

Rethinking the Workforce:

Managing in an Age Boom

Agenda

- Kids These Days
- Lively Conversation on Demographic Changes
- Deliver Meaty Demographic Detail
- Define Problem
- Offer Solutions

Stereotyping

- Generations Are Fluid
- My Perspective Is Just One
- I Deliver Insight
- Undoing Policies
- Learning with Your Legal Team

Generations Defined

Silent	1927 -1945 50 Million	<ul style="list-style-type: none">• 95% retired,• struggle with new technologies
Boomer	1946 – 1964 76 Million	<ul style="list-style-type: none">• entrepreneurial, competitive,• many never worked for big cos• pushed divorce rate to 50%,• grew up with tvs
Gen X	1965 – 1980 50 Million	<ul style="list-style-type: none">• entrepreneurial,• technologically comfortable
Gen WHY	1981 – 1995 57 Million	<ul style="list-style-type: none">• 1/3 consider selves non-white,• largest consumer group in US history,• technologically savvy,
My Pod	1996 - 2010 52 Million	<ul style="list-style-type: none">• internet is natural,• as likely to socialize online as off,• multitasking, fast paced,• most networked generation

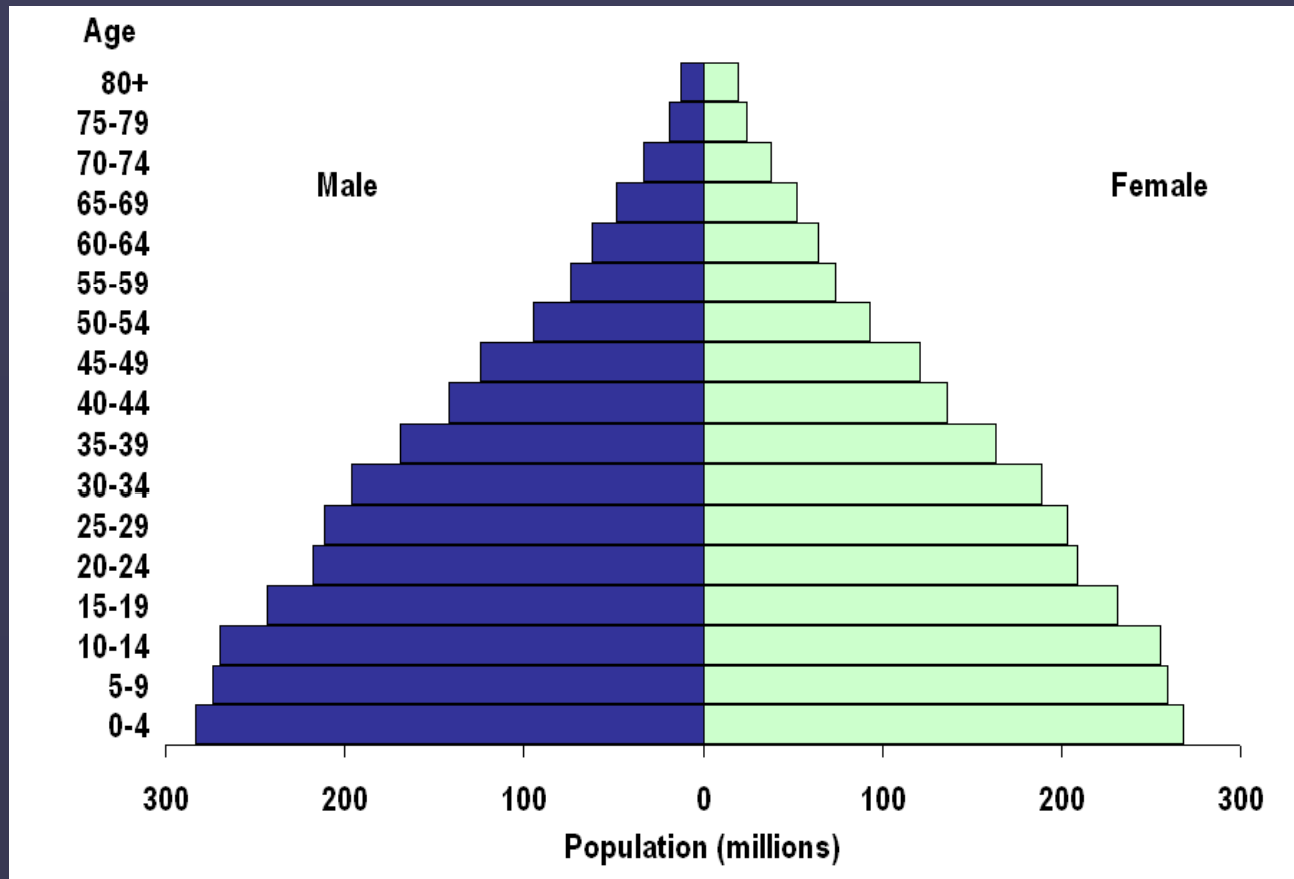
Stereotypes

	Gen Y	Boomer
Silent	Too old to be working	Dad and Other Mentors
Boomer	Have their minds made up, hard working, old hippies	Flexible Leaders With Lots of Wisdom
Gen X	Political gone yuppie	Who?
Gen Y	Social change oriented, tech savvy, need more money to maintain lifestyle raised in	Romantic Liberals with Piercings and Tattoos
Pod	Multitasking communicators all the time	How do they Do All That? Over-gameboyed.

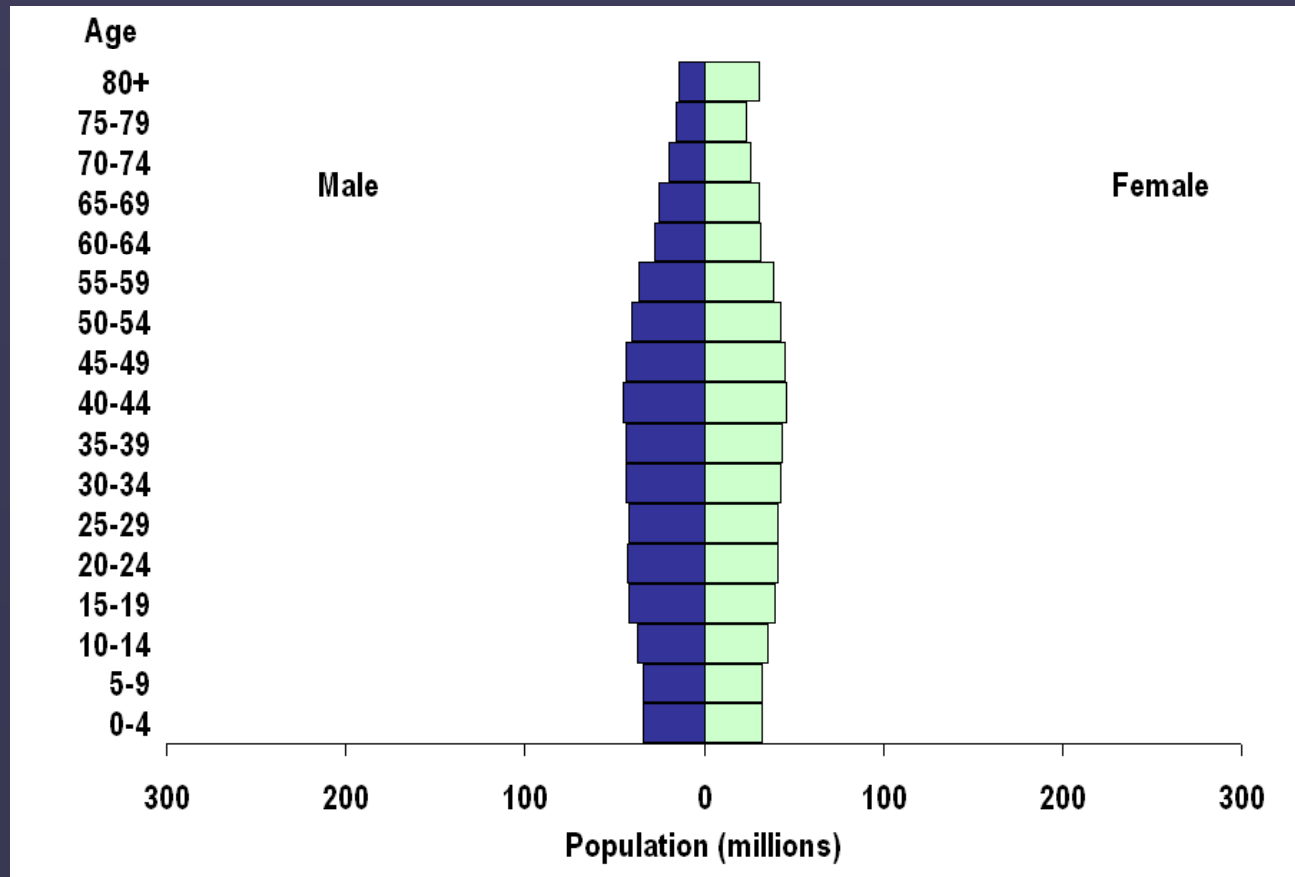
Better Understanding

- Young People Are Entitled
- Old People Never Learn
- Boomers Are Just Waiting It Out
- Working Means Being There
- Diversity Must Be A Policy
- That Was A Senior Moment
- Young People Can't Listen
- Work Must Be Done A Certain Way

