

In 2011 AT&T University hosted the 2<sup>nd</sup> annual Generations in Actions Conference to explore trends and implications of the 21<sup>st</sup> century multigenerational workforce. **This is the second of three papers summarizing findings from that event.**

CONFERENCE REPORT No. 2

## Adapting to the social shift and developing talent



**Ryan Estis**, known as one of the “Top 100 keynote speakers in the U.S.,” led an energetic discussion on how technology and social media are changing the way companies operate and drive results. Ryan often states that “passion happens on purpose,” meaning that employees’ actions are intentional when employee and the leadership goals are aligned.



**Debby Magnuson**, Director of Development Services with Career Partners International (CPI) discussed the current reality of employee development and why companies need to find a common ground across the generations when creating and delivering training.

### Key Speaker Messages:

- The Social Shift is the result of four megatrends:
  - **Consume:** Greater amounts of information are available to us at “the speed of a click!”
  - **Create:** More data was created in 2010 than in the history of mankind
  - **Connect:** People don’t want to be talked **at** by companies ... they want to talk to people
  - **Community:** A person’s experiences drives their expectations and builds trust
- Four areas of commonality across the generations that can be leveraged in talent development:
  - **Respect:** All generations want to be listened to and valued for their contributions
  - **Coaching:** All generations desire an opportunity to contribute and engage in decision-making
  - **Development:** All generations are interested in skill attainment, growth, and learning
  - **Flexibility:** Meeting the needs of all generations means providing a range of options for when, how and where training is delivered

**Conference Consensus : We are at the cusp of significant change and must embrace it.**

### Social Shift Implications

#### CONSUME

Keep your websites current! Customers and prospective employees are visiting websites **before** making purchases or submitting resumes.

#### CREATE

Create infrastructure to stay current! New internal and external content is needed for ongoing customer engagement.

#### CONNECT

Make the human connection! Monitor social media sites and respond quickly to customer needs. This will build loyalty.

#### COMMUNITY

Bring technology inside the company! Build internal social networking communities to create a closer knit workforce.

### Talent Development Differences to Note

#### GEN X

Prefer fast-paced, multi-activity learning environments; limited tolerance for poor technology and monotonous online training.

#### GEN Y

Will engage in training if its relevant to their jobs and career; negative toward poor technology applications.

#### BOOMERS

Love to learn and are looking for an “experience”; will tolerate online training if it is not “overly technical.”

#### TRADITIONALISTS

Courteous, receptive audience, but are negative towards “casual” training environments.

**Next Briefing: ?WhatIf! Innovation Bootcamp**