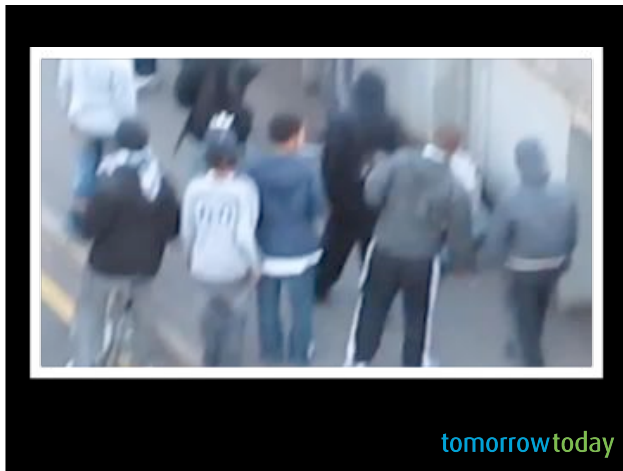




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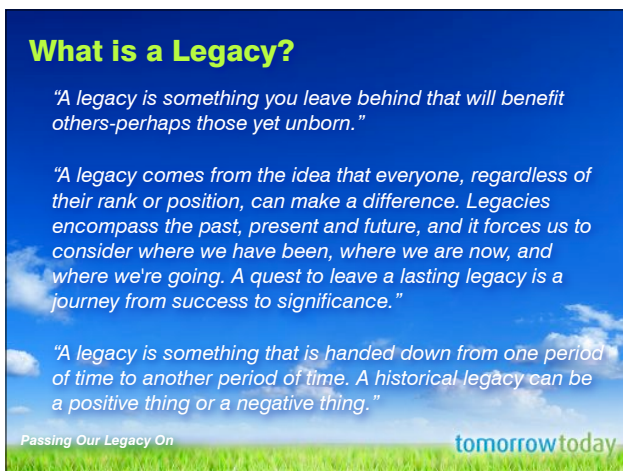
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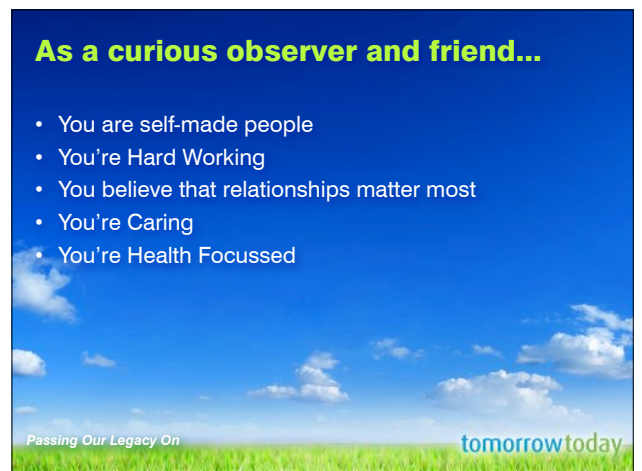
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What today's young people want

1. Work-life Integration
2. Outputs Driven Environment
3. Better Use of Technology
4. Mentoring and Training
5. Co-ordinating and Cultivating Leadership
6. Significance
7. Loyalty

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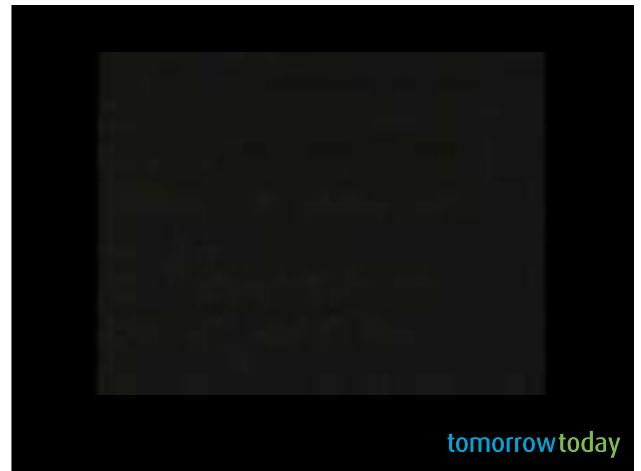
What today's young people want