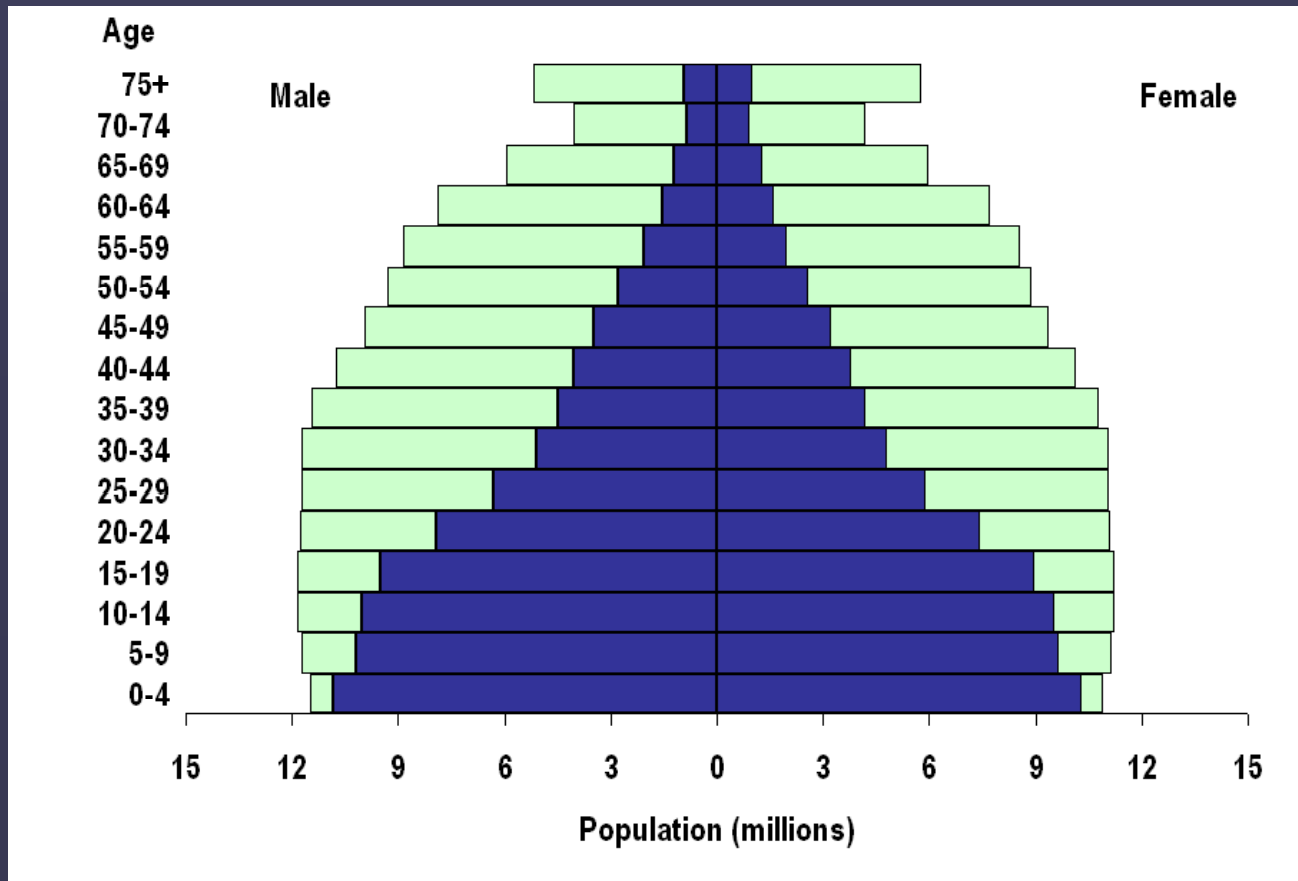
Retirement Retired: Developing



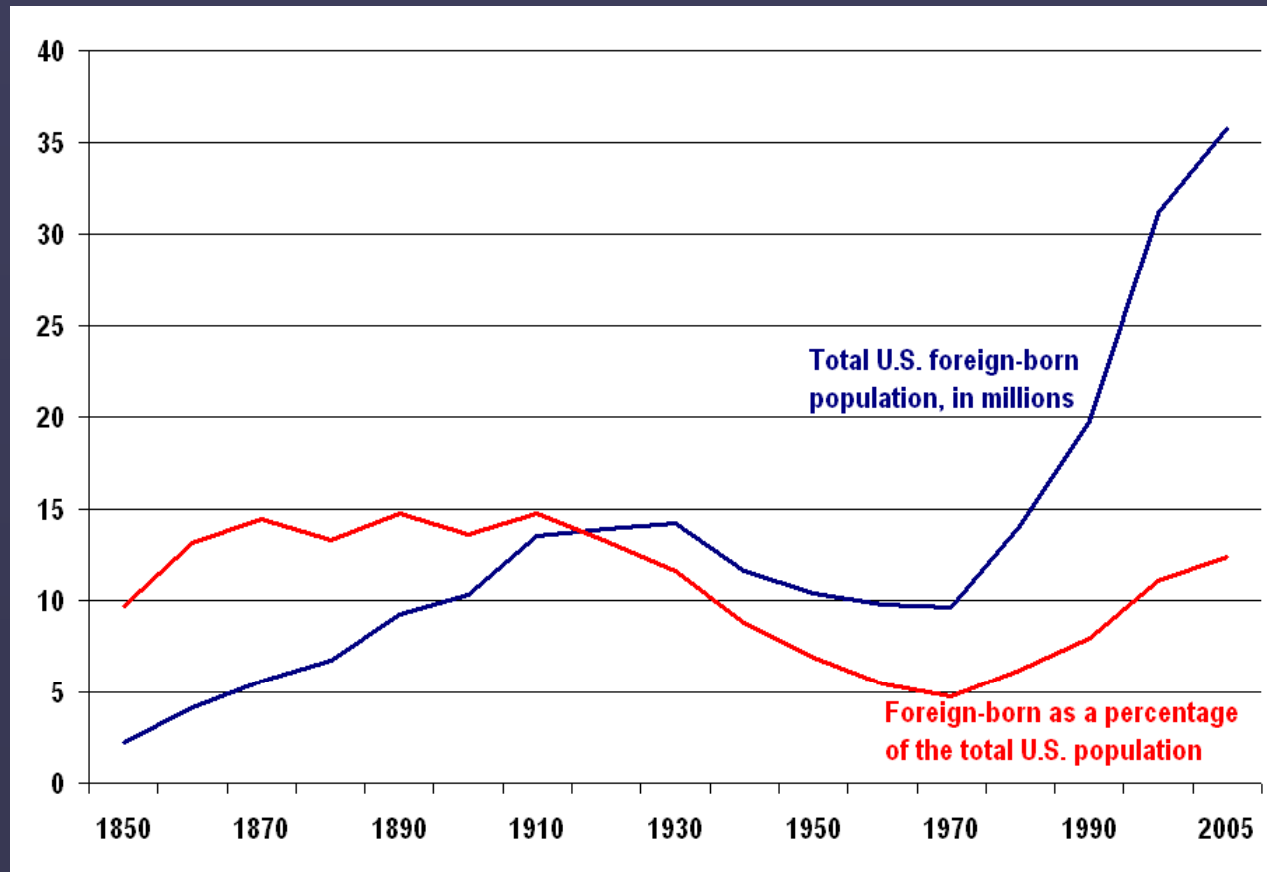
Retirement Retired: Developed



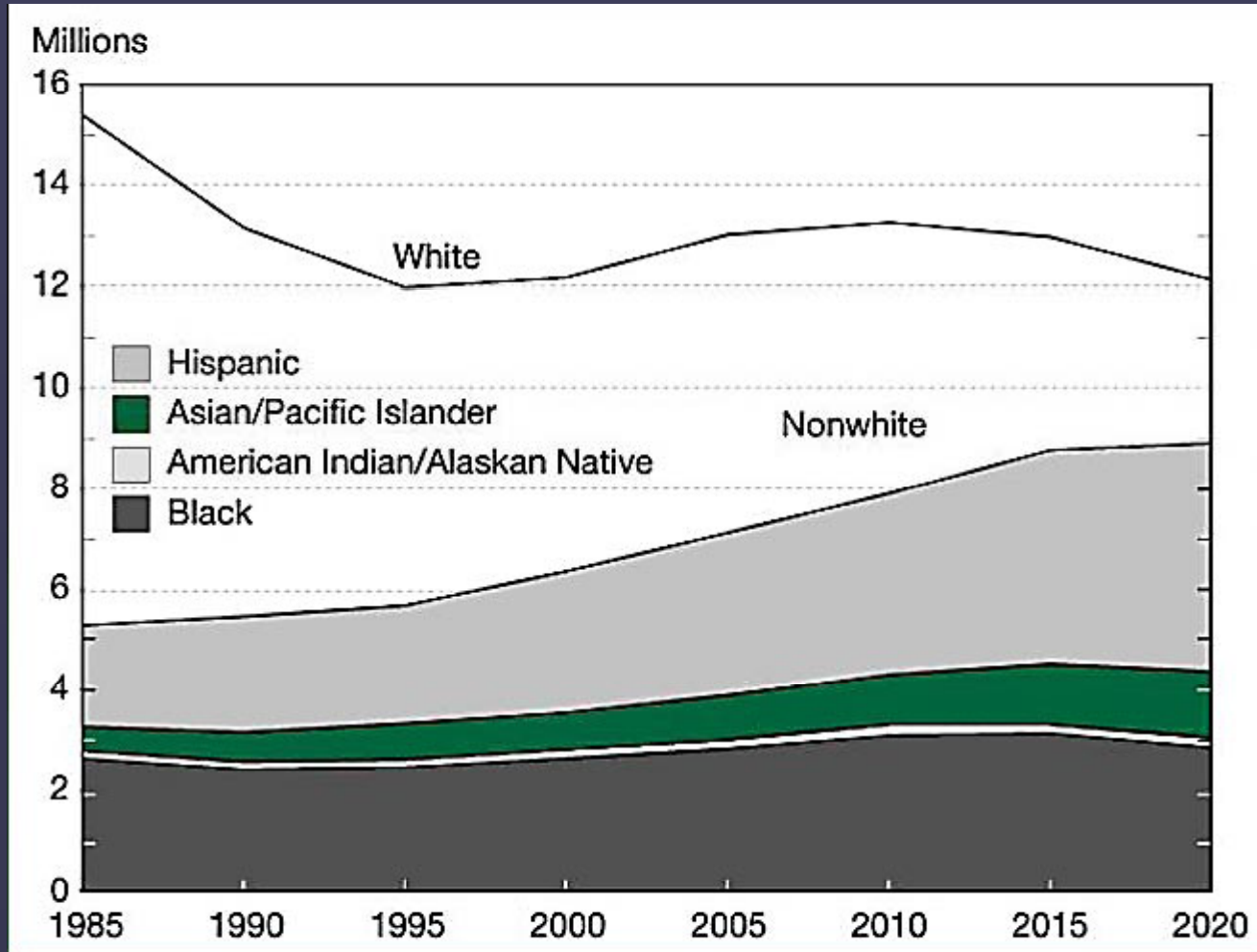
Retirement Retired: Pakistan



Perception: Immigration



Ethnic Distributions in 20 – 24 Year Olds



Problem Definition

- Clash of Expectations
- Unforeseen Demographic Change
- Rapid Tech Change
- Profound Disagreement –
 - What is the Nature of Work

You Need Both

Busy-ness

- Here During Working Hours
- Immediate Email Response
- Manage Your Hierarchy
- Always Available Work Hours
- Web Surfing Is Bad
- Long Term Planning

Burst

- Never More Than Necessary
- Appropriate Response
- Manage Laterally In and Out
- Declarative Availability
- Web Use Fertilizes The Mind
- Experimentation-Fast Failure

Solutions

- Mentorship / Reverse Mentorship
- Collaborative Communication (Wikki Style)
- Measure Output Not Appearance
- Age – Color – Gender – Choice – Physicality
- Age Friendly Certification

10 Things To Do

1. Transparency, Transparency, Transparency
2. Quantify and Test Your Assumptions
3. Lead With Like Gets Like (Demographic Recruiting)
4. Encourage Collaborative Communications (Wikki)
5. Embrace Negative Publicity
6. Measure Performance Not Appearance
7. Define Workforce Requirements, Flexible Solutions
8. Practice Small Group Community Development (Meals)
9. Tune Employment Brand To Desired Workforce
10. Teach The Problem. Use The Data. Encourage Dialog.