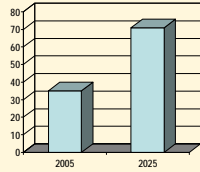
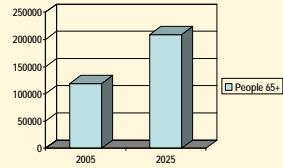


Aging Workforce

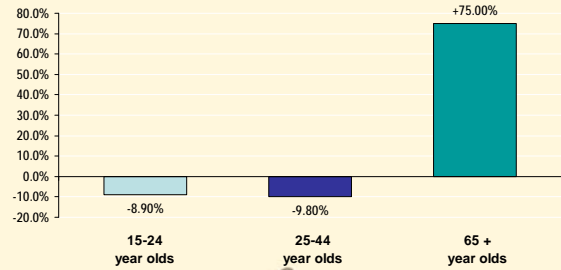
National Aging Numbers
(in Millions)



South Dakota Aging Numbers



South Dakota Population Change 2005-2025



Generation Y

Title Wave is Coming

- Within four years – 10 million will join the workforce
- They will make or break your business
- They are said to be the most high maintenance generation of all time...but they're also the highest performing



WORKFORCE
2025
Live. Grow. Build.





Program by:



What do they think about SD?



We're Doing Something Right

South Dakota Positives:

- Familiar and comfortable
- Safe
- Less competition
- Coworkers are friendly, good work ethic
- Family
- Little traffic and short commute
- Fewer people, more opportunities



They Think WHAT?!?

South Dakota Challenges:

- Low pay (teacher pay sets the tone)
- Nowhere to grow
- Not enough opportunities
- Not known for technology
- Hard to get jobs at small family-owned businesses
- Cold
- Not enough to do "after work"



Working with "Generation Y"



8-Tracks vs. iPods

Other Generations

- Earned it
- Can handle criticisms
- Have had to learn it
- Work better individually

Generation Y

- Feel entitled
- Expect promotions and raises every year
- Instant gratification
- Know it all
- Never given negative feedback
- Super-technical
- Work well on teams with friends



They're Comin' Your Way

1. Work through unrealistic expectations upfront before hiring them
2. Develop individual development plans; they get bored easily, and they want goals to attain
3. Training
4. Communicate constructive feedback carefully
5. Support their civic-minded community service interests



Please...no negative feedback!



Micah Aberson
Lawrence & Schiller
micah.aberson@l-s.com

