

# [Gen of us can refute the fact that](https://assignbuster.com/gen-of-us-can-refute-the-fact-that/)

GenY and Gen Z will be making up more than 50% of the current workforce by 2025 \*Based on Universum research “ Millenials…Gen Zs…how different are they andhow do we prepare ourselves as employers to create a work environment conduciveto attracting, engaging and retaining them?” Over the last few years wehave had intense discussions on this topic – to a point, I felt, that manystarted tuning out. Recently, my daughterexpressed her discomfort with friends who seemed to crack a joke on her. We hadan intense discussion on the importance of self-deprecating humor, which keeps onegrounded and helps us enjoy with friends.

I cannot envisage this kind of aconversation with my parents when I was a seven-year…probably not even when Iwas 17! Whatever your sentiments on thetopic of generations at work, none of us can refute the fact that the worldaround us is changing more rapidly than anyone anticipates, technologicaladvances are coming faster – at a pace never seen in the last millennium, andthe younger generations are growing up in different paradigms than people of mygeneration did. In my organization, we are havingconversations around “ moments that matter” in an employee’s life. These momentsare life events for our employees that really matter and leave an emotionalrecall in their minds. Interview, offer, onboarding, first review cycle, meritincrease, promotions, marriage, first child, amongst others are examples ofmoments that matter. The consistency in how we make them feel and how wesupport them is what creates their trust and engagement with the organization. Thesecond part of this conversation is whether we have the predictive technologythat can help us be more proactive in addressing an employee’s needs…may beright before they realize it themselves. When I applied the conceptof “ moments that matter” with what research tells us about Millenials and GenZs, the following themes emerged:-         Define the Why.

As Simon Sinekbrilliantly articulates, “ There are only two ways to influence human behavior: you can manipulate it or you can inspire it. Very few people or companies canclearly articulate WHY they do WHAT they do… WHY does your company exist? WHYdo you get out of bed every morning? And WHY should anyone care?” It was nevermore important to have this figured out as an organization as you try toattract and retain this talent.-         Frequent “ How amI doing?” discussions. Agile and real-time ways of sharing feedback are critical for these “ digitalnative” generations used to having answers to questions at their “ google-tips”. GE’s Performance Development system aims to do just this.-         Integrating work& life. Workenvironments that enable flexibleschedules and ability for ouremployees to work while managing their personal priorities.

–         Create careerpaths. Buildtransparency around career opportunities, enable experiences that will helpthem get there. In India, this is the single most important factor for thisgeneration and hence the most relevant for each of us. From a business standpoint, great talent is going to get scarce – by 2030, many of the world’s largesteconomies will have more jobs than skilled people to do those jobs. Ability toattract and engage this talent is critical for long-term business success, notonly from a workforce but also from a customer standpoint. I will leave you with twoquestions I think about frequently…are we as a function challenging ourselvesenough to transform at a pace that will help us stay ahead of this curve? Havewe built enough flexibility in our systems/ processes and the awareness withour leaders to be able to adapt our approach depending on the generations wehave working for us?