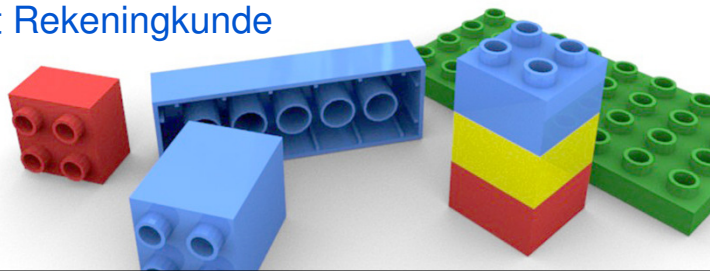


Who are these strange creatures?
Generation Y at work and play
Generasie Y besig om speel-speel
te werk

Len Steenkamp

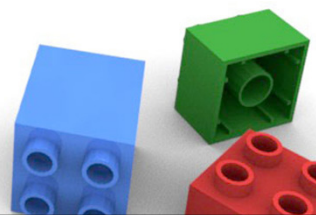
Department of Accounting /
Departement Rekeningkunde

Alumni-klasdag
8 Desember 2010



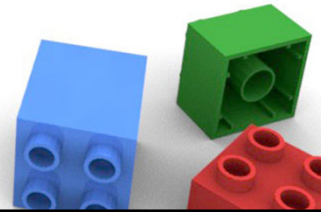
‘n Bietjie geskiedenis...

- Traditionalists / Builders
 - Gebore: 1925 – 1945
 - WW II
- Baby Boomers
 - Gebore: 1946 – 1964
 - Televisie; Rock & Roll
- Generation X
 - Gebore: 1965 – 1977
 - VIGS, video speletjies, rekenaars



...en 'n bietjie van die toekoms

- Generation Y / Millennials
 - Ook bekend as NetGeneration / Generation Next / iGeneration
 - Gebore: 1978 – 1996
 - 9/11, selfone, txts, sosiale netwerke, sosiale verantwoordelikheid (“social responsibility”), realiteitsTV
- Generation 0
 - Gebore: 1997 - ... (ongeveer 13 jaar oud)
 - Hannah Montana



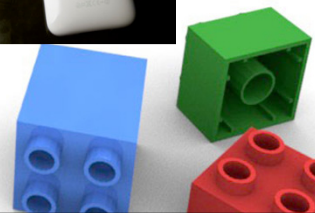
Digital natives



WIKIPEDIA
The Free Encyclopedia



flickr

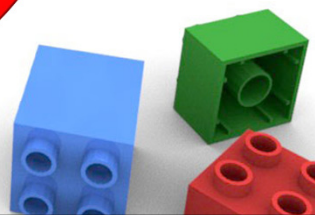


- Constantly connected
- Constant stimulation

Google™
twitter



PRIVACY?



i txt, there4 i m

18-24
years:
1 630

13-17
years:

Male:
2 539
Female:
4 050

Average:
3 339

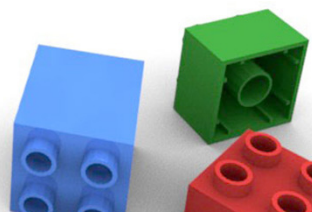


Per day:
111

Per hour:
6.5

Every 9
minutes!

Multitasking



Constant feedback



Poverty
World hunger
Global warming
Injustice

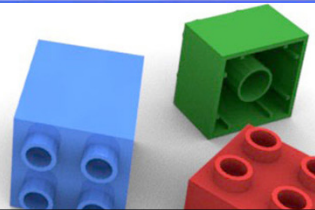
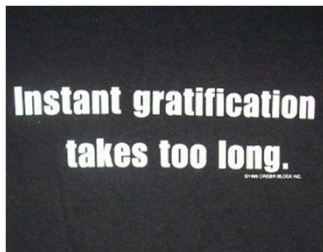
**Socially
responsible**



