

The digital natives – and the future workforce

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The Digital Natives

- **Generation Z**
- **Born 1990- 2001**

- **This is a large generation compared to the generation Y (1978 and 89)**
- **Large generation because of revival of family values**

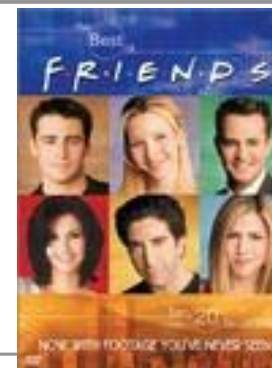


What's so special about them?



- **Project, trophy and curling children**
- **Not selfish but individualistic: Everyone has the right to fulfill their dreams**
- **Plays on all chords**
- **Be famous – it does not matter for What (Paris Hilton)**
- **Personal values are shaped by the different group with whom they share school, sport activities and others interests.**

Personal network and virtuality



Huge circle of acquaintances

- 4-8 close friends
- 30- 50 text-friends
- 100-200 MSN –friends
- Each Digital Native have a huge personal network to people in different parts of their own city, country and some of them world wide

The first on - line generation

Google it !

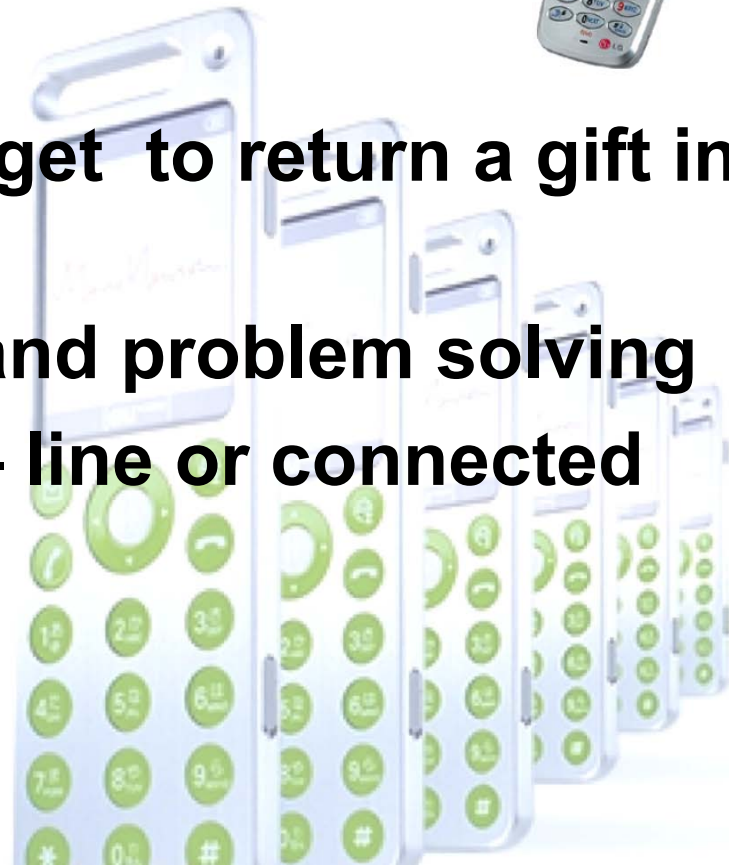


- **Almost born to live online:**
- **News, informations, shopping, chatting, play different computer games, download music and creates their own music and videos.**
- **Multitasking**
- **www.YouTube.com – broadcast Yourself**
- **www.Secondlife.com. A new virtual life**

The SMS-generation



- **Mobile phone and SMS**
- **A SMS is a gift, don't forget to return a gift in 3 minutes**
- **Tool of communication and problem solving**
- **The feeling of being on – line or connected with friends and family**
- **20-150 sms each day**



