



SUPERSONIC GEN ‘Y’ WORKFORCE DRIVING SUCCESS

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ABSTRACT

The paper examines the few emerging environment and attitude of Gen ‘Y’. And any idea designed for success in the 20th century is doomed to failure in the 21st century. 70-80% of jobs will disappear in the next 20 years. There will be a lot of new jobs, but it is not clear if there will be enough new jobs in such a small time. A leader is expected to make quicker decisions than ever before, while being challenged by major technology shifts and dynamic ‘VUCA (Volatility, Uncertainty, Complexity, Ambiguity)’ environment. SMAC (Social media, Mobility, Big Data and Analytics along with Cloud) is set to transform the way the services are being delivered to the clients thus impacting the customer experience. Gen Y are totally at home with ‘SMAC’ and feels comfortable to operate in ‘VUCA’ environment with ‘Josh. and thus riding the technology wave. It is not a question of survival, to excel, an organization requires a combination of experience and innovation which means a proper mix of two generations. Corporate world requires both ‘Josh’ & ‘Hosh’

Key Words – VUCA, SMAC, 3-D Printing, Big Data, Cloud, Gen X, Y, Z

Introduction

Globalization is increasing substantially which is creating paradigm shift in the work culture across the globe. The new generation joining the work force is constantly adapting this change. Today Gen Y workforce (people within the age grp of 22-35 yrs) is becoming a

formidable force within organizations. They are becoming part of all organizational decisions and constitute important position when it comes to developing new management strategies.

Members of Gen Y are known as ‘**Echo-boomers**’ they are the children of baby boomers (1945 – 1964) . Understanding Gen Y is not easy as they are more fluid towards their approach to work & life. The world has grown so much in their life time that it is difficult for them to realize what it was like in the past. They grew up in the age of technology. They are more techno-savy & well connected on social media. They have the guts and courage to change the long standing processes and proven practices. Gen Y is very ambitious, independent, fearless and can challenge the status-quo. These echo-boomers feel empowered by making their voices heard. They like to have information at their finger tips. They are multi-taskers, dynamic, creative, result oriented and like to take control of the situation in their own ways by exploring new paths. They are confident , ready to do hard work and love to work with others. These millenials are fast, innovative, passionate, fun loving, like challenges and not bogged down by the failures. They want to explore & learn from their mistakes. They want space and freedom but are far more easy going then the previous generation.

They desire jobs that allow them to develop different skills & talents. They are more comfortable in unstructured and non linear environment and are motivated by autonomy. In short, ‘Gen Y’ are sharper, smarter & much more conversant with the technology as compared to the previous generations. By using latest technology these netisans can improve the efficiency at the work place. The flip side is where technology is not of much help and real world interaction is required they find it difficult to connect.

Synergy of Gen X And Gen Y

The attitude & speed of the mentor/ manager will dictate & decide the progress and professional growth of Gen ‘Y’.

Gen X are largely the mentor of Gen ‘Y’. Gen X & Gen Y have significant differences. They possess their own characteristics. Gen X are great team leaders where as Gen Y adapt very fast to changes,they are techno savy & are highly dedicated. A work place need to bring a strong team to innovate. This requires a mix of both type of people who can compliment each other. Each generation has a unique set of skills together they fill the gaps and provide huge learning opportunities. Gen X has entrepreneurial skills and are great team leaders while Gen Y is technically updated & welcomes changes. To achieve greater heights

and to innovate, a mix of two is always beneficial as it can make use of exuberance of the youth & focus brought by experience. This also helps in finding out effective solution of a problem as it is analyzed from two or more perspectives.

