

n-gen's Generational Index: National Study

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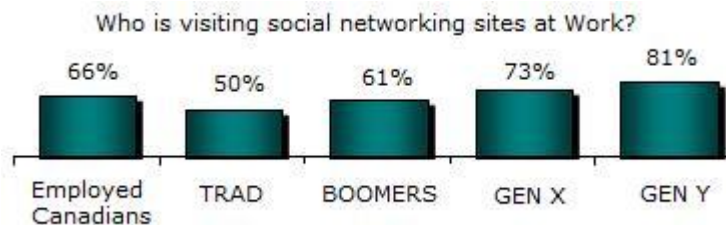
New Research Objective & Methodology

As pioneers in the field of generational differences in the workplace, it is important for us at n-gen to continuously gather new information and insights on challenges facing employers, and how employees are reacting and responding in the workplace. In early April, we deployed a national survey to employed Canadians (over the age of 18 years) to gather quantitative data on four key themes - technology; the economy; career expectations; and performance management. This month's newsletter, will explore the research results in the first two areas - technology and the economy.

The objective of our survey was to understand the current state of employee's perspectives and identify trends that may impact future people practices. Over 800 people completed the survey, administered by Leger Marketing, which yielded a margin of error of +/-3.5%, 19 times out of 20. Respondents were representative of the Canadian population and the four generations in the workforce (Traditionalists, Baby Boomers, Gen Xers and Gen Ys).

Research Results - Technology

Our research results reveal that all four generations are visiting social networking sites.



In fact more than 3 in 5 Canadians visit social networking site from work, with YouTube, Facebook/My Space, and travel advisories ranking highest.

No longer can we assume it is just younger employees who are using and/or 'abusing' social networking sites at work. As the data reveals Traditionalists and Baby Boomers are also visiting these sites, albeit less frequently than their younger counterparts. While some organizations have banned the use of Facebook at work, we need to expand our concept of what a social networking site is (such as picture sharing sites & Twitter) and acknowledge that their appeal is much more widespread.

While social networking sites may not be perceived as translating into business opportunities, 1 in 5 employed Canadians use these sites as a marketing and networking tool to further their career. Think of the application of LinkedIn as a way to create professional networks, and Facebook as a way to reach a large number of 'friends' to either promote a business or seek work. One colleague of ours uses Facebook to advertise career opportunities at her organization through regular status up-dates. Another has created a networking group on Facebook to provide information on business opportunities and market his business.

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n-gen's Book

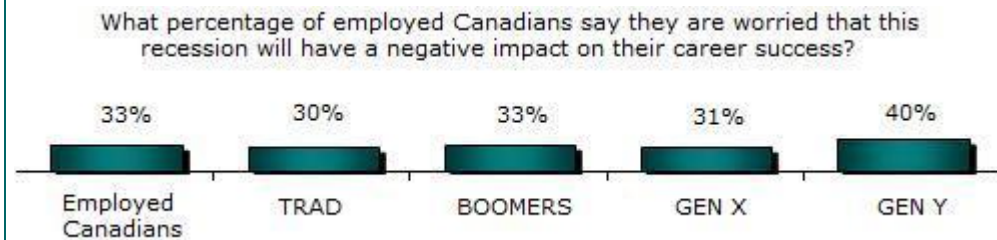


Loyalty Unplugged: How to Get, Keep & Grow All Four Generations tackles the why, what, and how-to, from a generational perspective, in all people practice areas.

[Purchase Loyalty Unplugged](#)

Research Results - Economy

While there is a consensus that we are in a recession, the experts are debating how long this economic downturn will last and its impact on employer-employee relations. Our research focused on gaining insight into how employed Canadians are feeling about this economy and the impact on their long-term career plans.



The results reveal that while 33% of Canadians are worried that this recession will have a negative impact on career success - that translates into 67% of Canadian who are not.

It is not surprising that Gen Ys are the most worried of all four generations. They are early in their careers and are facing their first economic downturn. However, increasingly we are hearing from Gen Ys that this economic situation won't shatter their confidence. This cohort remains highly optimistic about their long-term career success, which is due in part to the strong support provided to them (financially and emotionally) by their parents. As well, Gen Ys recognize the cyclical nature of our economies and believe that they will be able to effectively manage through this period until the next boom. With incredibly varied skill sets, we have met Gen Ys that possess such diverse skills as being an accountant and a chef, or a carpenter and a radio DJ. This generation realizes that they can seek employment in different fields, industries and sectors as needed.

Given this research, we can't assume this recession has crippled employees with fear, or that they will stay with a bad employer simply for job security. While 1 in 3 survey respondents revealed they will stay with an employer even if they aren't satisfied, the question is for how long? As well, what is the impact on your organizational engagement if one third of your workforce is disengaged?

Impact on People Practices

This research opens the dialogue around how HR leaders can respond to the needs and expectations of employees, while creating a productive environment that delivers business results. Some considerations are:

- As the frequency of use increases for all types of social networking sites, by all employee groups, employers will be challenged to evaluate their policies around access at work. In addition, opportunities to leverage these tools to improve team collaboration, enhance client relationships, and market products/solutions in a competitive environment will become increasingly important. How will your policies need to change? How can you increase business use of these tools?

- As we navigate this recession, how do leaders and managers engage employees? The need to have highly engaged employees is even more important during tough economic times as we require employees to do more with less. How can your organization be more transparent, responsive and partnering with employees? How can you establish a win-win employment relationship that will increase engagement and reduce turnover when we experience an upswing in the economy?

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