



By **BRADEN QUARTERMAINE**

YOUNG people today are the most globally aware generation ever and Perth bosses must learn to understand them and meet their expectations.

That's the message from Greg Kinnaird, managing director of the Australasian Management Centre, who will speak at the next Innovation Forum breakfast.

"These young people make up the most globally aware and culturally diverse generation in history," Mr Kinnaird said.

"They also have certain expectations that need to be fulfilled if they are to stay with your organisation."

Mr Kinnaird said the key to managing Generation Y staff was understanding their values and what they wanted from their job.

"Engage them and they will not only stay, but be a powerhouse of ideas and innovation within your organisation. Fail to understand them and they will go elsewhere," he said.

"The most important tactic for businesses looking to retain Gen Ys is to listen to them. This outspoken generation will tell you what they want, and if you meet their needs you will develop a dynamic and innovative organisation."

Mr Kinnaird said young people wanted to be respected as equals, to have clearly defined tasks and expectations, to have the chance to be creative and to receive ongoing and immediate feedback. He said Generation Y was the next group of leaders and managers and they were already knocking at the door of opportunity.

"More than 20 per cent of the global population is Gen Y and they have passion, innovation and creativity," he said.

## INNOVATION FORUM

# Tap the power of Gen Y

"Today, the oldest of this generation are 30 years old and many are now over 18 years of age. As with all generations, they have been shaped by events and circumstances in their formative years.



**Greg Kinnaird**

"To understand Gen Ys, managers and leaders must first understand the times that shaped them.

"Gen Ys have never known life without mobile phones, fax machines and voicemail.

"Their world has always included computer games and technology-based communications, including chat rooms such as Facebook and MySpace."

The AMC Innovation Forum breakfast is on March 4 at the Perth Convention Exhibition Centre.

Tickets to the breakfast are priced \$195 each, or \$1100 for tables of six, and are available at [www.amcinnovation.com](http://www.amcinnovation.com) or by calling 1300 466 688.