

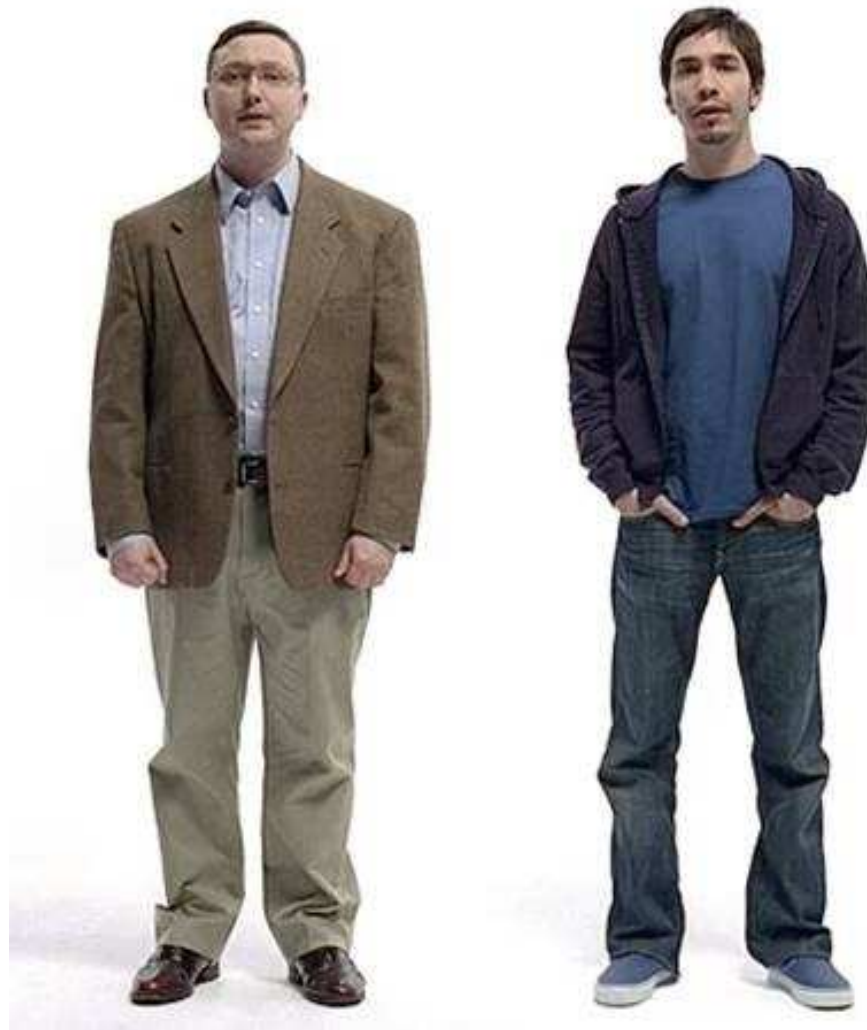
# A Gen Y versus Gen X conflict

4Developers, 4 April 2011

Warsaw, Poland

Peter Horsten

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The next generation is young, eager  
and wants more .....

# Money

And we call them ....

