

# KNOWLEDGE BEANS

a human resource newsletter

issue no 47 | June 2012



## HIGHLIGHTS OF THIS ISSUE



**UNDERSTANDING THE GEN Y** Sandeep Barve shares his insights here



**HARNESSING THE ENERGY OF THE GEN Y** Niket Karajagi expresses his views on this



**MANAGING THE GEN Y (MILLENNIALS)** Atyaasaa case study



## TÊTE-À-TÊTE

Sandeep Barve

# UNDERSTANDING THE GEN Y



Sandeep Barve is an entrepreneur with more than 25 years of experience. He has worked in BFSI and IT sectors and has been associated with Public and Private Sector companies and big brand MNCs like Citigroup, HSBC and Barclays. With over a decade of management and leadership experience, he has interviewed more than 1000 individuals with a significant percentage of Gen Y candidates. As a mentor and coach to youngsters, aspiring managers and leaders, he studied and altered the mindsets to produce significant results. So talking about Gen Y came purely from his rich experience and observations of behaviour patterns. However, there are always exceptions and more empirical analysis than what has been unearthed.

Often referred to as smart, young and bold, they are socially conscious employees owing it to technology and internet. Unlike their predecessors, Sandeep saw a clear yin and yang in Gen Y. On one hand the Gen Ys are very innovative, creative and inquisitive, and have a quest for higher academics, while on the other hand, they act as barriers to faith and belief. The most common complaint about them being the lack of respect for knowledge, be it age old or acquired through experience.

According to Sandeep, the Generation Y enjoys taking risks and adventures - one reason why we witness more adventure sports today than before. With social media they are highly connected and know the importance of networking and finding solutions through connecting with people. With his experience of dealing with the Gen Y, he shares that they expect quick results, immediate benefits and are more money minded than previous generations. Along with being more outspoken, this generation is more open to offering help and don't hesitate to challenge the status quo.

## THE EDITOR'S BOARD



**Neha Pant**, is the Head of the Project Management team at Atyaasaa Consulting Private Limited. She is a Science graduate from Delhi University and a post-graduate in HR and marketing.

She has worked in Delhi as a high end skill trainer, and has looked after the learning and development initiatives of different corporates for about three years. At Atyaasaa she manages projects on HR consulting, training and OD.



**Shruthi Shanker**, Associate Consultant, Atyaasaa Consulting Private Limited, has completed her post graduation in Industrial Relations and Personnel Management, graduate program in Psychological studies, Australia along with a Masters in Industrial Psychology.

Her wonderful interpersonal skills and experience in the field of psychology help strengthen quality relations. She is highly passionate about learning, teaching, and painting.

Atyaasaa Consulting Private Limited is a leading Human Resource Training & Consulting Organization partnering with some of the best brands in the country and overseas. Atyaasaa has been a catalyst & a contributor in their quest for people development and business excellence. The core differentiator of Atyaasaa process is continual innovation, unique customization and use of state of the art technology tools implemented through ethical and experienced operations and human resource facilitators having contribution as their core value.

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For information : [info@atyaasaa.com](mailto:info@atyaasaa.com)

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For suggestions : [feedback@atyaasaa.com](mailto:feedback@atyaasaa.com)



**ATYAASAA**  
AWAKENING HUMAN EXCELLENCE

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Their exposure to technology creates a sense of excitement about creating disruptive tools. Unlike previous generations, there is more social awareness and readiness to traverse the unexplored path.

The yin side of this generation is the overexposure to the outside world which is creating confusion about their goals and choices. Ability to be involved in multiple activities simultaneously at times leads to lack of focus and persistence. Sandeep's observations suggest the generation is divided into:

- 20%, who make best use of the available opportunities, are effectively dealing with speed of disruptive changes in creating a distinctive future for them and the society at large.
- 50% fall in the 'indecisive, overexposed, and overwhelmed by the pace of change and lack of focus' category. Yet they hold the capacity to overcome these barriers.
- There is however a real concern about a significantly high number roughly about 30%, who are unable to cope up with the challenges

technology and advancements are throwing at them. To keep in line with what the Gen Y needs, a more experimental learning approach must be emphasized upon.

Sandeep's advice is that the Gen Y does not like anything termed as "advice". They believe they are capable of leading powerful lives themselves. So instead of giving any advice, he would rather pose a few questions to see if they remain in constant inquiry and stay connected with oneself to lead a powerful life:

- a) What is your purpose in life and how would you fulfil it?
- b) What are your ways of avoiding distraction or getting off-track?
- c) What are your measures of success and happiness?

On a personal level, he hopes the Gen Y will soon realize the true spirit behind our age old value system, beliefs and rituals, which the western world is realizing through Yoga, self-awareness, neuroscience and meditation that were devised for an ethical and sustainable future of mankind.

*\*The views expressed in this article are solely of those of the person interviewed.*

## FOUNDER'S COLUMN

Niket Karajagi

# HARNESSING THE ENERGY OF THE GEN Y

Niket Karajagi is the Founder Director of Atyaasaa Consulting Private Limited, Pune which contributes to top corporate brands globally. He is an established international management consultant and an innovative human resource trainer with niche areas of expertise and contributions. Niket is an authority on creativity and innovation, emotional intelligence and statistical methodologies apart from his operations background in understanding of management processes.



Generation Y is also known as the Millennial Generation, Millennials, ME generation, Generation Next, the Net Generation or the Echo Boomers. This reference is made to people born in late seventies or early eighties.

