Insights on Generation Y: Students, colleagues and clients

Reflection On Practice
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Why study Generations Y?
Warning
Generations in my house

Mrs Gen X

Gen Y’ers

Mr Baby Boomer
Names of a generation
So Who ARE GENERATION Y?

Birth years
1982 to 2002

Presently aged 31 to 14 years

In NZ stats in 2012 population aged
15-29 years = 21%
Influences

- Medical and Health
- Global and Environmental
- Social and Leisure
- Educational
- Political and Economical
Attitudes

- Generally optimistic
- Ambitious
- Anything possible
- Want it all and want it now!!!!

Easily Bored!

Attention seeking

Respect when given respect
Values

Individualism

Work as being less central to their lives

Praise and Recognition
Work preferences

Career advancement

Team work

Varied, friendly, informal and creative workplace

Freedom

Autonomy
Use of technology
Work life balance
So what does all this mean?

**Group One:** What might you take into consideration when working with generation Y students? Share your experiences.... Discuss ideas that will help generation Y students in your work setting.

**Group Two:** Consider your generation Y colleagues. How could they have more work flexibility? Work to goals rather than hours? How else could they organise their work? Have greater variety at work?

**Group Three:** Generation Y as colleagues. What can you do to forge greater links support and team with these colleagues?

**Group Four:** Generation Y as clients, share experiences.. What will you consider when working with these clients? What issues do you think are important to them?
References


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