

# Gen Ys want fun, feedback at work

By **BRADEN  
QUARTERMAINE**

YOUNG people care about a lot more at work than what they are being paid, Computer Science Corporation Australia resource manager Leisa Irving says.

Ms Irving, who will speak at the next Australasian Management Centre Innovation Forum breakfast, said Generation Y longed for feedback, recognition, and a job that was fun and provided quality friendships and fulfilment.

"To attract, engage and retain Gen Ys, organisations will not only need to be aware of the different motivators that drive this cohort," she said.



"They will need to have policies and programs geared around meeting those needs and embed into the organisational culture the strong values that differentiate this group.

"Career choices of Gen Ys will be driven by the need to play meaningful roles in meaningful work, where they can see their contribution adding to the bigger picture. They also want the potential to achieve this outcome sooner rather than later."

Ms Irving said while young people

were independent and empowered, they valued feedback highly.

"Together with this empowerment and self-confidence has come the need to collaborate and seek feedback from peers and friends to get consensus on issues both personally and professionally," she said.

"Employers who are able to create workplaces that include team-based structures will be very appealing to Gen Ys, who have the confidence to contribute independently in the workplace, but also enjoy the engagement of the team."

Ms Irving said the best way of attracting young staff was through their friends already in the workplace, saying CSC even offered a

"finder's fee" to employees who found a new worker.

"Research has indicated that those in the labour market are more likely to trust the 'intel' within their own personal networks and the views of those already in a company," she said.

"Less credibility is given to what is written on web pages and company annual reports. Leveraging graduates and current employees in the recruitment process at job or career fairs and other media events can provide a credible voice of the company.

"Being the children of the baby boomers, Gen Ys are confident and ambitious, but the differentiator

here is that they are ambitious, but not at any cost.

"Many Gen Ys have seen and experienced burnt-out baby boomer parents in stressful jobs impacted by restructures and re-trenchments. Gen Ys want flexible working conditions and to be able to enjoy work life balance. While the adage for baby boomers may have been 'live to work', Gen Y's is 'work to live'.

■ The AMC Innovation Forum breakfast is on March 4 at the Perth Convention Exhibition Centre. Tickets, which cost \$195 each or \$1100 for tables of six, are available at [www.amcinnovation.com](http://www.amcinnovation.com) or by calling 1300 466 688.