

# events08

Learning  
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## Generation Y: Your future in their hands

28 March 2008

Within the next five years, Generation Y is poised to dramatically alter the landscape of work. For HR, OD professionals and managers, they represent both a massive opportunity and a huge challenge. Generation Y thinks differently, acts differently and works differently. Is your organisation ready?

  
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# Generation Y: Your future in their hands

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**Who are Generation Y? Aka the Millennials, Internet Generation, Nexters, Nintendo Generation, the Digital Generation... the list of names goes on. It's important that you find out, because within the next five years some 20 million more will be entering the world of work and they're bringing a different mindset that requires your attention.**

Commonly accepted as a group born between 1978 and 1998, Generation Y has grown-up amidst huge social and educational changes, experienced the continuous digital revolution of workplace and lifestyle, witnessed events such as 9/11 and been made aware of their social and environmental responsibilities. There is a natural acceptance of messaging, file-sharing, social networking and, importantly to you, job-hopping. Having been told they can achieve anything, they expect no less and set high expectations of themselves and those they work with.

To complement their aspirations, Generation Y has energy, technological savvy and an entrepreneurial flair; but they are also full of contradictions. Willing to work hard, but not necessarily 9 to 5 or in the same location, they are individually confident, but lacking in traditional people skills. They expect short-term rewards and long-term prospects, but are unwilling to commit to years with one company. Indeed, when the average expectation of this group is to spend two years in any one job, it's not too difficult to see challenging times ahead for HR and OD professionals and managers.

Those that succeed in embracing the dichotomy of Generation Y will be the ones to benefit from the coming influx of exceptional energy and capacity for high performance. *Generation Y: Your future in their hands*, will help you determine areas you need to pay specific attention to, among them: employer brand, recruitment and retention, career development, individual motivation and generational clashes. Generation Y is coming. Be prepared.

## WORKSHOP AGENDA

9:30am – 4:30pm

- What does the latest research tell us about Generation Y?
- Case studies from organisations already meeting the challenge of Generation Y
- What does Generation Y think? An opportunity to hear from them
- Making practical use of your new knowledge
- Strategic thinking and planning for a future that embraces Generation Y

## WORKSHOP LEADER



**Helena Clayton, Director of Open Programmes and Events, Roffey Park**

Helena works on a wide range of Roffey Park's bespoke programmes across all sectors and levels. Her areas of focus include leadership development – including for emerging leaders – managing and developing talent, personal effectiveness and 1:1 coaching. She has a long standing interest in career management and development with a particular interest in how individuals and organisations can align the wants and needs of each other (if they ever can!)

## PARTICIPANT PROFILE

This one-day event is of great interest to a wide audience but particularly for HR and OD professionals.

### To book:

**Phone +44 (0)1293 854047, email [bookings@roffeypark.com](mailto:bookings@roffeypark.com) or online at [www.roffeypark.com/events](http://www.roffeypark.com/events)**

**Fee: £395 + VAT (£355 + VAT if booked before 15 February 2008)**

**Group booking discount (3+ people) £355 + VAT**

**Education/charity sector £315 + VAT**

### Accommodation is available:

our spacious en-suite bedrooms are contemporary and comfortable. Bed and breakfast costs £85 + VAT. To book, please contact Caroline Wright on 01293 854044 or email [caroline.wright@roffeypark.com](mailto:caroline.wright@roffeypark.com)