Expectations to future employers

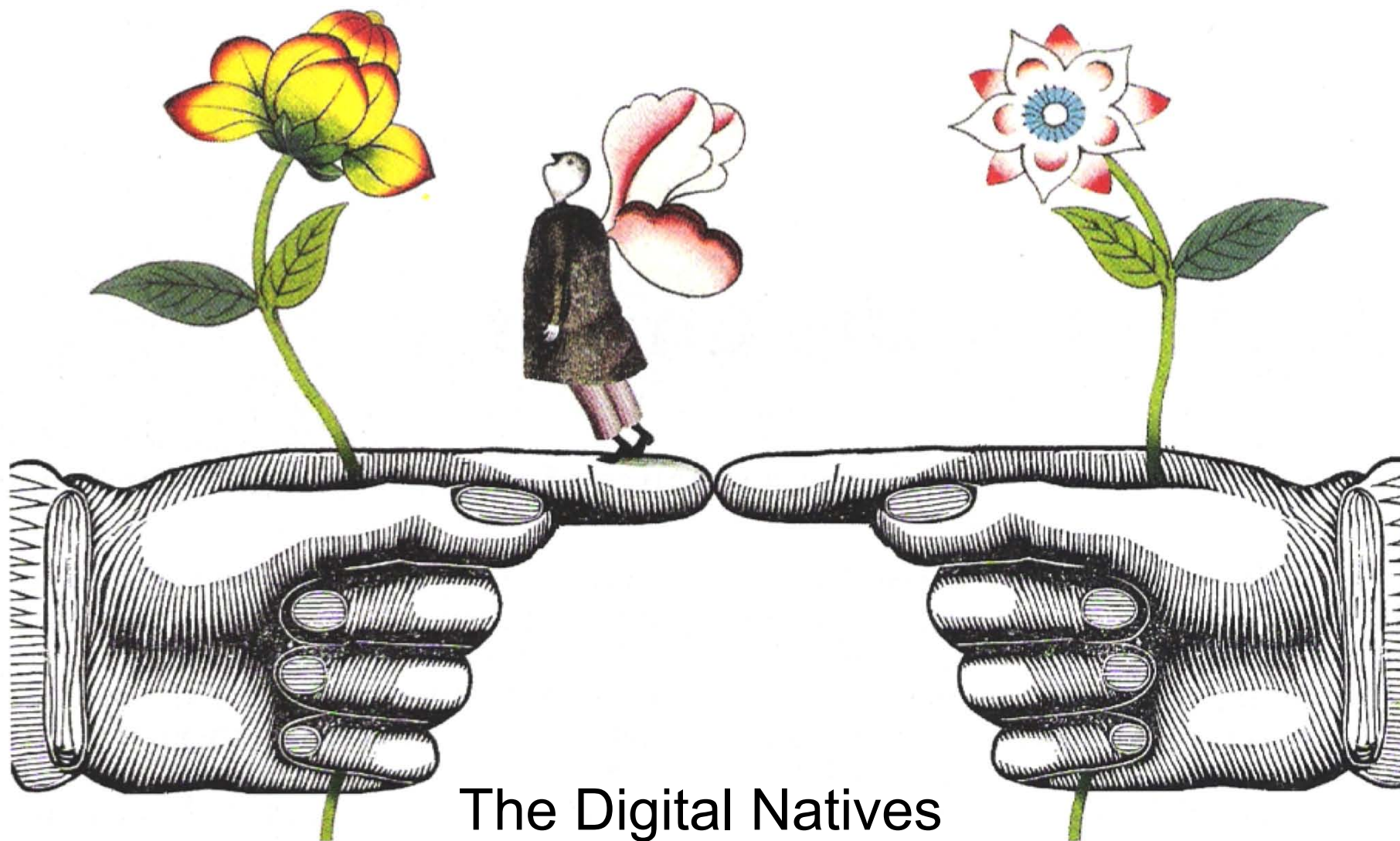


- **What's can this job offer me?**
- **Near future possibilities to meet different people, leaders, jobfunction and workplaces on a regular basis ?**
- **Comprehension and willingness to understand the things I care for ! Children, cats, music festival**
- **Leaders that can motivate me – be my star and**
Forgive me

Private life



- **Marriage, family and a interesting Job and they want all of it**
- **Nice house and good surroundings**
- **Friends, groups and communities**
- **Don't just buy – show it and give yourself and your time away to**
- **Life is full of contradictions, so they will long for time, peace and intimacy**



The Digital Natives Challenges to the workforce

A two - front war



Cooperations are no longer in control, but are facing a two-front war:

- **Held hostage by talent.**
- **Under siege by consumers**
- **Kilde: Karaoke Capitalism – Jonas Ridderstråle og Kjelle Nordstrøm.**

