



# Are Gen Y Professionals Really lazy, Not Interested in Their Jobs?

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*In a Career Connections podcast on Total Picture Radio, W. Stanton Smith, National Director of Next Generation Initiatives at Deloitte discusses the research findings in his new book, Decoding Generational Differences.*

PR9.NET June 24, 2008 - New York, NY - For the first time in history, there are four generations in the workplace: The Vets, the baby boomers, the gen X'ers, and the millennials (or Gen Y). Is there a generational disconnect in your company?

In an in-depth interview podcast on Total Picture Radio, <http://www.totalpicture.com/content/view/556/214/> Stan Smith, whose responsibility at Deloitte is to study demographic and workforce attitude trends, presents practical ways to deal with the generational divide, and what companies must do to be competitive recruiting top talent. Mr. Smith is the author of a new book published by Deloitte titled: "Decoding Generational Differences, Fact, Fiction, or Should We Just Get Back Tot Work?"

In the podcast, Smith tells Peter Clayton, the host of Total Picture Radio, "I came to the topic of generational differences as a true skeptic... the research findings convinced me that organizations of all shapes and sizes have much to learn if we are to attract and keep the talent we need to succeed. And, by the way, it's not all about the millennials... it's really about everyone in the workforce." Stan Smith should know: Deloitte is a major employer of young adults, and over 80% of the firms external client-facing employees are under the age of 35.

Much of the podcast centers on the fact that the latest generation of young professionals entering the workforce don't buy what corporate America is trying to sell them for career opportunities. In his book, Smith structured three divides to discuss these issues: technology, attitudes toward business, and consumer attitudes.

The technology divide is significant, according to the author. "Millennials are gamers: they grew up with computers and cell phones, and playing video games... They grew up playing games of chance. A probability algorithm has been built into almost every game they've played... and gamers are twice as likely as boomers to believe success is life is due to luck." Smith writes in his book, "This prepares them to shrug off pretty serious setbacks (remember the dot-com bust?) as learning experiences in which their luck just ran out. It also teaches them to analyze the game they are playing and, if the odds don't seem good, to look elsewhere."

If you are looking for solid research, and a concise portrait of today's workforce dynamics, Decoding Generational Differences is a must read. The podcast with Stan Smith, and information on ordering the book, can be found in the Connections Channel of Total Picture Radio, <http://www.totalpicture.com> and on TPR's channel on iTunes.

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## About Total Picture Inc

Total Picture Radio is a career empowerment service for knowledge workers. We are committed to sharing ideas and commentary from thought leaders in business, strategy, sustainability, marketing, career management, media, and the Internet. TPR podcasts actionable information for high-performance careerists - and business leaders creating talent-focused organizations. Our in-depth interviews include best-selling authors, senior executives, visionaries, leadership coaches, and entrepreneurs. Total Picture Radio is "The Voice of Career Leadership." Sponsorship opportunities are available for talent-centric companies.

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