Splicing the Public Service Gene in Gen Xers, Yers, and Millenials

American University’s Insitute for the Study of Public Policy Implementation Leadership Forum
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**Who Are They**

<table>
<thead>
<tr>
<th>Generation X</th>
<th>Generation Y &amp; Millennials</th>
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<tbody>
<tr>
<td>51 Million</td>
<td>72.9 Million</td>
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- No Defined Leadership
- Responsive Competitive Teams
- Virtual Teams
- Brutally Honest
- Equal Male And Female Workers And Managers
- Working At Home – Virtually
- Decrease In Unemployment
- Work Is Just A Job
- Don’t Want To Work More Than 40 Hours A Week
- Want Flexible Hours
- Multitasking
- Parallel Processing
- Technology Wizards
- Retirement Age 67-70
- Increase In Volunteers
- Multiple Careers In A Lifetime

- Civic Minded Teams
- Increase Technological Conferencing
- 50% Work From Home
- Low Unemployment
- 8 Careers In A Lifetime
- Resilient
- Teamwork Ethic
- Can-Do Attitude
- Technologically Savvy
- Expect To Work 50 Hour Weeks
- Confidence In The Establishment
- High Productivity
- Collective Consensus Driven
- Will Demand Pay Equity
- Will Reestablish The Middle Class
- Will Change The Spirit From For-Profit To Not-For Profit Sector
- Retirement After 70 Years Of Age
The Problem

Age Distribution of Permanent Employees

- FY 2002
- FY 2007
- FY 2012
The Other Problem
NRC’s Targets

• Gen Xers, Yers, and Millenials with a touch of green

• Why?
  – The NRC Mission resonates with them:
    • Health and safety
    • Protect the environment
    • Nuclear as an answer to global warming
How to Get Them

• Use high-powered sales agents
  – Senior executives
  – Hiring managers
  – Contemporaries
• Use slick ads
• Use high touch
• Leverage & link outreach initiatives
  – Student employment
  – Grants and scholarships
How To Get Them

• Sell the mission:
How To Get Them

• Sell the worklife environment:
  – Training
  – Flexible hours
  – Telework
  – Community
How to Keep Them

• Deliver on your promises
  – Give them meaningful work
  – Train them (including advanced degrees), but balance that with real work

• Talk to them

• Listen to them

• Deal with intergenerational issues
  – Respect
  – Trust