadcast Yourself
upcoming.org
last.fm
the social music revolution
flickr
BETA
myspace.com
Technorati
twitter
facebook
jaiku
MyBlogLog
slideshare
BETA

web 2.0

SUG
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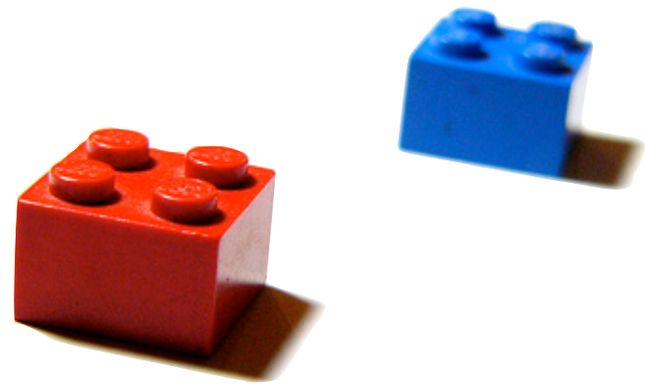
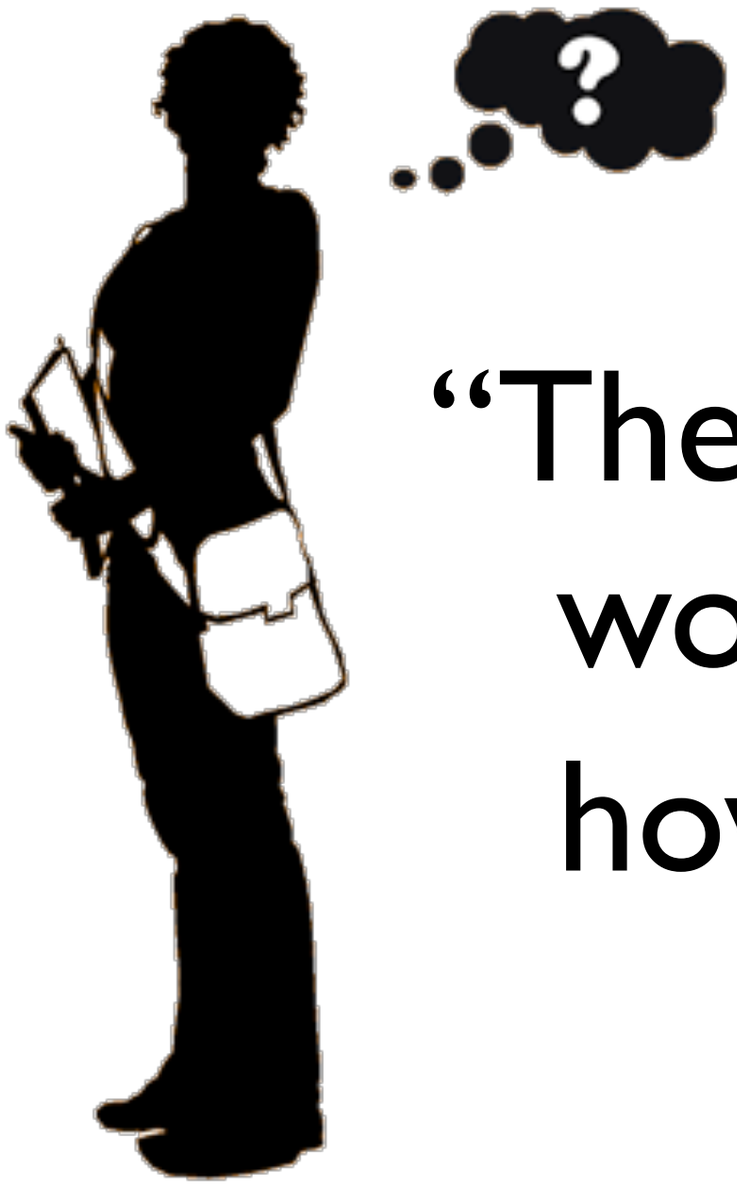
Why should we

encourage participation?

