



Generation Y

Let's meet Generation Y - the [#Millennials](#)

Affectionately known as [#Echoboomers](#), this generation came of age with Baby Boomer parents. Technology, education, and a global mindset are characteristics of the Gen Y or Millennial who cannot imagine life without internet. They are the first generation with little or no expectation of retiring with the company they started with, or even with the next two or three companies they work for.

What makes them tick-

Millennials are often seen as opportunists; they may learn from you before moving on to the next offer, putting their newly acquired talents to better use. With an average job tenure between six and 18 months, they are costly to acquire, train, wash, rinse, and repeat.

Welcome to Gen Y

How to motivate and reward them-

Millennials grew up being told how fabulous they are. Purpose-driven, they want feedback and may need additional time for re-affirmation of value. [#Communication](#) is a must; if the job you described is far from reality, they will be gone. Be sure that the job description, interview, and onboarding process are in alignment and reflect what was understood.

How to ensure that they are not left behind-

Offer [#mentoring](#) and coaching either one-to-one or in a group. They expect their manager to foster their professional development, so go ahead and inspire them. If left unchallenged, they'll pick up their skill set and take it to another organization. At that point, it is you, as the leader, who is left behind.

The Millennial is an innovator, an ideator, seeking better ways to make things happen. Their unique ability to automate and improve processes is an incredible asset.