

Winning the Generation Y game

Deborah Rees
October 2013



innecto
reward consulting

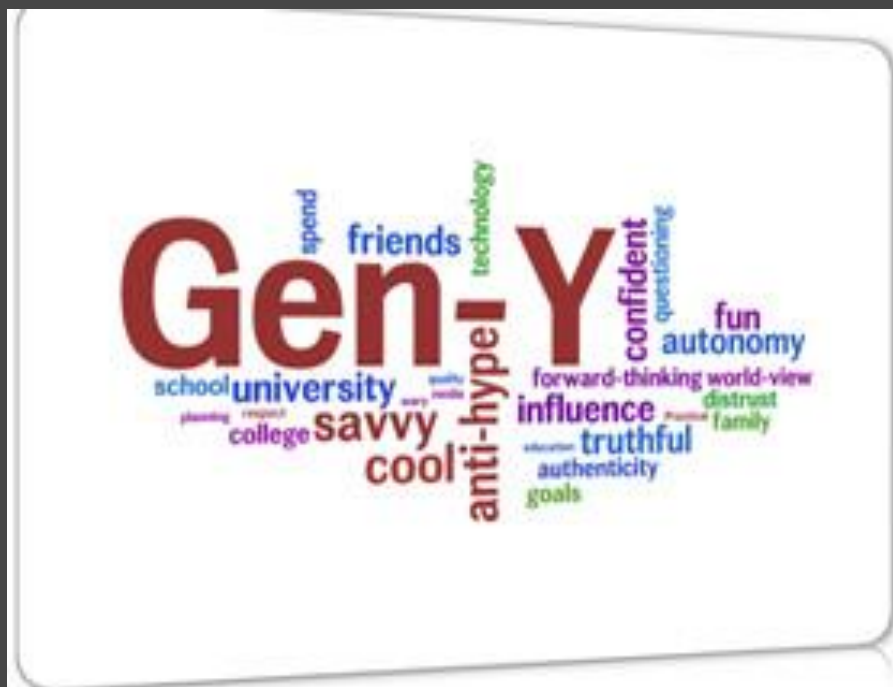


"There was 5 exabytes of information created between the dawn of civilization through 2003," Schmidt said, "but that much information is now created every 2 days, and the pace is increasing...People aren't ready for the technology revolution that's going to happen to them."

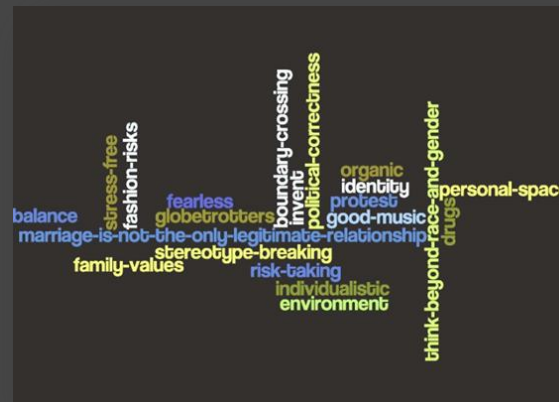
*Eric Schmidt ex CEO
Google Aug 2010*



the players



Generation Y – aged 30 and under



Generation X – aged 30-50



Baby boomers aged 50 - 70



the hype

- Have high expectations
- Expect to run before they can walk
- Want to do things differently from their parents
- Disregarding of authority

Doh!



the facts



- More diverse – ethnic minorities, gender, background
- “Digital natives”
- Independent vs polite
- 9/11, tsunami, 7/7 Katrina – life is short
- Child-centred upbringing
- Green and CSR issues are of genuine interest