GÉNÉRATION



*Boomer  
2008*

Silent generation

1925-1942

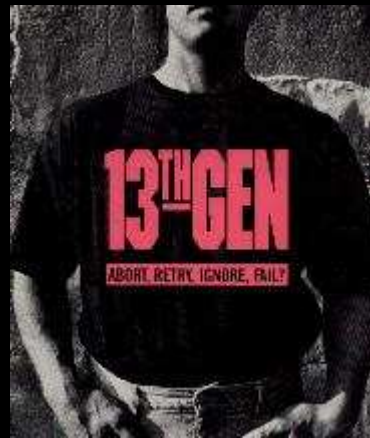


Baby boomers

1943-1960

Gen X  
13th Generation

1961-1981



Gen Y  
Millennials  
Net Generation  
Echo Boomers

1982-2000

Gen Z

> 2000

According to "Generations" by Howe and Strauss

# Oh Yeah, who's "Me"

1969 (Gen X) Agile Blogger **Cloud** Coach

Communication Consultant Creative **Director**

Dutch Engineer **Father** Fun Gdańsk

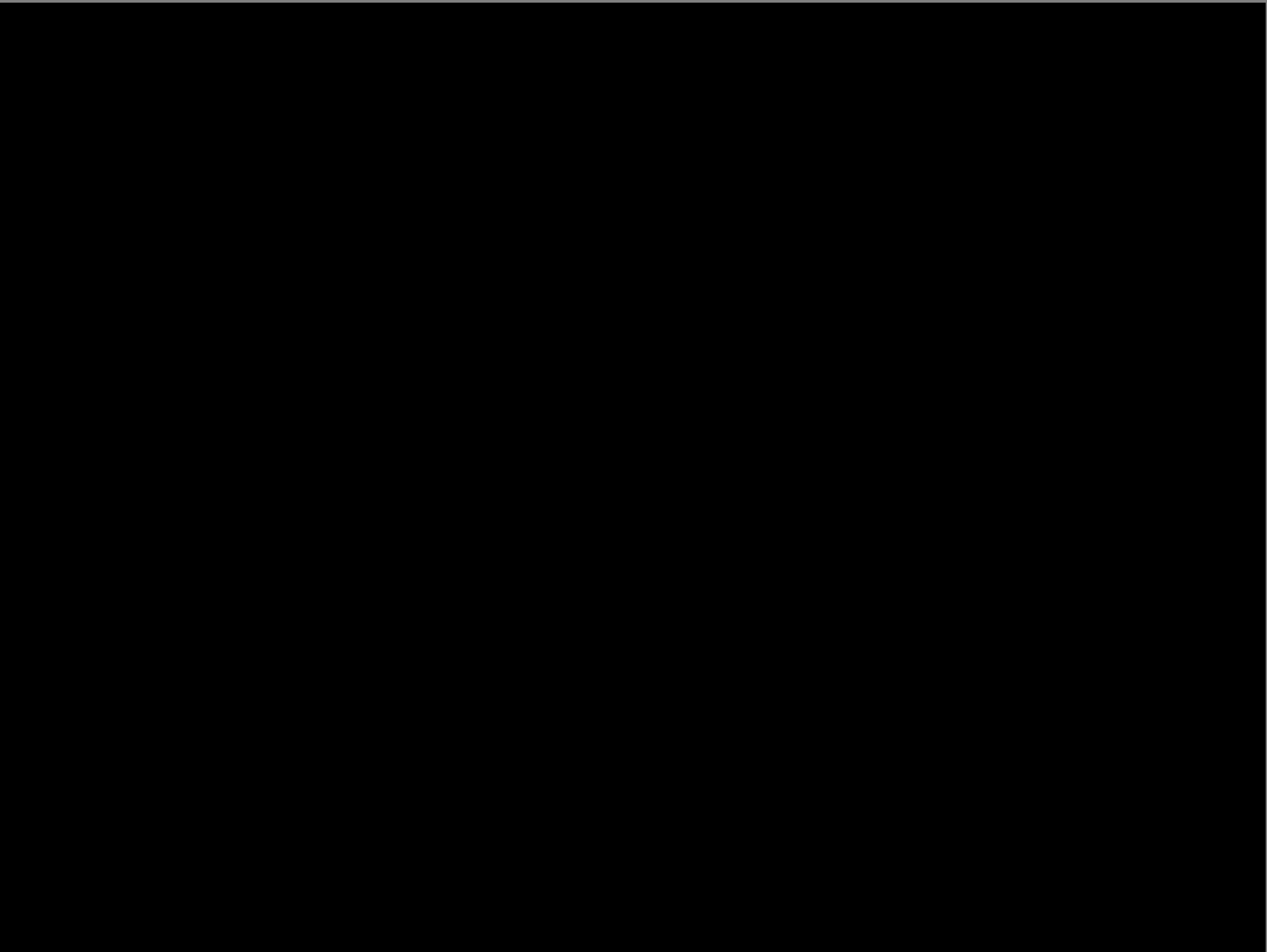
**goyello** Husband iPhone/iPad Mobile

Open mind Opinion **Outsourcing** Partnership

Peter Horsten **Poland** Positive **Social**

**Media** Sociologist **Software** Trust University of

Gdańsk **Web**



# Generation X is having hard times



1st fighting for years  
against Boomers  
who still didn't leave

And today facing  
a completely  
different generation







**Boomers**

**Gen Y**





**Watch out! Gen Z will be worse!**





# What is Gen Y like?

8 -18 year olds in the US spend one quarter of their media time using multiple media



24% of 12-18 year olds use another media most of the time while watching TV



What?  
No carspot?  
No stocks?  
No iPhone?  
I'm outta here.

The job interview



We need to  
accept they are  
different

Old rules no  
longer apply

Let's profit from their potential!

# Gen Y motivators

- Challenging, stimulating and varied work
- Career growth learning and development
- Enjoyable work environment
- Pay







“They want to be managed just as they were coached on the soccer field from the time they were five years old”

(Diane Thielfoldt, cofounder of The Learning Café)

A large concrete arch bridge spans a deep valley. The bridge has a prominent arch structure supported by several vertical pillars. Below the bridge, a river winds through the valley floor. The surrounding hills are covered in lush green grass, and the sky is a pale blue with some light clouds. The overall scene is a beautiful landscape.

**Together we have  
to bridge the gap**



# How to become an effective manager

- 1. Be a good coach**
- 2. Empower your team and don't micro-manage**
- 3. Express interest in employees' success and well-being**
