

Meagan Johnson
presents

ZAP THE GAP!

ZAP THE GAP!

Exercise 1:

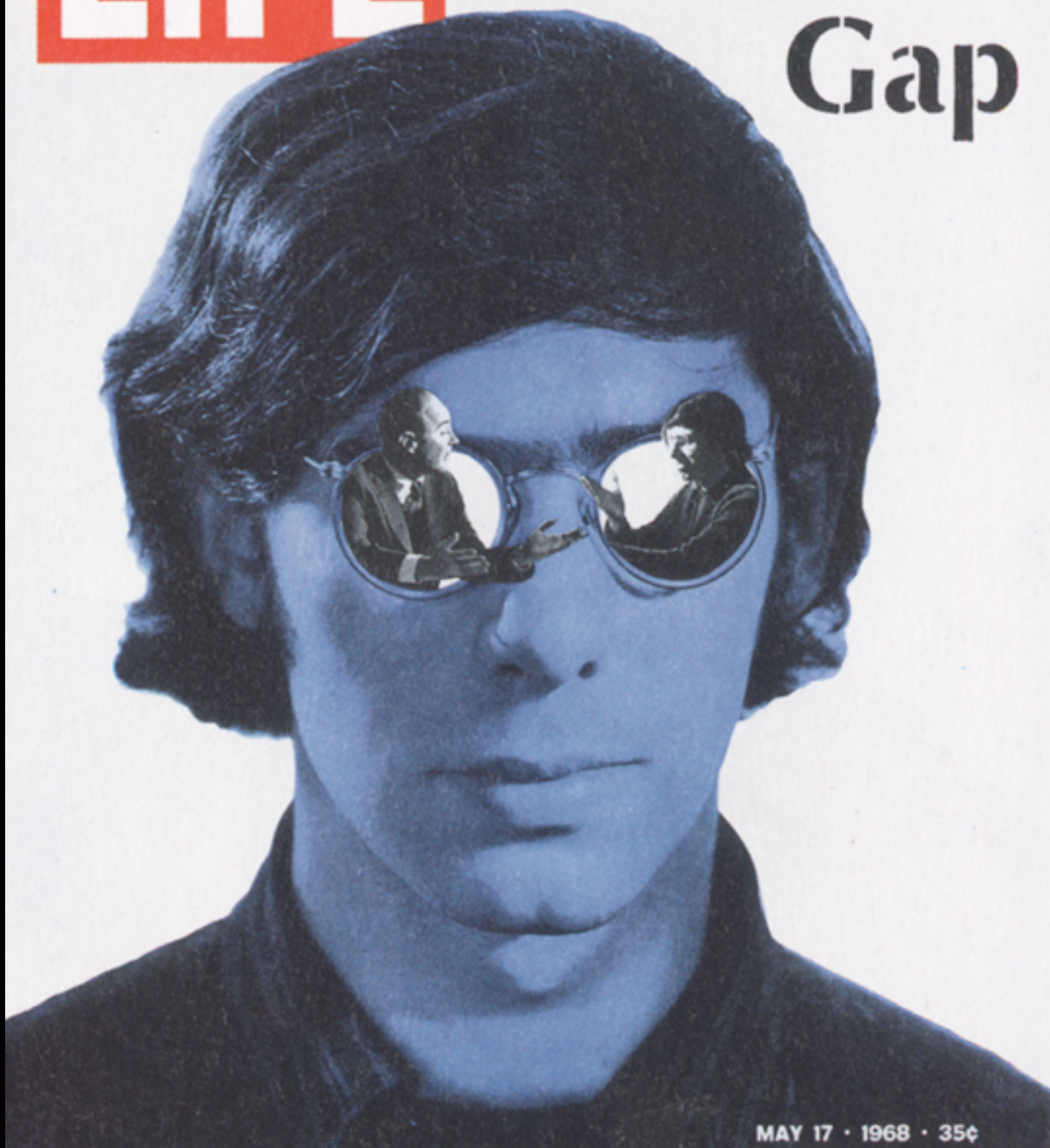
Characteristics of the Young Worker Today

Who Are They?

- **Bad attitude.**
- **Continually complaining.**
- **Gossip, lazy, apathetic.**
- **Rude.**
- **Disloyal.**
- **Wants reward.**
- **Wants to have fun!!**

LIFE

The Generation Gap



MAY 17 • 1968 • 35¢

ZAP THE GAP!