NEW RULES OF THE GAME

rules of the game



dis-rupt $\text{d}\text{ɪ}\text{s-}\text{r}\text{ʌ}\text{p}\text{t}$

tr. v. **dis-rupt-ed**, **dis-rupt-ing**, **dis-rupts**

1. To throw into confusion or disorder: *Protesters disrupted the candidate's speech.*

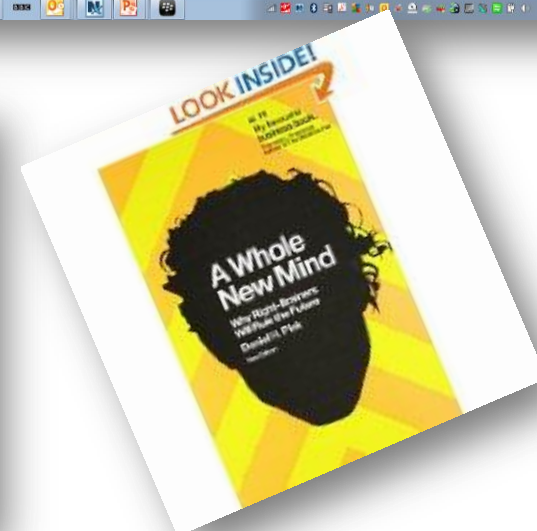
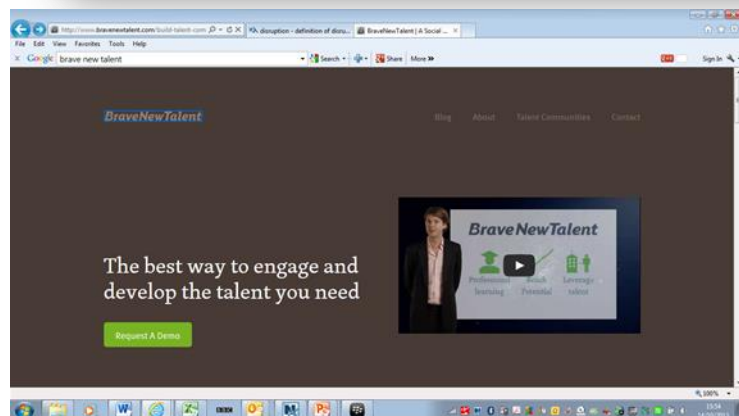
2. To interrupt or impede the progress, movement, or procedure of: *Our efforts in the garden were disrupted by an early frost.*

3. To break or burst; rupture.

[Latin *disrumpere*, *disrupt-*, to break apart: *dis-*, *dis-* + *rumpere*, to break apart; see *reup-* in Indo-European roots.]

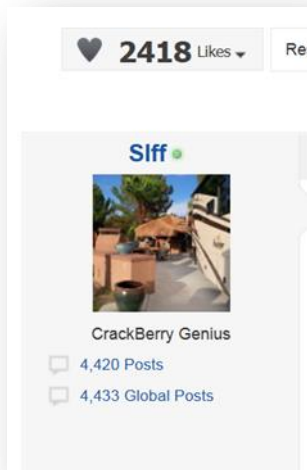
dis-rupt'er, **dis-rupt'or** *n.*

dis-rupt'ion *n.*



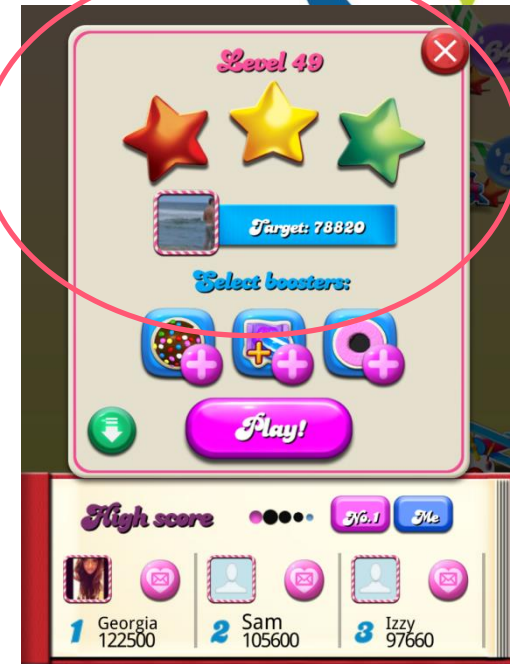
NEW RULES OF THE GAME

rules of the game



level 3

gamification



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Contributor - 5 reviews until your Senior Contributor badge

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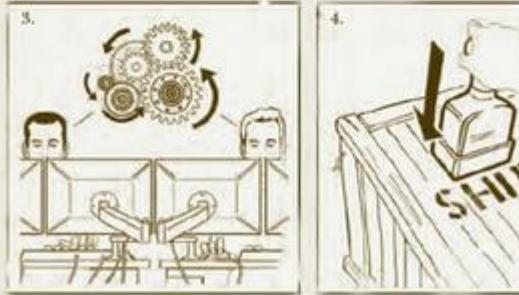
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winners

Fig. 3-1 Method to working without a boss



Fig. 2-2 Method to move your desk



VALVE

HANDBOOK FOR NEW EMPLOYEES

A fearless adventure
in knowing what to do
when no one's there
telling you what to do

FIRST EDITION
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tactics

BIG THREE

1. Teach Gen-Yers that they are making a difference
2. Transparent reward and recognition – ditch the annual cycle
3. Play to strengths – galvanise disruption





tactics



end



“When I was a child, I spoke like a child, I thought like a child, I reasoned like a child. When I became a man, I gave up childish ways.”

1 Corinthians 13