The Digital Natives and their numerous skills

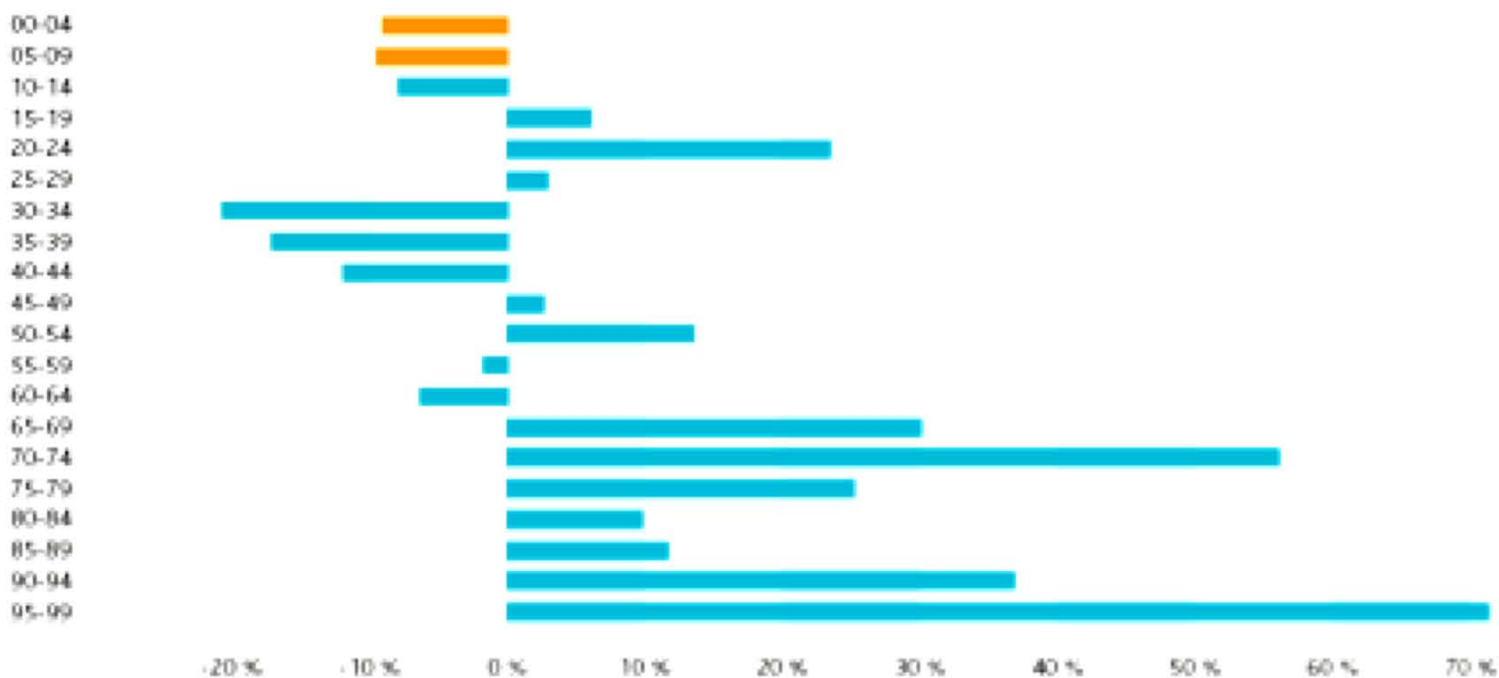
- **Born in a digital world and**
- **Develop new digital tools**
- **They know a lot about future consumers and how to create new virtual products**
- **Use to mixing things from internet, music, production**
- **The technological skills, speed, and adaptation**
- **Future developers of new products**