Today's HR managers are increasingly seeing a convergence of data-driven opportunities, changing regulatory requirements, increased employee & customer expectations, and an ever-changing set of business challenges. A leader is expected to make quicker decisions than ever before, while being challenged by major technology shifts and dynamic 'VUCA (Volatility, Uncertainty, Complexity, Ambiguity)' environment. SMAC (Social media, Mobility, Big Data and Analytics along with Cloud) is set to transform the way the services are being delivered to the clients thus impacting the customer experience. Gen Y are totally at home with 'SMAC' and feels comfortable to operate in 'VUCA' environment with 'Josh. and thus riding the technology wave. It is not a question of survival ,to excel,an organization requires a combination of experience and innovation which means a proper mix of two generations. Corporate world requires both 'Josh' & 'Hosh'

Major Technological Impact on Youth

In a recent interview the MD of Daimler Benz (Mercedes Benz) stressed that their competitors are no longer other car companies but Google, Apple, Amazon. Software may change most traditional industries in the next few years. Ola is merely a software platform, they own almost nil cars, and are now the biggest transport/taxi operators in the globe. Airbnb is s big hotel company in the globe, although they don't own any real estate properties. Computers are becoming increasingly better in interpreting and understanding the world. This year, a computer beat the best strategy player of the world, few years earlier than expected. Robotisation (or artificial intelligence) will take away jobs and grow business disproportionately faster than recruitment. A number of skills will become outdated because a bot will do it better.

In few countries of the world now, young lawyers already don't get jobs. Because of IBM Watson, you may get l advice needed (till now, for more or less elementary stuff) within seconds, with reasonable accuracy compared with when done by qualified people. If you are studying law, you may think of changing the profession. There will be less qualified lawyers in the world, only excellent experts will remain.

Real estate concept will undergo a change. Because if people can work while they travel, they will go further away to stay in a beautiful neighborhood. Big Data and cloud is going to greatly assist them. In all, people will never be sure of where they would be living in a few years hence. Banks will become a concept rather than a location/ place, banks will become more about procedure/ systems than humans.

Few of the shoe companies have started using 3D printing of shoes. Some of airplane parts are 3D printed in airports. The space station now has a 3-D printer that avoids the need for the large inventory of spares they used to be carry in the past. Few years, new smart phones will have 3D scanning possibilities. With that one can do 3D scan of his feet and print his perfect shoe anywhere. Some of the cars will be made from recycled steel, as a result of which ore companies will be affected.

Bitcoin is going to become the default reserve currency of the globe.

The cheapest mobile phones are already around few dollars in Africa and Asia. In few years, more than 65 % of all populations will own a smart phone in the globe. That means, everyone has the same access to technology and world class education. All can use Khan academy and youtube for everything one needs to learn anywhere.

Electric cars, with less moving parts will be seen on the roads.

All the above trends and other advance in technologies is changing the attitude of Gen 'Y' and making him work harder and deeper and strive to reach faster and further. He is continuously learning, unlearning and re-learning. They never stop learning because life and environment never stop teaching.

Learning and Mentoring.

“Education is not the Learning of facts, but the training of the mind to think.”

-Albert Einstein

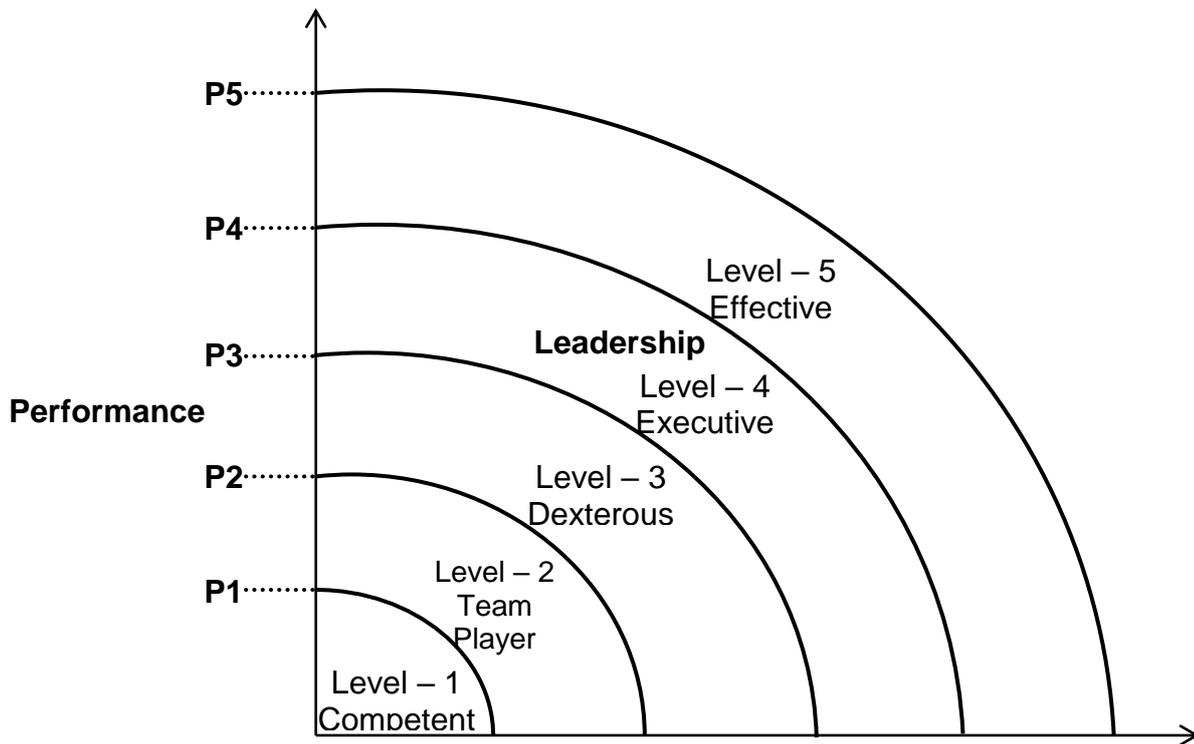
The Gen 'Y' are adapting the Mantra of technology-assisted quick learning, unlearning & re-learning, thus reaching **farther, faster, wider and deeper in all fields.** Young

