

# Generational change

## *Shifting diversity in the workplace*

EMPLOYERS are now faced with the massive challenge of generational diversity which has its own set of opportunities and challenges according to Janet Vallino, National Staff Learning and Development Manager at Sarina Russo Job Access.

Ms Vallino said as the Baby Boomers retire, Generation X's move into management roles and Generation Y (born between 1980 and 1994) enter the workforce, a major change in workforce dynamics is occurring.

Generation Y is a highly educated and skilled generation and businesses need to understand what drives them in order to remain competitive.

"If a job doesn't meet their expectations, Generation Y's are quick to move on.

"No previous generation has begun their working lives moving

between jobs as frequently as Generation Y with many staying less than two years with a single employer.

"Businesses need to be wise to this and adopt best practice selection methods to ensure they hire the right Generation Y's because they are interview savvy and know how to dazzle employers.

"Local employers can cost themselves a lot of time, energy and money if they are swayed by first impressions instead of relying on best practice human resources during the recruitment process.

"If time or resources do not allow for this, business should outsource to a professional recruitment firm.

The expenses in using a recruitment agency are marginal compared to the costs of getting it wrong.

"Many Generation Y's leave

their job not because there is a compelling reason to leave, but because there is no compelling reason to stay.

Generation Y's are more likely to remain at companies which provide — professional growth and development opportunities such as regular training.

Work-life balance with flexible work practices such as unpaid leave, flexi-time, work from home and time in lieu.

Variety such as job rotation to help maintain a multi-skilled and stimulated Generation Y workforce.

Social interaction or a relationship with peers is one of the top reasons for getting or keeping their job.

Furthermore, while money is important regular recognition feeds their self esteem.

“

**“Business should outsource to a professional recruitment firm.”**