1. **Work-life Integration**
 - "Personal lives" brought to the office
 - The company respects my personal life
 - Freedom
 - Flexibility – in time and location
 - Fun – "Serious play"
2. Outputs Driven Environment
3. Better Use of Technology
4. Mentoring and Training
5. Co-ordinating and Cultivating Leadership
6. Significance
7. Loyalty

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What today's young people want

1. Work-life Integration
2. **Outputs Driven Environment**
 - Pre-requisite for Work-life Integration
 - Rewarded for contribution & discipline
 - Tell me *what* to do, but not *how* or *when* or *where*
 - What gets measured and why
 - *FAST Feedback: Frequent, Accurate, Specific, Timely*
3. Better Use of Technology
4. Mentoring and Training
5. Co-ordinating and Cultivating Leadership
6. Significance
7. Loyalty

Source: "Managing Generation X", Bruce Tulgan

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What today's young people want

1. Work-life Integration
2. Outputs Driven Environment
3. **Better Use of Technology**
 - Tech is not impressive – a hygiene factor
 - Web 2.0 - Social & interactive software
 - "Where are you?" instead of "how are you?"
 - Telecommuting & Virtual offices
4. Mentoring and Training
5. Co-ordinating and Cultivating Leadership
6. Significance
7. Loyalty

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Technology can be dangerous



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What today's young people want

1. Work-life Integration
2. Outputs Driven Environment
3. Better Use of Technology
4. **Mentoring and Training**
 - Learning the stuff you can't learn from textbooks
 - Learning it in 2 years, not 2 decades!
 - Experience isn't what it used to be – but wisdom is!
 - Access to mentors and business leaders
 - Generic, marketable, challenging development, not just function-specific
 - Work off of a strengths base (make good things great)
5. **Co-ordinating and Cultivating Leadership**
6. **Significance**
7. **Loyalty**

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Caught not taught

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What today's young people want

1. Work-life Integration
2. Outputs Driven Environment
3. Better Use of Technology
4. Mentoring and Training
5. **Co-ordinating and Cultivating Leadership**
 - Instilling (and living) your values
 - Invitational leadership
 - Emotional Intelligence (EQ)
 - Embracing Diversity & a woman's touch
 - Ability to make mistakes and learn from failure – “Learner leaders”
6. **Significance**
7. **Loyalty**

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“In weird, wild, text-book defiant times like these, the **model of leaders** as ‘all knowing commander and order-giver extraordinaire’ is **fatally and fundamentally flawed.**”

Tom Peters

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Learner Leaders

“The illiterate of the 21st Century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”



Future Shock
by Alvin Toffler




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"I want our people when they walk in to be so stoked they can hardly stand it. I want them to be dying to come back tomorrow. I want them to be desperate to find a place where they can use their own particular talents to add to us and make us great."

THE WORLD IS ALWAYS EVOLVING. THE FUTURE IS ALWAYS CHANGING.



Jim Jannard, Oakley

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What today's young people want

1. Work-life Integration
2. Outputs Driven Environment
3. Better Use of Technology
4. Mentoring and Training
5. Co-ordinating and Cultivating Leadership
6. **Significance**
 - More than a job
 - Responsibility
 - Going beyond the job description
 - Making a difference & Social responsibility
7. Loyalty

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What today's young people want

1. Work-life Integration
2. Outputs Driven Environment
3. Better Use of Technology
4. Mentoring and Training
5. Co-ordinating and Cultivating Leadership
6. Significance
7. **Loyalty**
 - Sort of... rather a gravitation to a cause
 - Loyal to a reason to stay
 - "I am a better person because I am here"
 - Loyal to the network
 - Create an alumni environment

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Breadth v Depth

HR


Marketing

Finance

Production

PR

Manager



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What today's young people want

1. Work-life Integration
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6. Significance
7. Loyalty

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To obtain and maintain a **competitive advantage** in the 21st century, you have to be able to **attract, retain, nurture, reward and lead** today's young talent in your industry, and get more out of them than anyone else could

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Barrie Bramley

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barrie@tomorrowtoday.co.za

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