Business report-
progress report

Dear Ms. Emerson, This memo is in response to your request for more information regarding the millennial generations in order to gain a better understanding of them. Below I have answered a list of questions in order to attempt to assist you with this request.

1. Who are the millennials? How large is this group in the U. S. population? The millennials are basically those we have classified as Generation Y; born between 1978 and 2000. These individuals make up about 20% of the population and are the largest generation since the baby boomers. Therefore, their importance is key as far as most businesses are concerned.

2. How are the millennials different from the previous generations? Millenials are different from most previous generations because many are children of divorce (around 50%). However, they also come from a generation when parents tended to spend more time with their children. The millenials are also quite different because they grew up during the technology boom. Thus, they tend to have much stronger technological skills than others of previous generations. Charicteristically, they are known to be skeptical and impatient, being both image-driven and expressive. The findings discovered here are consistent with the findings done in primary research, so therefore, the analysis of their characteristics is important to take into consideration.

3. What management techniques do the millennials respond to the best? Millennials respond to techniques that allow them to both express themselves and prove themselves. They tend to work faster and multi-task better than those of previous generations. They are also very good at adapting. Therefore, it is important to approach them and allow them to work in situations that allow them to both multitask and to be expressive.

4. What are important to the millennials in terms of career development and benefits? What do the millennials want and prefer?

Millennials are interested in technological savvy jobs that provide them with upward mobility as well as benefits. Overall, they seem to prefer technological challenging jobs and are interested in career paths that allow them to use their multi tasking abilities.

5. What are some examples of effective recruitment targeting the generation Y?

Focus on image is very important when recruiting generation Y. Generation Y is attracted to image, so therefore it is important to use a technological approach that will catch their attention. A general focus on technology with a strong image base will gain their interest; i. e., one can advertise successfully on the Internet with a very catchy visual ad.

6. What are some examples of effective retention targeting the generation Y?

Effective retention targeting for generation Y includes motivational skills. It is important to motivate these individuals, as sometimes they require a little more " push" than previous generations, but once given that motivation, they have the skills necessary to be very innovative and productive.

7. What are some good examples of organizational development programs and/or policies aim at promoting cross-generational communication and synergy?

In order to promote cross-generational communication and synergy, it would be important to make sure there is a basic focus on technology across business lines. Since technology is the major focus and trend of businesses today, it is necessary for this focus to continue, and for all of the generations

in the workplace to be familiar with it. The concern with technology, therefore, goes across generations.

Thank you for your time today. I hope the above information has helped to provide a successful overview of the millenials. If you have any questions, do not hesitate to contact me.