Work/Life balance

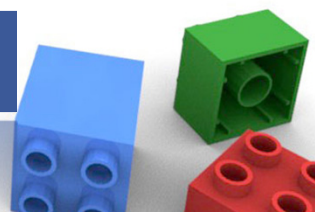


Instant gratification



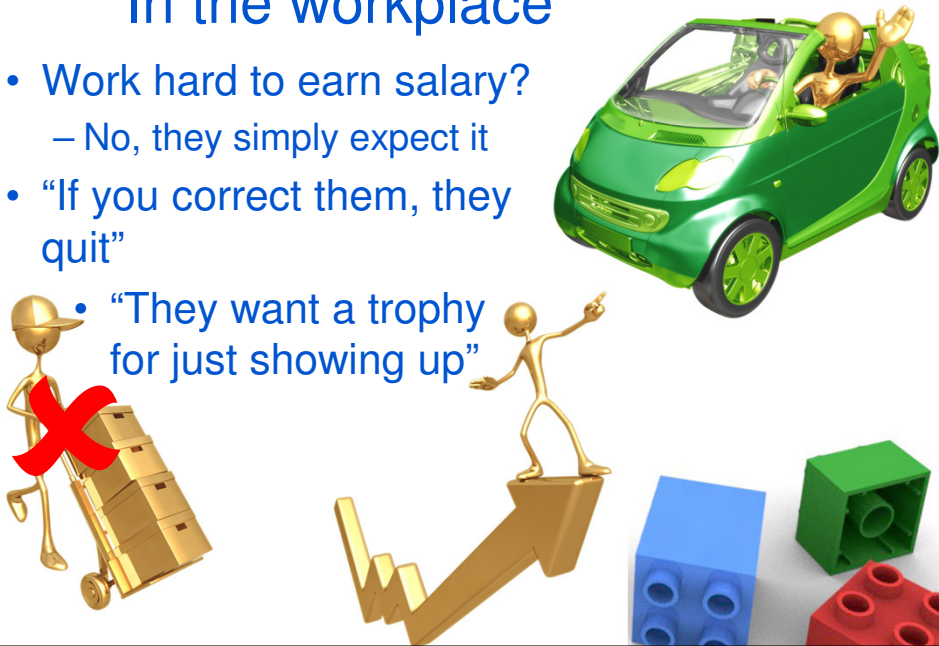
Teamwork

Creative



In the workplace

- Work hard to earn salary?
 - No, they simply expect it
- “If you correct them, they quit”
- “They want a trophy for just showing up”

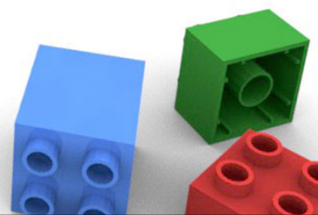


So, how to deal with them?

- Give them their way...



- And give them what they want...
LOL!
e.g. IM, Image-rich learning

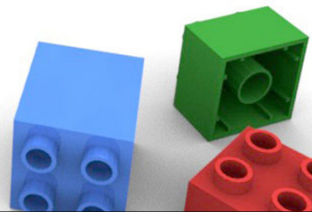


So, how to deal with them?

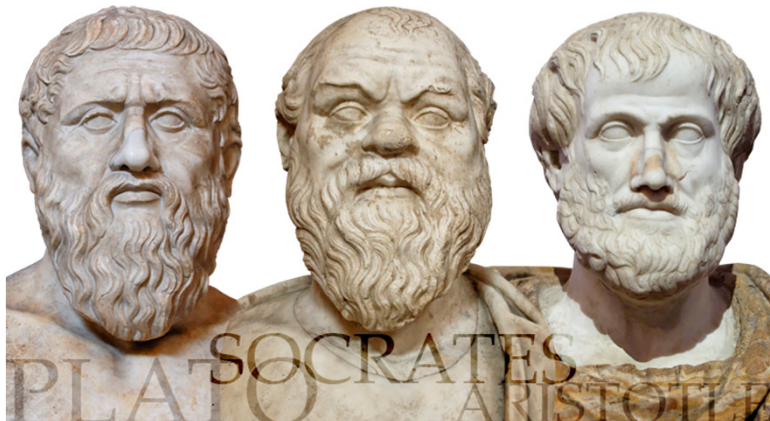
Take an interest



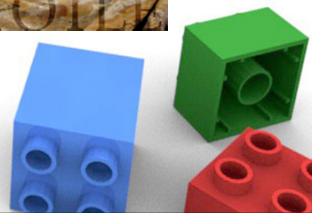
Maar as ek kritiek MOET lewer?



So, how to deal with them?



Appoint a mentor



So, how to deal with them?

- Repeat yourself!

Again and again

and again

and again

and again

and again

and again

and again

and again

and again

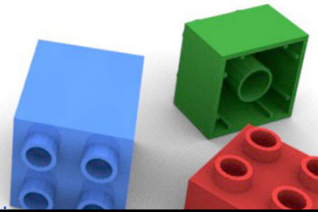
and again

and again

and again

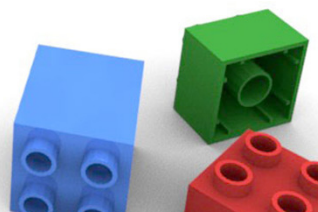
and again

Where they like
and when they
like



Conclusion

- Strange creatures indeed
- Changing the world
- Adapt or lose
- Good luck!





LSteenkamp@sun.ac.za