



for more information call  
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## **Generation Y**

### **Leading, Motivating and Retaining the New Generation**

As the Baby Boomer generation approaches retirement, the number of Baby Boomers in the workplace is falling.

A new generation of workers will make up a significant part of the workforce in 10 years time, this is Generation Y.

Organisations need to recognise this shift in the make up of its workforce and should take steps to address and understand the changing values, attitudes and aspirations of the new generation.

To bring out the best in this new generation, organisations need to be in a position to understand their points of view, recognise the potential clashes that might exist with other generations and meet the challenges that they bring to the workplace.

By implementing a raft of tools and techniques to address leadership, motivation, reward, management and mentoring, managers will not only attract the best of the new cohort but also manage to retain them so that they can perform at the very highest levels in the future.

### **Definitions**

At present there are three generations making up the workforce.

These are:

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Baby Boomers	Individuals currently between the ages of forty six to sixty three
Generation Xers	Individuals currently between the ages of around twenty six to forty five
Generation Yers	Individuals currently between the ages of eleven and twenty five; also dubbed the Internet generation

## Objectives of the Generation Y Programme

This training intervention aims to help candidates to:

- Understand the different generations, the world from each of their perspectives and the impact of this within the workplace
- Recognise possible conflicts between generations – Baby Boomers, Generation X and Generation Y and understand how this can be managed
- Explore how the different generations want to be led – what the new cohort looks for in a leader and how leadership renewal is vital for ongoing company success
- Understand how Generation Y individuals want to learn, develop and plan for their careers
- Investigate how to retain/reward and keep Generation Y motivated
- Develop a toolkit for managing a Generation Y team and/or individuals

## Benefits of the Programme

By the end of this course, candidates will be able to:

- Define their generation and the differences between their generation and others
- Understand the different approaches required to manage and lead the new cohort
- Recognise & resolve potential problems that may exist between different generations working in the same team
- Be able to act as a mentor and ‘boss’ when leading Generation Y
- Use a toolkit of techniques to inspire, motivate and retain the new cohort through change, challenge and choice

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