Ready for Battle

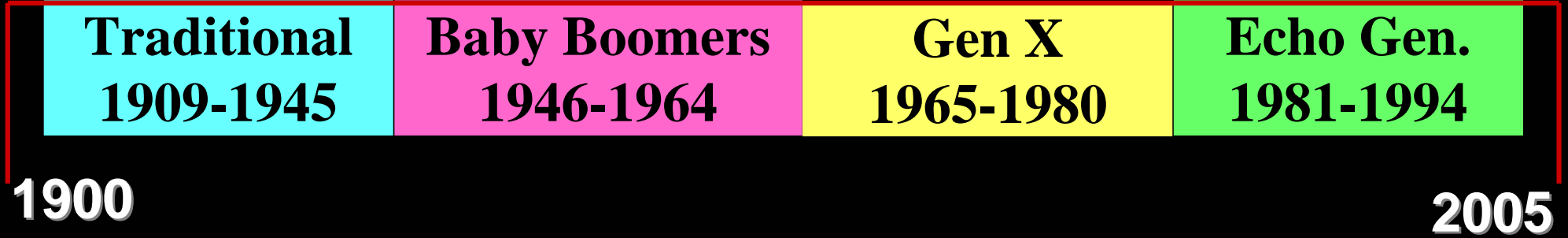
60% employers report tension

70% older employees are dismissive
of younger employees talents

50% younger employees are
dismissive of older employees talents

survey- Lee Hecht Harrison

Generational Timeline

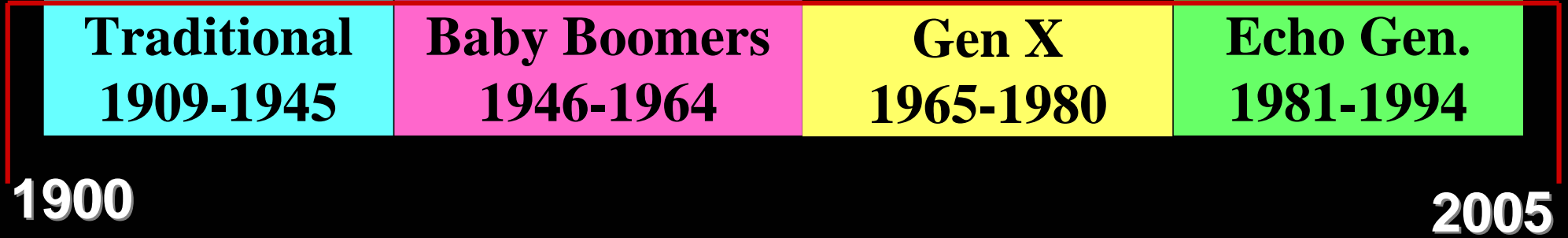


Great Depression

- 9M people lost their life savings.
- 86,000 businesses closed their doors.
- More than 2,000 banks failed.
- 1932:
 - 14M people were unemployed.
 - 1 of every 4 workers.

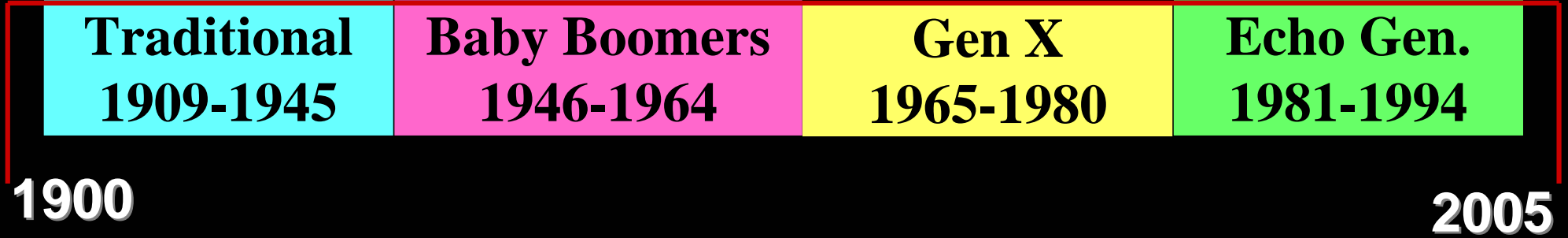


Generational Timeline



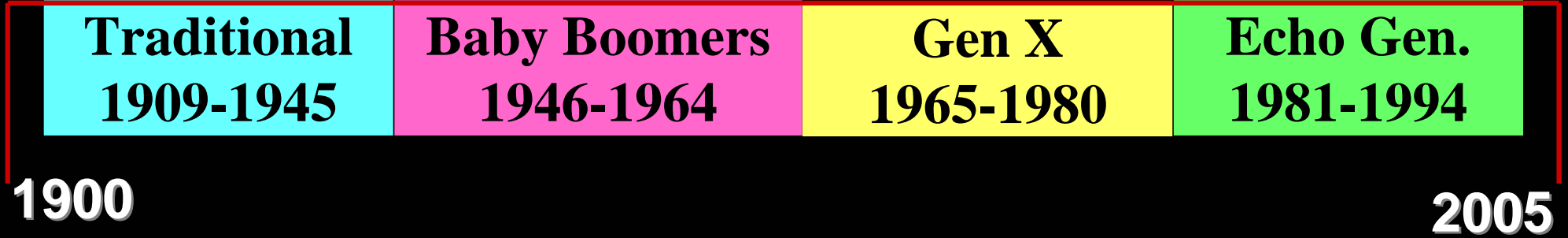


Generational Timeline





Generational Timeline



The New Millennium

Diversity

1 out of 3 is a minority

Fast Growing

fastest growing segment of the workforce - grown from 14% to 21% of the workforce in the past 4 years

The New Millennium

Financially Savvy

37% expect to save for retirement before 25 years old

46% already contributing to retirement accounts

49% retirement benefits are a very important factor when making a job choice

PURCHASE- NY based Diversified Investment Advisors

ZAP THE GAP

Represent 26% of the population

Spend over \$200 billion a year

Spend an average of \$30 per mall visit

Influence another \$300 - \$400 billion in spending

What does that mean?

