

Managing the Expectations of Generation Y



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Leadership Reframed's clients are fast-moving, *trailblazers* who want to build an entrepreneurial, co-creative, and change embracing culture and rely heavily on creating innovation inside their business.

Why do people start their job with lots of excitement and 6 months (in 85% of the companies), they feel demoralized?

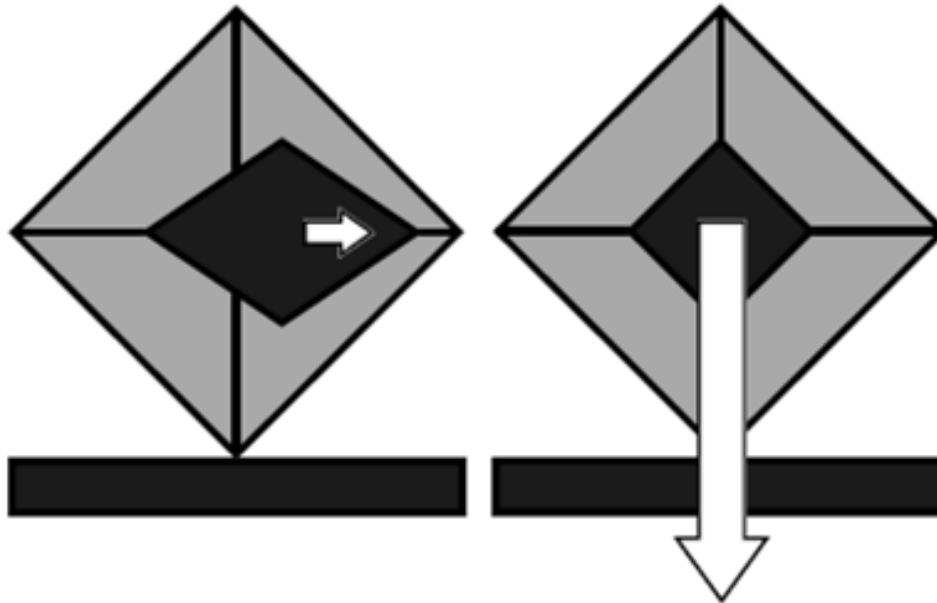
- Dov Seidman's book "How



The Most Demanding Generation

The Most Highly Educated, Technically Savvy, Optimistic Generation

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How large is the gap between what you offer and what Gen Yers need?

Gen Y want three things:

1. Learn fast, digitally and in 'real time'
2. Put their knowledge and skills to use
3. Make a difference

– Gen Y Research from *Workplace 2.0*

Learn Fast



The Virtual Water Cooler

- 80% happens here!
- Are leadership programs dead?
- Learning can take many forms
- Feedback, discussion, P2P mentoring, doing, failing, muddling around ...
- So what does this look like?



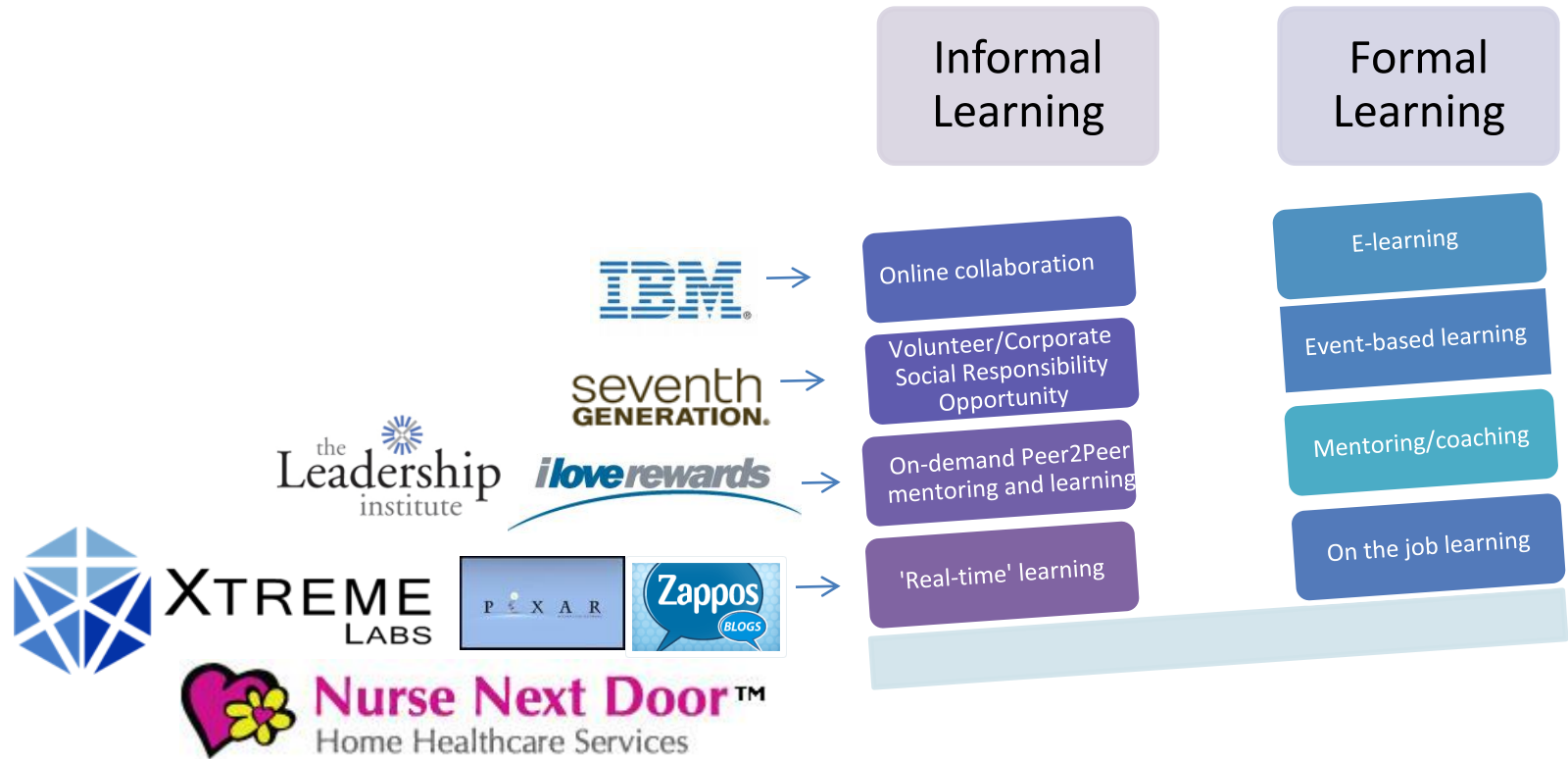
Farhan asks ...

