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Generation Y is defined as those people aged between 13 and 27 years old. Many organisations are trying to understand what influences this group and their philosophy to work in order to design their recruitment strategies.

So here are the main things that you need to know:

- They are likely to have very little work experience - so they don't expect to be asked questions about this subject. Their philosophy is that the world is moving so fast they don't need experience - but they do expect an opportunity to show what they can do.

Don't expect them to sit back and take instruction - they expect to work in a two-way management situation. They like questions and will ask an endless amount.

They need and like reassurance and constant feedback to keep their interest. (See article on Web 2.0 on how T-Mobile has done this).

A good salary is expected from the start. Money is important to them.

This group is not long out of the education system so they like training which has a testing element. Training is important to them so they will want some measurable on how they have done.

Attention span is not huge so boredom will kick in quite quickly. They will not see the point in working unlimited hours in a day - they will only work when they want to.

- They will plan their lives around their social life - not around working life.

This group does not plan to stay in an organisation forever - on joining they will be planning their next move and see nothing wrong with this.

Overall, their focus is on enjoying themselves. They will not seek to buy a house - they will earn and spend what it takes for them to enjoy their lives - in their own way.