

## JULY 2008

### WHY, OH Y?

Weekend papers regularly feature stories about "Generation Y" - the group of over four million people born between about 1977 and 1999. It may be entertaining to read about their quirks, but these people are now starting make up a large percentage of the workforce, so employers need to have an understanding of the characteristics of Gen Y.

Gen Y are commonly described as

- very confident of themselves
- impatient
- quick to learn
- positive about the future, and
- spending significant amounts of time socialising using computers and mobile phones.

#### So, what does that mean if you are recruiting young people

Gen Y will be looking for vacancies on the Internet, while their parents scan the local newspaper. You might consider a two-pronged approach with a small paper ad which shows your company name (brand), the job title and just enough words to excite Mum and Dad. Then your Internet ad should contain the detail to excite Gen Y - use colour so that your vacancy looks different from the text-only ads, show photos of your existing employees smiling at work, talk about growth and technology where appropriate. Of course, you still need a basic description of what the work entails, however Gen Y will want to see if your workplace looks like an interesting and fun place to be.

#### And, what if you already have young employees?

With Gen Y, their loyalty to anything is often fragile. If they don't like your workplace, they

will leave and then start looking for other work. (The older generations would hang on until they secured another job). To a large extent, you need to entertain the Gen Ys, and



there is a way to do this which will tap into their impatience and their need for fast-paced learning.

You need to set up a Learning Log, which is a plan of all the Topics needed to be mastered before a person can be considered for the next position. Although the Topics might be broad, the individual sub-topics will be small and very quick to learn. For example, learning Front End Supervision in a supermarket would entail knowing all aspects of entry-level check-out operation plus 1) accessing the safe 2) processing returns 3) handling abusive customers 4) security 5) emergency evacuation drill coordination 6) rotating staff. In the past, a business might train all of those things in a single 4 hour session of mostly theory. However by using a staged approach, you would show six separate lessons. Each mini-lesson would have a small amount of theory, then a walk-through of the appropriate Standard Operating Procedure and finally spend an appropriate number of hours doing the activity under the watchful eye of your most experienced Supervisor. Short, sharp lessons building up towards the end point makes for a program which engages the Gen Y employee.

Robert Watson

#### Final Thought

Rather than shaking your head in frustration at Gen Ys, your challenge is to tap into their many strengths so that your business can ride the fast wave into the future.

# RESURG GROUP

**60 SECONDS WITH...**  
**GARY SEIGNOR** from  
**TRAVELSCENE**  
**AMERICAN EXPRESS**  
**MALVERN & HAMPTON**



**Favorite Destination:** Turkey

**Favorite Food:** Rack of Lamb

**Favorite Movie:** Pulp Fiction

**Someone I Admire:** My mother for putting up with me when I was growing up.

**Something I want to see:** St.Kilda Premiership

**How do you motivate your staff?**

- Provide a fun environment
- Provide empowerment
- Provide clear direction
- Recognise and reward
- Listen and be flexible

**Do you run a staff incentive scheme?**

Ad hoc vouchers are provided when staff go beyond the call of duty above the normal commission scheme which we have in place. Also end of financial year and Christmas bonus are paid depending on the office performance.

**What tools do you use for your time management?** Outlook diary, never look at emails prior to 10.00am and call clients rather than rely on email responses when immediate answers are required

**How do you benefit from being in a Performance Group?**

The group gives me the ability to network with colleagues who have similar challenges and to set deadlines in a group environment to ensure completion.



### FOURTH GROUP UNDERWAY...

Congratulations to the members of the new Harvey World Travel Vic 2 Performance Group which held it's inaugural meeting in Melbourne in June. Members found their first meeting very enjoyable and particularly found the Profit Review and Ideas Exchange to be very beneficial.

The members for the group are: Natalie Daw, Hassan Younes, Melissa Anderson, Helen Ioannou, Cathi Burnett - Cosgrove, Rick Allen, Leann Cooper, Carrol Dargie, Annette Porter, Joanne McNamee, Michelle Tabuteau & Denis Maher.

This is the fourth Harvey World Travel group. Harvey World Travel is one of the longest established retail travel agencies in Australia, with the first Harvey World Travel agency having been opened in May 1951. It has now grown to having over 500 travel agencies throughout Australia, South Africa and the United Kingdom. Harvey World Travel's commitment is to provide customers with unparalleled professionalism and value in travel through their highly trained staff and their extensive knowledge of all aspects of travel.

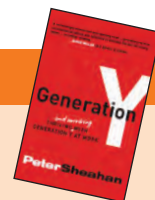
## BUSINESS BOOK OF THE MONTH

**Generation Y**

**Resurg Rating:** ★★★★★☆

**Author:** Peter Sheahan

In this month's title, written by Peter Sheahan provides an unique insight into the Generation Y mindset. The author aims to help the reader hire, inspire and most importantly retain this newest breed of employee. While Peter Sheahan's book focuses specifically on Gen Y, it also looks at the need to consider the differences between the generational needs of workers. This is already a challenge in a tight skilled labour market and will only increase in a labour market such as Australia's where the workforce is ageing and the demand for skilled labour is increasing. This book is aimed at managers, business owners and leaders.



### NEW PG MEMBERS

Congratulations to the following businesses who recently joined a Performance Group:

Peter Emms - Travelscene Sale

Gillian Mills - Maleny Travel

Thank you to following Performance Group members who referred the above new members. They will now each receive a cheque for 10% of their annual Performance Group fees.

Veronica Davies - Travelscene Bairnsdale

Karen Waples - Travelscene Taigum

Do you know someone who would benefit from being in a Performance Group? Email their details to [performancegroups@resurg.com.au](mailto:performancegroups@resurg.com.au), if they join a group you will receive a cheque for 10% of your annual Performance Group fees.



### WELCOME PAUL

Welcome to Paul Wilson who recently joined the Resurg Group as a Commercial Analyst.

Paul has an extensive background in chartered accounting, commerce and consultancy and has also tutored undergraduates in financial management.

He has a keen interest in helping businesses add value and in assisting business owners and managers in making full use of all the information available from their accounting records. He holds a Bachelor of Business Degree in accounting and a Graduate Diploma in Education. He is married, with three adult sons and outside of work lists his passions as history and reading.



### PERFORMANCE GROUP CALENDAR JULY 2008

14th & 15th July	Travelscene American Express VIC1 Performance Group	Melbourne, VIC
16th July	CRT VIC3 Conference Call	1800 200 232, 219294#, 11am
17th July	CRT VIC1 Conference Call	1800 200 232, 219294#, 11am
22nd July	Mitre 10 WA Conference Call	1800 200 232, 219294#, 12pm
24th & 25th July	Harvey World Travel QLD	Brisbane, QLD
25th July	Harvey World Travel NSW1 Conference Call	1800 200 232, 219294#, 11am
28th July	Harvey World Travel VIC1 Conference Call	1800 200 232, 219294#, 1pm
29th & 30th July	Harvey World Travel Best Group	Mackay, QLD
31st July & 1st August	Best Practice Group	Brisbane, QLD
1st August	RSL VIC1 Conference Call	1800 200 232, 12pm, 219294#



Did you know you can contact the Resurg Group via Skype? For those of you already using Skype you will know that it is a fantastic way to save money on telecommunications. Skype users can call each other at anytime, anywhere in the world, for free, including video calls. The only catch is that you need to be at a computer with a broadband internet connection.

If you are using Skype, next time you need to give Resurg a call, simply look for our user name which is Resurg Group. We will always be online during normal office hours.

Would you like to know more?  
Visit [www.skype.com](http://www.skype.com)