

Three Reasons To Care About Your People

Why economic fluctuations make focusing on employee engagement even more important!

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Evaluating Your Current People Practices

How Do You Analyse?

Using Organizational Characteristics to Get It Right

n-gen's Organizational Engagement Survey

n-gen's E-learning Course

n-gen in the News

Globe & Mail (Oct. 29, 2008)
Generation Shocked

Canadian HR Reporter
(Oct. 20, 2008)

Profit Magazine (Nov 2008)

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Upcoming Events

Jan 29-Feb 1
HRPAO Booth #529

Economies are cyclical, so...

Economies are cyclical and it feels like the cycles are getting shorter. Already this decade, many employees have survived the dot-com bust where many companies in the tech, financial or ancillary sectors laid-off employees. During downturns, it is as important as ever to focus on your people for at least three reasons:

Reason #1: Employees will have to do more with less

As your organization reacts to the changing markets, it may enter into resource constraint mode. So employees will have to do more with less. At the same time, your employees are concerned about their own well-being, specifically whether or not they will be able to keep their jobs.

Your leaders and managers need to know how to communicate effectively and how to continue to engage all four generations during restructuring. The more leaders involve employees in creating the solutions to your business challenges, the more you will mitigate their concerns and worry. Fear and worry cause people to be less productive, because their minds are distracted by matters other than the work at hand. Your Baby Boomers and Traditionalists may be concerned about their personal financial situation and the security of their jobs. Gen Xers and Gen Ys will manage their concerns by up-dating their resumes, budgeting for the eventuality of downsizing, and actively considering other employment options.

Reason #2 The younger cohorts have multiple skill sets.

In the last couple of months, we at n-gen have been hearing at our workshops comments about how Gen Ys will fare during these difficult economic times. People say "Well now the Gen Ys will finally learn and understand what the real world is like." We feel this is an insult to Gen Ys; it implies that they couldn't or didn't understand the world. The reality is that both Gen Xers and Gen Ys have focused on developing multiple skill sets; they have been dedicated to their professional skill sets, not their employment. As one Gen Y said to us after a session "I don't know why Baby Boomers believe that I can only do this job. If I can't do this job, I will figure out somewhere else to work because I have other skill sets. For Gen Xers and Gen Ys, this may involve going back to school, volunteering or working abroad. They are global citizens, and their North American skills may well be appreciated in other countries. Younger generations do understand the 'real world' – Gen Xers have already experienced several downturns in the economy throughout their careers. And Gen Ys are flexible and adaptable enough and in many cases have the support of their parents that they may not choose to opt-in to all aspects of work, which includes working somewhere that they are not happy.

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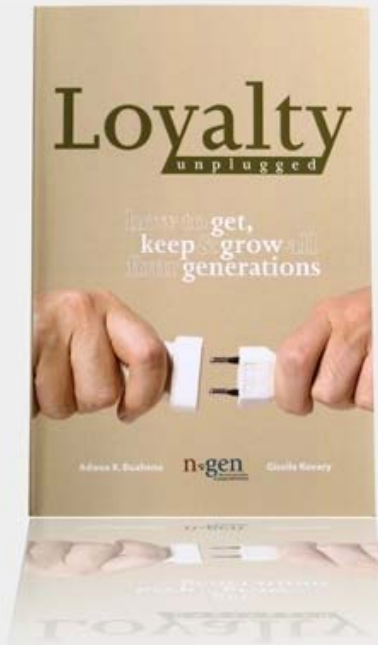
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n-gen's book *Loyalty Unplugged: How to Get, Keep & Grow All Four Generations* tackles the why, what, and how-to, from a generational perspective, in all people practice areas. To purchase a copy visit our website www.ngenperformance.com or SHRM Bookstore website: www.shrm.org or Books for Business in Toronto

Reason #3 What employees experience today, impacts your recruitment & retention success of tomorrow

During the era where the employer controlled the employment relationship, organizations could treat employees however they wished. Today, the employment relationship has equaled itself out, and in certain locations, where there still is a greater demand than supply for skills sets, the employment deal continues to be driven by the employee. Regardless of your organization's situation, HR professionals and leaders need to recognize that how you treat employees now may impact your ability to recruit and retain when the economic returns to a positive cycle. If you don't treat employees fairly now, they may stay with your organization but will have lower engagement levels and you run the risk that they will jump ship the moment the labour market allows them too. Moreover, Gen Ys who have high expectations of corporate social responsibility include 'the treatment of employees' as a factor in evaluating your organization's level of responsibility. Remember that Gen Ys are connected and are fantastic viral messengers. Currently, they use the internet to warn each other of corporate cultures that are not engaging. The influence of the collective impact of Gen Ys' decisions to come, leave or stay with your organization. Today many Gen Xers and Baby Boomers also use the web to research the reputation of organizations, so inherently what you do now is bound to be broadcast, and will impact your future ability to get, keep and grow all four generations.

Products: & Services

- ❖ Workshops, keynotes & development solutions to train leaders, managers and team members on increasing performance of a multigenerational workforce
- ❖ Train-the-Trainer program – a training package that internal facilitators can use to train internal managers on how to manage and lead a multigenerational workforce.
- ❖ Engagement survey that measures how well your organization or team leaders demonstrate transparency, responsiveness, partnering in managing all 4 generations.
- ❖ E-learning course to raise awareness of generational identities, and how to effectively collaborate as a team
- ❖ Employee brand promise – a consulting package that identifies, builds and creates key messages to get the right people, at the right time for the right positions
- ❖ Orientation – a consulting package that helps you to create, develop and implement orientation programs designed to seal the psychological deal and build productive employees faster