the networked person

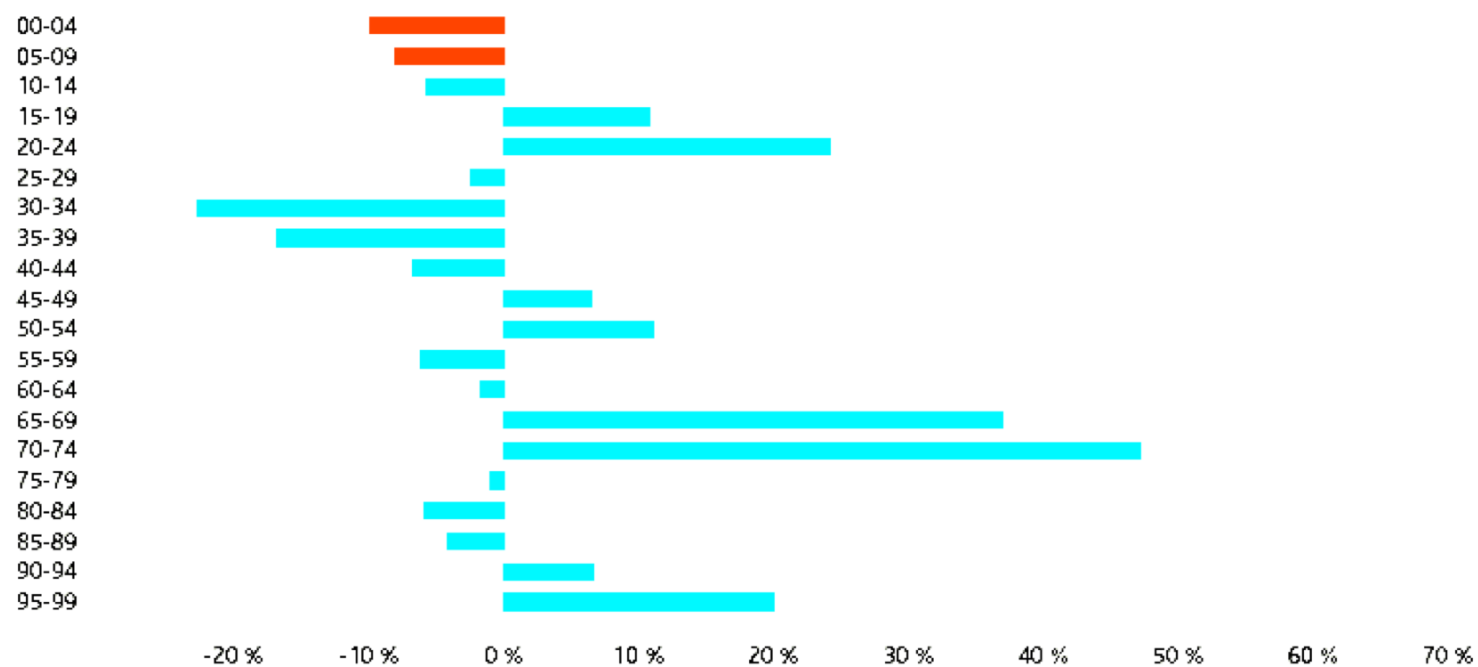
- **Observed in airport lounges, on fast inner-city trains and motorway service station allways on the move**
- **Juggling with a a laptop computer, a mobile phone and a Black berry for e-mails**
- **In touch with people, he or she do no longer reguarly bumps into in a corridor**
- **Take decision all the time guided by the knowledge base they have access to**