Generation likes to remain in learning mode by following “*Never stop learning, because life is always teaching*”.

Today, the people with diverse culture, different languages and having different time zones need to work as team. The Gen ‘Y’ have to go through the various stages of team formation, namely – Forming, Storming, Norming, Performing and Adjourning [1]. To excel in their work performance, the leader need to keep Murphy’s seven Cs in mind - Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy and Correctness [2].

Mentor of Gen ‘Y’ must keep in mind the saying of Maimonides “Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime”. They need to be empowered to circumvent and surmount any problem and achieve great heights. To retain the Gen ‘Y’ – HR Manager may have to conduct “Stay Interview’ periodically and meet their legitimate aspiration on priority. If you make young employee unhappy in the physical world, they might each tell six friends. If you make Gen ‘Y’ unhappy on the internet, they can each tell thousands of friends in no time, so, the managers and mentors need to be very tactful, fair & transparent in their dealings. HR leaders are required to provide proactive & interactive leadership with global mind set and keeping the local people & conditions in mind while dealing with ‘Supersonic Gen Y’. Gen ‘Y’ need to adapt to top most style of leadership to achieve excellent results [3].

Levels of Leadership



Level 1 : Competent Leader

A person with right mix of knowledge, skill, attitude and good work habits resulting in making productive contributions.

Level 2 : Team Player[4]

He keep the organizational objective as supreme and above his personal objectives. He fits in well in any team and contribute substantially to team efforts.

Level 3 : Dexterous Leader

He employs his resources very economically and judiciously and leads people towards the pursuit of predetermined objectives with great success.

Level 4 : Executive Leader

A leader who is professionally very sound and has eye for details to build enduring organizations through personal humility and professional will.

Level 5 : Effective Leader[5]

An efficient and effective leader who can propel the organization to pinnacle of suess by taking timely and correct decisions. A committed leader with vigorous pursuit of a clear and compelling vision resulting in higher performance.

The 9-to-5 job culture is vanished

The style of work and our association with our jobs has changed over the last few years. The job has become more time-consuming, less stable but also more flexible. People complained of working for long hours. Working class act increasingly like free agents in the job market but a lack of planning for the future will put retirement for many in doubt. Organizations have also become more focused on the needs of shareholders rather than workers. The young ones need to adapt to higher order leadership to combat the present situation. The line has become really blurred, between work and life balance and now it is work life integration and this is success Mantra now.

For ultimate success the Gen 'Y'[6] need to manage their energy levels as the manage their time. Take adequate breaks and re-charge the energy to strike back harder and deeper and faster. The attain higher leadership in the organization, they must make their boss jobless and shoulder all his responsibilities. Boss be made free to do still higher level jobs. At last, the journey is important, one should not be too much paranoid about destination. You have one life – work hard and party harder.

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