



INSTITUTE FOR
CORPORATE PRODUCTIVITY
Peers. Research. Tools. Technology.

Jay Jamrog

SVP of Research

Institute for Corporate Productivity (i4cp)

Jay is a futurist. As SVP of Research for i4cp, he has devoted the past 25 years to identifying and analyzing the major issues and trends affecting the management of people in organizations. Currently, Jay and his staff follow demographic, social, economic, technological, political, legal and management trends across 50+ broad topics.



Over the years, he has helped some of the most innovative organizations gain a deeper understanding of the world's changing business environment and has helped them think strategically about today's actions and tomorrow's plans. Jay has confidential access to some of the most progressive organizations, and he's currently an active advisor to more than a dozen leading corporations. In addition, Jay conducts dozens of seminars annually for major corporations on subjects related to the changing nature of the workplace and workforce.

Generation Y & the War for Talent

As we move further into the 21st century and baby boomers inch closer and closer to retiring en masse, Generation Y (those born in 1984-2002) will continue to play a stronger role in business. While Gen Y are expected to continue the improved productivity trends of Gen X (those born in 1965-1983), boost team performance and embrace cutting-edge technology, concerns still abound, from a lack of basic academic knowledge to overreliance on supervisory guidance and group support.

- Recent research and observations on managing Generation Y talent
- Demographic trends - and countertrends - that predict labor shortages, skill deficits and fewer knowledge workers
- How can leaders respond to attract, retain and engage talent in the future?



Presentation Outline

- I. About i4cp and our Research Methodology
- II. The drivers of the War for Talent
 - a. Demographic Trends
 - b. Skill Level of the Workforce
 - c. Aging Workforce
- III. Characteristics of Generations
 - a. WWII Generation
 - b. Baby Boom
 - c. Gen X
 - d. Gen Y
- IV. Recruiting, Retaining and Engaging Gen Y
 - a. Technology
 - b. Diversity and Inclusion
 - c. Leadership
 - d. Loyalty and Commitment
- V. Q&A