Managing Gen-Y and Gen Z

Do you often feel there's a communication gap between you and your younger staff?

What if you could turn generational differences into workplace strengths?

Are you ready to learn how to lead Baby Boomers, Gen X, Gen Y, and Gen Z all under one roof?

Introduction

The one most current and challenging HR and managers' role is to address impending issues resulting from managing different generations of the workforce in the organisations amidst an ever progressive and dynamic world. For the first time in history, there are at least three (3) generations in the workforce. These are the Baby Boomers (1946-1964). Generation X (1965-1980) and Generation Y (1981-2001), Generation Z (2001 and above) . The diverse perspectives, motivations, attitudes, and needs of these generations have changed the dynamics of the organisation's workforce. The shifting power of the workforce will inevitably affect the performance of the organisation in a vibrant global economy. These three generations explicitly show different sets of goals and expectations, work ethics, feeling towards authority & organisation, values, and how they plan to satisfy these desires. Thus, there is an increasing need for managers to be able to manage their employees, especially the younger generation in the workplace successfully.

Program Objectives

This program aims to:
- Define and identify the workforce generations of the current workforce
- Articulate factors that affect workforce generations
- Understand the characteristics of workforce generations such as Traditionalist, Baby Boomers, Generation X, and Generation Y
- Analyse the culture, values and work ethics that enhance motivations and goals of each generation

Learning Outcomes

After completing this training, participants should be able to:
- Manage Gen Y more effectively
- Identify management practices that engage or disengage different generations
- Create an environment where each generation can reach their full potential
- Develop effective strategies to attract, retain and develop Gen Y

Who should attend?

Senior Management, Managers, Team Leaders and Executives, Senior Executives or anyone who needs to deal with Gen-Y employees.

Methodology

Interactive lecture, videos, presentation, discussion, case study, case simulation, Socratic questioning, flipped classroom, brain-storming, worksheet, problem solving, inductive method, team exercise, peer to peer, action learning, coaching and mentoring

Program Outline

Time	Day One
9.00am– 10.30am	**Introduction to Generational Studies** In this module, participants would learn the definition of generation, generational factors that impact a generation. The participants would learn the work values in the 21st Century and the revolutionary industry working environment.
10.30am-11.00am	**Break and Networking**
11.00am-1.00pm	**Four Major Generations** It is essential to understand the strengths, personalities of different generations for the participants to master how to engage, interact and work with them. Generally, the participants would look into generations such as traditionalists (1922-1943), Baby Boomer (1944 - 1963), generation X (1964-1980), Generation Y (1981 -2000) and strawberry generation or Generation Z (2000- now)
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Reading Generation Y and Z** It is essential to know who these generations are and what it's important to know about them. In this module, the participants like to understand how people under 30 behave and think the way they do — the most critical topic in this module on how to keep them interested and learning.
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Strategies in Gen Y and Z Management** This module covers topics that include avoiding the wrong leadership strategies, how to build effective relationships quickly, goals setting and performance tracking, handling problematic employees and issues and tips on managing young employees with results. All these topics enable

	participants to understand Gen-Y and Gen-Z better.

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Time	Day Two
9.00am– 10.30am	**Communicating Effectively with Generation Y and Generation Z** This module covers the communication tools in the new age, the feedback and recognition including the time-saving ways to meet, the demands of people used to getting constant feedback and how to be right without making them wrong. This module also covers how to guide employees who don't know how to shut up, developing trust: Listening like a leader and how to coach the young employees.
10.30am-11.00am	**Break and Networking**
11.00am-1.00pm	**Motivating & Retaining Young Talents** In this module, participants would learn the methodology to inspire company loyalty when employees are naturally sceptical. In this module, participants would share proven solutions and effective motivational tactics and how to create an appealing environment: Promoting creativity and independent thinking
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Retaining Young Talents** The module shares the methods on how to spot talent and the keys to turning talent into performance. The various ways to create a workplace to become "employer of choice" for Gen Y and Gen Z are shared in this module. Retaining talent is cheaper than recruiting new talent in the job market.
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Managing Cross Generational Workers** It is imperative for sending powerful messages to suit each generation. Hence, this module would share the method to deal with intergenerational conflict, eliminate perceptions and believes and neutralize situations and lead the team towards cross-generational learning

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