ZAP THE GAP!

The Traditional Generation

Dear Mr.Smith,

Baby Boomer

Dear Tom,

Gen Xer

Tom,

The New Millennium

HEY!

ZAP THE GAP

97% OWN A COMPUTER

94% OWN A CELL PHONE

76% USE INSTANT MESSAGING

34% USE WEB SITES AS PRIMARY
SOURCE OF NEWS

28% AUTHOR A BLOG 44% READ BLOGS

75% HAVE A FACEBOOK ACCOUNT

60% OWN SOME TYPE OF PORTABLE
MUSIC (IPOD)

Source: Connecting to the Net.Generation by Reynol Junico &
Jeanna Mastrodicasa

ZAP THE GAP

Resist reading

- Will not wait for the newspaper

Do not watch scheduled TV

- DVR - skip the commercials
- Watch Online
 - Update Facebook
 - Check Email
 - Twitter

RECRUITMENT

Abbott Laboratories

Reaching out to college students.

Getting the word out about benefits, flex work schedules, telecommuting, full tuition reimbursement.

AFLAC Insurance

Highlight perks. Extra time off as a reward, flex work schedules

XEROX

ID Core Colleges - Express Yourself Campaign

IMAGE

London McDonald's hired designer Bruce Oldfield, who was known for designing duds for Princess Diana and Sienna Miller.

McDonald's replaced the old brightly colored uniforms with sleeker versions in dark colors.

In American markets McDonald's is toying with the idea of changing the uniform to baggy pants and hoodies.

Dominos changes its uniform every three years to reflect change in fashion.

W hotels hired Kenneth Cole to give a little flair to their employees.

BUZZ

Enterprise Rent-A-Car
www.Enterprise.com

Gentle Giant

Boston based moving company
Entire athletic team

Google

unlimited sick days and 27 paid days of
vacation after a year employment

So What Can You Do? The Traditional Generation

- **Communicate traditional values.**
- **Let them know their age & experiences are highly valued.**
- **Pronounce words clearly.**
- **Look them in the eye.**
- **Please & thank you.**
- **Take plenty of time to train.**
- **Stress the long haul.**
- **Reward with a personal touch.**

So What Can You Do? For Baby Boomers

- **Challenge them to create change.**
- **Show them where they can make a difference.**
- **Tell them what role they can play in the future.**
- **Encourage personal relationships -- get to know them.**
- **Give public recognition.**
- **Coach rather than direct them.**
- **Help them contribute to the greater good.**
- **Respect their experience.**

So What Can You Do? For Generation X

- **Enable a balanced life.**
- **Provide freedom & independence.**
- **Create a meritocracy.**
- **Explain “why”.**
- **Promise change – it is a safe bet.**
- **Encourage “fun” and “excitement”.**
- **Allow for independent training.**
- **Provide mentors.**
- **Give feedback.**

So What Can You Do? For The New Millennium

- **Help them with difficult customers.**
- **Give them structure & supervision.**
- **Create a clear picture of what is acceptable and what is not.**
- **Provide frequent rewards.**
- **Learn their goals.**
- **Team them up with Traditionals.**
- **Provide fun.**



9 23:36

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ZAP THE GAP

Baby Boomers

- NIKE Just Do It
- David Letterman

MTV does not = Sales

IMAGE

McDonald's has however changed their image. In London McDonald's hired designer Bruce Oldfield, who was known for designing duds for Princess Diana and Sienna Miller. McDonald's replaced the old brightly colored uniforms with sleeker versions in dark colors. In American markets McDonald's is toying with the idea of changing the uniform to baggy pants and hoodies. Dominos changes its uniform every three years to reflect change in fashion. W hotels hired Kenneth Cole to give a little flair to their employees.

BUZZ

Enterprise Rent-A-Car created a career website designed with Gen Yers in mind. The site is interactive, and accessible to any Gen Yer considering Enterprise as an employer. Gen Yers can take a poll with questions that range from the importance of having friends at work to the importance of a fast paced work environment. Gen Yers can read about what Enterprise is doing to be Green or watch video clips that tell the Enterprise story. Before a Gen Y even applies on line they can view where their career path will take them at Enterprise.

Recognizing the importance to Generation Y to work with friends Gentle Giant a Boston based moving company hired an entire athletic team. This has a double bang with Gen Y because not only do the employees get to work with their friends but also it creates a positive buzz with Generation Y as a potential employee or customer.

Google has perfected the Gen Y perk. Google offers unlimited sick days and 27 paid days of vacation after a year employment.