Graduate to Merseyside:
Economic competitiveness in the era of the Digital Native.

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The world has changed …

- Politically
- Economically
- Socially
- Technologically
- Demographically

'Every generation is a new people.'

Alexis de Tocqueville, 1831

'The key question to ask is not how old people are but when they were young.'

Porter, 2000

	'Boomers'	**Gen. X**	
'Idealist'	1945 – 61	1962 – 77	'Reactive'
'Civic'	**Gen. Y**	**'Millennials'**	'Adaptive'
	1978 – 1999	2000 – ?	

Boomers

- Loyal to brands
- Idealistic
- Visionaries
- Optimistic
- Social (and financial) capital.

- Socially liberal, politically conservative
- Family-orientated
- Property owners
- Traditional.

Generation X

Generation Y

Generation Y

- Connected – 24/7
- Self-confident and opinionated
- Collaborative
- Eco-friendly
- Brand-aware
- Thrill-seekers; "Travelling" not "Holidays"
- Evangelists, seeking authenticity
- Lifestyle-orientated
- Civic minded
- Meaning-seekers
- Digital natives

Digital Natives' Characteristics

- Shaped by – and are shaping – IT.
- Work and learning are collaborative tasks.
- Blurring of the public and private, work and play.
- Anticipate fast, frequent communication.
- Customise purchases – expect to work with businesses to improve products.
- Performance counts, not time-serving and loyalty.

'For the first time, we can speak of a worldwide youth generation.'

Nick Geraci, *Net Generation*

"Today's child is bewildered when he enters the 19th century environment that still characterises the educational establishment, where information is scarce but ordered, and structured by fragmented, classified patterns, subjects and schedules."

Marshall McLuhan, 1967

Generation Y faces a future of:

- Ubiquitous globalisation.
- Ubiquitous technology.
- Ubiquitous information…

This information will be

- About everything
- From anywhere
- Anytime
- At unlimited speed
- On all kinds of devices…

This will make it incredibly easy to

- Create
- Collaborate
- Connect
- Copy
- Share
- Codify
- Export.

They will work in jobs

- That don't yet exist;
- In organisations not yet trading;
- In markets currently not invented;
- Producing products and services we don't yet know we need;
- Using skills and knowledge we don't know exists;
- With people they'll never meet.

SUMMARY

How Graduate to Merseyside can grow your business.

Generation Y: Preferred learning styles

- Experiential learning: 64%
- Face-to-face training: 64%
- Further qualifications: 56%
- Seminars/workshops: 53%
- E-learning: 26%

- Gen. Y respondent: *'Generation Y: releasing the potentia*l'
  (Mercer/ACCA, 2010)

Generation Y (global) career preferences:

- Having a chance to learn and develop
- The opportunity to work on exciting projects
- Having a job aligned to their talents
- Having a work-based mentor

(Source: Bibb, S., James, J., Walker, S. 2008)

Social Media Facts and Figures

- 600 million more people own a mobile phone than own a toothbrush (4.8bn cf. 4.2bn).

- Facebook has 850m active *monthly* users.

- Facebook accounts for 20% of all Internet page views.

- 57% of Facebook users are female.

- 1m new Twitter accounts are opened every day.

- 175m tweets are posted per day.

- 40% of US graduates now find jobs via LinkedIn.

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