Demographic challenges in the Western World

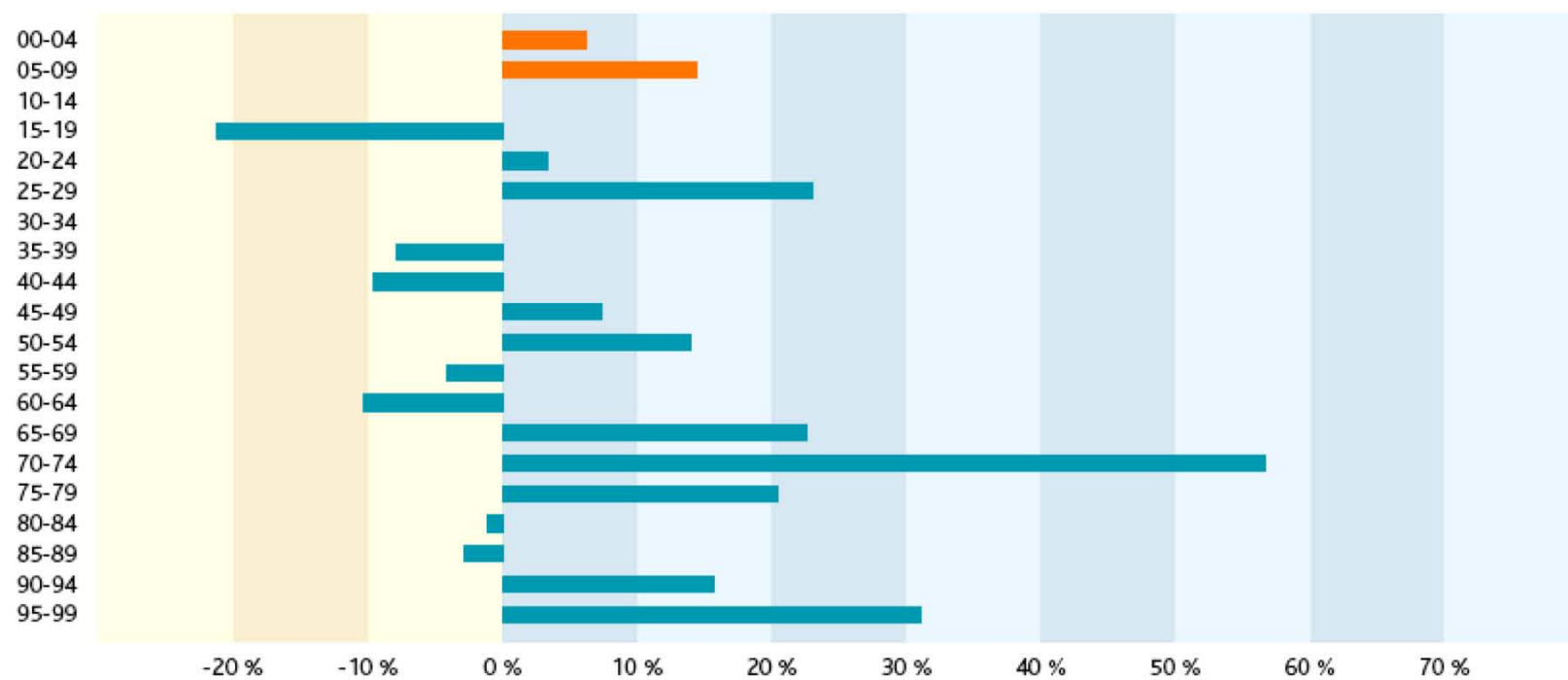
DENMARK DEMOGRAPHY 2007-2017



NORWAY DEMOGRAPHY 2007-2017



SWEDEN DEMOGRAPHY 2007-2017



Demographic and global search for talent

- **A large generation of young people in their twenties**
- **Few in the thirties – the family generation**
- **Some between 45 and 55**
- **The largest postwar generation leaving or on the way to leave the workforce**
- **WE JUST REALLY NEED THEM IN OUR WORKFORCE**

How do we motivate the young talents?



- **Mark Ravenhill – fucking and shopping the only thing that really motivates the younger generation.**
- **Their potential leaders – men that haven't had steaming sex since the late 1970s and that leave the shopping to the rest of the family**

Future workplace and leaders

- **Give me direction and show me that I do a meaningful job**
- **Don't expect to read all that company values and policies**
- **I can always find an grown up to help me**
- **The first generation to celebrate jobshifts**
- **In a world full of informations about companies and people – we trust our family and friends**



Talents and different kind of technologies

- **The Digital Natives versus different generations of Digital Immigrants**
- **The digital immigrants and their technology**
- **Baby Boomers (1940-54) – the pill**
- **Generation Jones (1955-64) - the stereo**
- **Generation X (1965 -77) – the VCR**
- **Generation Y (1978-89) – the PC and the cell phone**

The generations gaps in cooperations

- What can you offer me?
- Multitasking internet, mobile phone, television and Ipods
- We want instant gratification for all the things we do
- We expect you to like me and respect me both as a colleauges and as a private person
- We work hard to give our contribution to society and the firm
- One thing at a time, please
- We want respect for all our experience and skills
- We do not want to mix our worklife and private life
- We feel that we lack behind when it comes to technological skills

Leaders and challenges

- **Huge challenge to be able to motivate all different generation**
- **How to build a bridge over the gap between values, expectations and desires from the young and the old employees**
- **Maybe you should hire a young leader to assist you !**
- **Leadership will not be easier but even more complex than before**



New millennium Born 2002 -



- **Technology – Wireless fidelity**
- **Born a global citizen**
- **Europe as our native soil**
- **No distinction between the real and the virtual world**
- **Surveillance from birth**
- **www.mathildejensen.com – see scanning pictures and hear her heart beat as a baby.**

Summary

- **For us the digital immigrants who will still be in the workforce for the next 20 years”**
- **Life will be full of challenges !**
- **Generations with even better skills than the Digital Natives**

**Internet-adresse:
www.fremforsk.dk**

The screenshot shows the website's navigation menu with the following items: fremforsk, PROFIL, BØGER, ARTIKLER, FOREDRAG, and PROJEKTER. Below the menu, the name 'Jesper Bo Jensen' is displayed. The main content area features a black and white photograph of a child on a swing set. Overlaid on the right side of the image is the text: "Midt i en mellemtid" followed by the subtitle "- i overgangen fra det gamle til det nye samfund".

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