



[FOR IMMEDIATE RELEASE]

**“Trend of New Generations’ Working Characteristics”
Showed the Changes in Working Characteristics and Preferences of
Generation Y (Post 80s) and Generation Z (Post 90s) through 2011, 2012, 2013 & 2014**

[August 14, 2014 – Hong Kong] In the coming decades, baby boomers (born 1946-1964) will gradually retire and Generation X (born 1965-1979) will succeed to their positions while Generation Y (born 1980-1994) and Generation Z (born in or after 1995) will become the major workforce. In the meanwhile the government has been advocating the tertiary education for young generation and the number of university graduates on the market has been increasing rapidly, many employers have to employ this new wave of work force, but are meeting challenges in working with them.

On behalf of the Continuing Professional Development Alliance (CPD Alliance), Tamty McGill Consultants International Limited conducted “Survey on Generation Y / Post 80s (born in 1980 – 1994) and Generation Z / Post 90s (born in or after 1995): Characteristics and Preferences at Workplace” during January 2010 to August 2014 within the 19 corporate members of CPD Alliance. The objective of the survey is to help employers in different professions understand Generations Y and Z on their characteristics and preferences at work, through which employers can develop appropriate strategies and tactics to work effectively with Generations Y & Z and exploit their talents for future business development and professional advancement.

A total of 3521 questionnaires are collected within the 19 professional bodies of CPD Alliance from different professions, including responses from 1713 Employers, 390 Working Generation Y (University graduates who are currently working as a full-time staff), 1253 Studying Generation Y (Degree and Non-degree Programme students), and 165 Studying Generation Z. This survey specially included Mainland responses so as to compare the similarities and differences between Hong Kong and Mainland new generations.

What attributes would Generation Y and Z look for when they choose/stay in a job?

According to the survey result, employers in both locations regarded “monetary compensation and benefits” and “interests and fun” as important factors to attract new generations to choose or stay in a job throughout the four years. Local Working Generation Y, Non-degree Programme Generation Y and Studying Generation Z ranked actually ‘monetary compensation and benefits’ as most significant. Degree Programme Generation Y have started to change their opinion since 2012, thinking “interests and fun’ as the most important. Most of new generations in Mainland also agree that the above two factors are the most important. However, Working Generation Y in Hong Kong and Non-degree Programme Generation Y in Mainland also regarded “clear and achievable career pathway” as a very important factor, making a difference from other groups of respondents.

What styles of mentoring would Generation Y and Z prefer?

Four Styles of Mentor

1. A **Directive Mentor**: Gives all the instructions and rules, and asks them to follow
2. A **Supportive Mentor**: Provides support when they face difficulties or need help
3. A **Collaborative Mentor**: Allows much freedom in their work and let them be in charge of a task or project
4. An **Achievement-Oriented Mentor**: Sets clear goals, and provides ongoing feedback throughout the whole process of achieving the goals



Amongst the four styles of mentor listed above, most employers thought new generations preferred a “Collaborative Mentor” who offers much freedom at work. However, in 2014, local employers started to change their view and think that new generations prefer “Supportive Mentor” instead. On the other hand, all groups of Generation Y and Z in both locations choose a “Supportive Mentor” over other styles, which means they seek for employers’ help and feedback. The mismatch of “new generations’ preference for mentoring styles” between employers and new generations in Hong Kong is disappearing gradually over the past 4 years.

What are the characteristics of Generation Y and Z at workplace?

Both Hong Kong and Mainland employers consider a preference for “flexible working timetable” as the most obvious attribute to new generations consistently over the past 4 years. For Working Generation Y in Hong Kong, they always “want to participate in making decisions related to their work”, while Degree Programme Generation Y and Generation Z students “want more instant responses in communication” from all 4 year’s results. On the other hand, all groups of new generations in Mainland pointed out that they would like to “have more instant response in communication at workplace”.

To describe New Generations at work, “Creative” is mostly used by all new generation groups in Hong Kong in the past 4 years. This reflects that the new generation has established a clear and consistent image at workplace. In 2011 and 2014, Hong Kong employers mostly use “Self-centered” to describe new generations, and it has been always in the top 5. But they also have started to use “Freedom”, “Energetic” and “Flexible” to describe new generations in recent years. Degree Programme Generation Y thought they were “Self-complacent” and “Lazy” before, but now they think they are “Hard-working” and “Flexible”. Generation Z describe themselves as “Smart” and “Hard-working” but “Lazy” as well. Mainland new generations used “Confused” and “Independent” to describe themselves.

How to motivate Generation Y and Z at workplace?

Local Working Generation Y and Non-Degree Programme Generation Y consistently consider “Money and Title Recognition” as an important motivation at work over the 4 years. Degree Programme Generation Y held the same view as previous groups in 2011, but starting from 2012, they considered “Satisfactory Performance” as the most important. Most employers also agreed that “Money and Title Recognition” is the most important to new generations over the 4 years, while Generation Z students consider “Satisfactory Performance” as the most effective motivator at work. Employers and new generations in Mainland also hold the same views that these two factors are most effective.

What are the highlights of this trend analysis?

According to the trend analysis of the survey results in past 4 years, new generations are generally perceived as “Creative”. New generations in Mainland also possess some unique features such as “Independent” and “Confused”. “Monetary Compensation and Benefits” is an important factor to attract new generations when they choose or stay in a job which was found out consistently over the 4 years. Meanwhile, “Clear and Achievable Career Pathway” and “Interests and Fun” are also considered into job selection by new generations. Moreover, new generations prefer “Supportive Mentor” which has not been changed in the past 4 years. Because they have just started their career and they are not very independent, they look for employers’ support, guidance and training, as well as instant responses and feedback, instead of freedom at work. Fortunately, employers have started to realize this gap with new generations, and gradually to agree with them on this opinion. On the other hand, “Money and Title Recognition” and “Satisfactory Performance at Work” are effective motivators for new generations at work all the time in the past 4 years.



How to work with Generation Y and Z effectively?

1. Tangible:
 - Benefits and compensation
2. Organizational Culture:
 - Compatible workgroup/team
3. Nature of Work:
 - Interesting work
 - Opportunities for accomplishment
4. Growth:
 - Opportunities to learn and develop
 - Opportunities for advancement
5. Leadership:
 - Good management/boss/mentor
 - Reward and recognition for individual contribution

ABOUT CPD ALLIANCE

The CPD Alliance was established as an informal group of professional societies in April 2002. After years of development, the Alliance now has 19 corporate members, all prominent professional bodies in Hong Kong. The primary mission of the Alliance is to promote, deliver and enhance continuing professional development.

For more information, please visit our website (<http://www.cpdalliance.org.hk>)

About Tamty McGill Consultants International Limited

Tamty McGill Consultants International Limited is a management consultancy firm. With our dynamic consultancy and investigation experience for clients of a wide spectrum of industries, our vision is to help clients in devising practical human capital strategies that are tailor-made for their business nature and corporate culture. We work with clients to enhance organization performance and to create competitive advantages through the effective use of their human capital, encompassing all aspects of attracting, retaining, motivating and developing people. We are also the distributor of Chinese Personality at Work (CPW) Questionnaire of the University of Hong Kong and cooperate with Smith + co, the UK-based specialist customer experience consultancy.

For further information, please visit our website (www.tamtymcgill.com) and Facebook (www.facebook.com/TamtyMcGillConsultantsInternationalLimited)

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Tamty McGill Consultants International Limited conducted the “Trend of New Generations’ (Generation Y&Z) Working Characteristics: 2011, 2012, 2013 & 2014 Survey Report Analysis” on behalf of CPD Alliance on a voluntary basis.