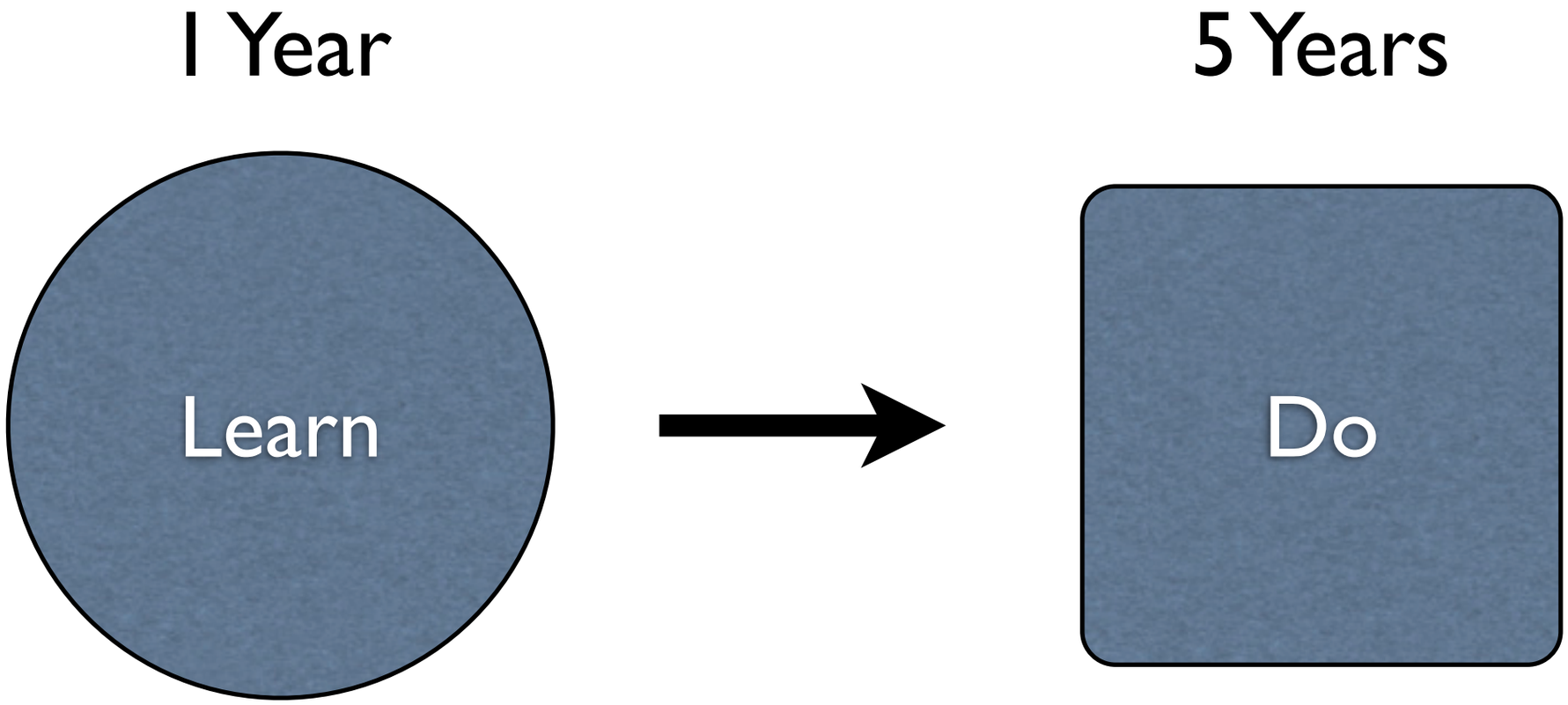
The BOX

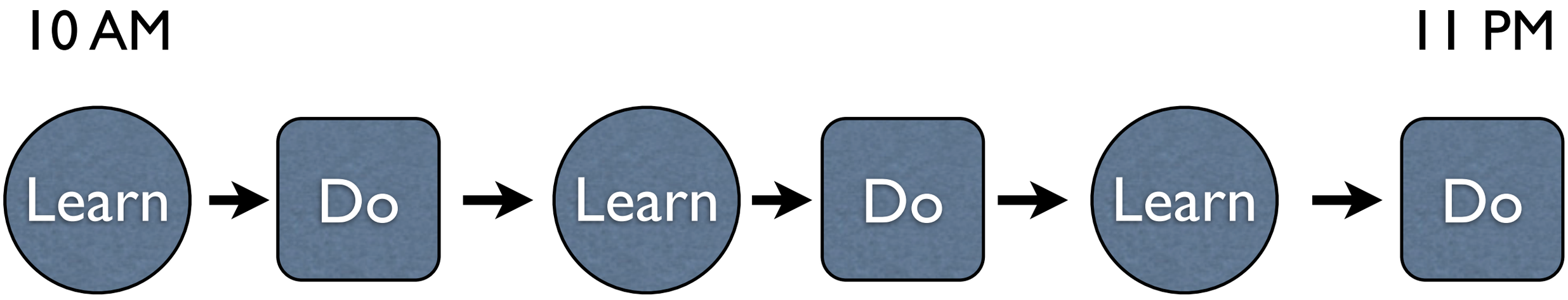
Communicating





"They asked me for more work, but they don't know how to do **Anything!**"


1 Year
5 Years
Learn
Do


10 AM
11 PM
Learn
Do
Learn
Do
Learn
Do

Perception: Overly Needy

"Let's sit down for a

Feedback session."

Why, why, why!

Give me Responsibility
Teach Me
Mentor Me
Believe in Me
Manage me by Task, not Time

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cc pace

Business and Technology United