



similar aspirations?

New Harvard research is showing that the Baby Boomer generation and the new Generation Y are demanding many of the same things in the workplace.

This new research that shows a similarity between the oldest and youngest members of the workforce means that every size and type of company can easily benefit by considering these implications. Larger corporates are finding that they can motivate both new graduate applicants and top executives with incentives other than pay. Family and owner-managed businesses can tailor their succession planning with the different generational motivators in mind.

Harvard's new research is finding that there are considerable similarities between the "Boomer" (born 1946 - 1964) and "Y" (born 1979 - 1989) generations. Two large surveys of college graduates in the US reveal remarkable similarities in workplace preferences between Baby Boomers and Generation Y - the oldest and youngest groups in the emerging workforce. Both Boomers and Ys want to contribute to society through their work; want flexible working arrangements; value social connections at work and loyalty to a company.

Key Motivators

Generation Y rates six types of rewards as at least as important as compensation:

Boomers rate seven types of rewards as at least as important as compensation:

1. High-quality colleagues
2. Flexible work arrangements
3. Recognition from one's company or boss
4. Access to new experiences and challenges
5. Prospects for advancement
6. A steady rate of advancement and promotion

1. High-quality colleagues
2. Flexible work arrangements
3. Recognition from one's company or boss
4. Access to new experiences and challenges
5. Autonomy regarding work tasks
6. Giving back to the world through work
7. An intellectually stimulating workplace