- 4. Be productive and results-oriented**
- 5. Be a good communicator and listen to your team**
- 6. Help your employees with career development**
- 7. Have a clear vision and strategy for the team**
- 8. Have key technical skills, so you can help advise the team**

# The pitfalls

1. Not a real team leader
2. No consistent approach to performance management and career development
3. Too little time for managing and communicating



# Key values for successful multi-generational work





for your attention!

Feel free to contact and follow!

Or ask questions today

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# Credits

## Pictures:

- Hamburger pictures: <http://istockphoto.com>
- Baby boomer: <http://geezermodo.com/?p=75>
- 13th Gen: <http://globalastrologyblog.blogspot.com>
- Génération Y: French Canadian cartoonist Marc Beudet, published at Journal de Québec on January 22, 2008
- Gen Y guy: <http://www.ask-nottell.com/?p=248>
- Self perception graph Gen X and Gen Y:  
<http://wagner.nyu.edu/leadership/news/MultigenerationalLeadership0509.php>
- Gen Y social connected image: <http://www.adrants.com/2009/03/gen-y-marketers-still-getting-it-wrong.php>
- Biker climbing mountain: <http://redriverpak.wordpress.com/2011/01/21/motivating-the-idiot/>
- Football coach: Copyright Peter Horsten
- Hands together: <http://blogs.sitepoint.com/wp-content/uploads/2009/05/huddle.jpg>

## YouTube:

- Generation Y: <http://www.youtube.com/watch?v=SEZM6nUhKW8>

# Further reading

- The Learning Café <http://www.thelearningcafe.net/>
- Karen Brost, *The Gen Y Factor, Secrets to Attracting & Engaging 'NewAge' Attendees*, Aug./Sep. 2009  
<http://www.thelearningcafe.net/downloads/TheGenYFactor.pdf>
- *Honoring legacies and supporting innovation: the multi-generational landscape of leadership*,  
<http://wagner.nyu.edu/leadership/news/MultigenerationalLeadership0509.php>
- *Twentysomething: The rising rift between gen X and gen Y*,  
<http://blog.penelopetrunk.com/2007/11/06/twentysomething-the-rising-rift-between-gen-x-and-gen-y/>
- *What is a Millennial?*, <http://www.bnet.com/article/what-is-a-millennial/201716>