Following are the characteristics of Generation Y and can be positively used in a business environment:

- 1. Lack of clarity in life:** They have been exposed to too many options in the environment. This creates the urge to experience everything. In an organization scenario it is best to show these folks range of career options and allow experimentation. But please be clear to define timeline expectation for each rotation
- 2. High material orientation:** Create skill based pay structures and results directly linked to tangible rewards. This is the best motivator. Create flexible salary structures directly linked to results. Incentivise heavily and they will enjoy the work environment.
- 3. Instant gratification:** Gen Y wants everything instantly. They like action oriented jobs. Do not create thinking jobs for them. They love instant results. Keep giving them small tasks, chunk it down.
- 4. Low relationship orientation:** They will fall out of relationships fast. Do not create long term job propositions. Look at them in short run. Make them comfortable, they do like stress.
- 5. Innovation:** This generation is very high on wild ideas, use them in creative spaces. They thrive in such areas.
- 6. Wisdom means nothing:** They demonstrate the trait of know it all. Allow them to fail then they will surely focus on learning.
- 7. Soft environments:** It is imperative to understand they come from cosy environments. Managers will have to create a system for their success. Don't expect them to fight it out.



**8. Manipulation:** Their imagination runs wild to compromise on efforts. Review very stringently.

**9. Ambiguity:** They love ambiguity and will remain in ambiguity. Do not expose them to structure. It is a disaster.

Their strength lies in creativity. Make their jobs interesting and environment creative. My experience is once they experience failures they are back on track and can be the best resources you ever had. They love managers who give freedom so also do change the mindsets of Gen Y.

WILLINGNESS	HIGH	NEED TO ARRIVE AT CAREER VISION	PUT THROUGH A CAREER EXPLORATION	RARE BUT HIGH ON INNOVATION
	MEDIUM	NEED TO UNDERSTAND AREA OF INTEREST	WILL HAVE THE NEED TO KEEP JOB HOPPING	GIVE THEM WORK IN LINE WITH INTEREST
	LOW	BAD HIRES	BAD HIRES BUT CAN EMERGE GOOD IN INTERVIEWS	FULL OF DECEPTION
		LOW	MEDIUM	HIGH
			CLARITY	

**CASE STUDY**

Atyaasaa

# MANAGING THE GEN Y (MILLENNIALS)

Many companies in India are walking and living examples of how to attract and retain the most challenging lot, the Gen Ys! Organizations today must focus on building business based on real values. In order to develop a competitive edge, luring and retaining the right employees by realizing separate skill sets is the need of the day. Skill sets are influenced by generational changes which are characterized by differences in values and belief systems regarding family/career, work/life balance, gender roles and loyalty. India's workforce can be distinguished into two important present day categories Generation X and Generation Y.

Below given characteristics clearly distinguish the Gen Ys from the Gen Xs:

- **Control of time:** The Gen Ys have a different perspective of workplace expectations. They are willing to trade high pay for flexible schedules and a better work-life balance compared to the older generation that may view these as lacking commitment or discipline.
- **Achievement-oriented:** Gen Ys are more confident, ambitious and achievement oriented. They seek new challenges and are involved in meaningful activities that contribute to a solid learning curve.
- **Tech-savvy:** Generation Ys rely heavily on technology to enhance performance. This generation communicates only through e-mails, text messages and social networking websites, showing a clear shift in preference from face-to-face to technology based communication.
- **Team-centered:** They seek the affirmation of others and value teamwork much more than their older counterparts. The Gen Ys enjoy performing tasks that require their involvement and inclusion.
- **The demand to learn:** Younger employees do not respect spending majority of their career with one employer and are likely to change employers to upgrade their skills and enhance learning opportunities that accompany new jobs.



## CHALLENGES - Dealing with Generation Y

The biggest challenge organizations face today is developing the right communication pathways to motivate the Gen Y. A good understanding of what the Gen Ys expect will help attract, hire and retain prospective employees.



## MOTIVATING Gen Ys

So how do Gen X employers fine tune the right communication messages in order to work and motivate Gen Y members? By recognizing characteristics specific to Gen Ys and provide for the following:

- Develop a relationship with Gen Ys to make them feel comfortable asking for information and guidance, therefore accepting the Gen X manager as their coach.
- Gen Ys are accustomed to performing more than one task at a time and can prioritize their tasks. They look forward to performing various challenging tasks, hence organizations could provide them with multiple tasks without overwhelming them.
- Set SMART ( Specific, Measurable, Achievable, Realistic and Time-bound ) goals for them and manage their performance than mere monitoring as a way of showing sincere interest in their professional growth.
- Understanding their need to use electronic modes of communication as opposed to face to face meetings whenever possible, considering they are far more comfortable with technology than the previous generations.

## CONCLUSION

Many companies today are formed by the Gen Y, stimulated by the encouragement of the Gen X. The Gen Xs must be determined to do things a different way and build an organization that not only appeals to, but values and manages the qualities of its young employees.

*We speak our mind, know technology at the back of our hand, can easily multitask and enjoy working in teams. Full of infectious enthusiasm, perceived as rebels yet known to make a difference because we recognize our work has value. We believe in working hard and partying harder, work to live and not live to work. We are the Gen Ys.*

*Want to gain practical insights to effectively manage Gen Y, harness their energy and create positive lasting relationships with them: Attend our Bildung event "Unleashing the Gen Y Potential"*

## PSYCHOMETRIC PROFILING

A psychometric profiling tool is based on seven highly researched professional competencies. It aids in exploring your latent strengths and weaknesses and maps your competencies around your personality type. This is a standardized tool validated across multiple geographies and cultures.

**Find the link to this tool here:**

<http://psychometricprofiling.atyaasaa.com/>

*This is not a paid service. Your feedback on the tool will be highly appreciated and will help further improve this service.*

## BEANSTATEMENT

**"Synergizing Gen X and Gen Y is the mantra for success"**