How can learning be part of everyone's daily experience? (i.e. not event based)

What other ways can you encourage learning in your organization?



Shift to Informal Learning



Utilize Skills + Knowledge





Sabrina asks ...

What percentage of your skills and knowledge are being used?

If you spent one week categorizing what you do, what tasks would add value?

What are you most passionate about?





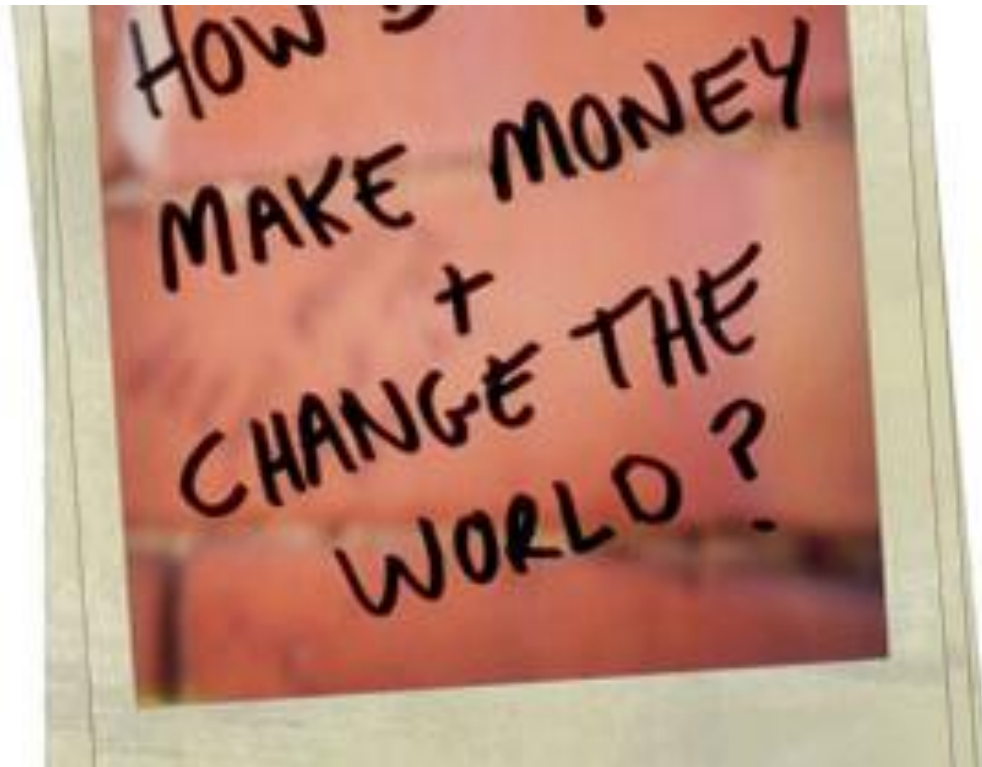
**What % of their skills, knowledge and interests
are being harnessed?**

Making a Difference





Do people feel they make a difference?



Dev asks ...

What is the purpose of this organization?

How are we 'living' our employee brand?

What do we want our impact and image to be beyond making money?

What is the importance of each job in the company?




Reframing Our Engagement Strategy



If you don't believe in change, you will like irrelevance even less.

- Tom Peters



Lets keep the
conversation
going...

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*Reframing the way you lead and manage people for better
business results*