

## **The digital natives – and the future workforce**

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[www.fremforsk.dk](http://www.fremforsk.dk)**

# 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**

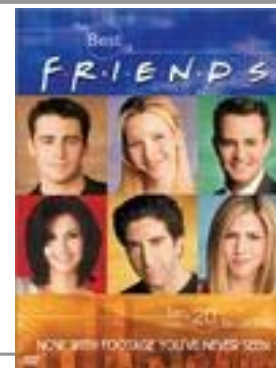


## **What's so special about them?**



- **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 !

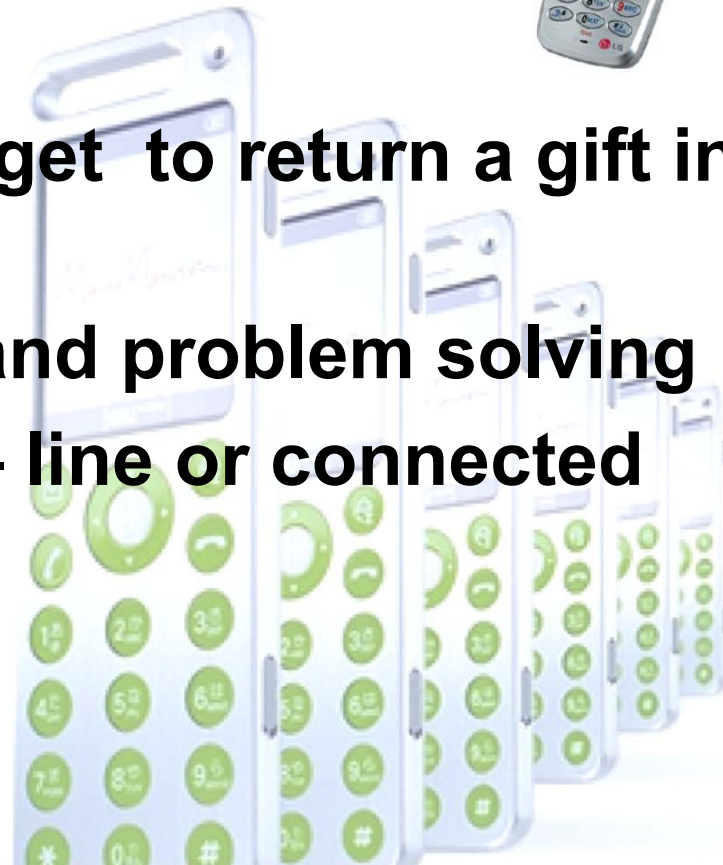


- Almost born to live online:
- News, informations, shopping, chatting, play different computer games, download music and creates their own music and videos.
- Multitasking
- [www.YouTube.com](http://www.YouTube.com) – broadcast Yourself
- [www.Secondlife.com](http://www.Secondlife.com). A new virtual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



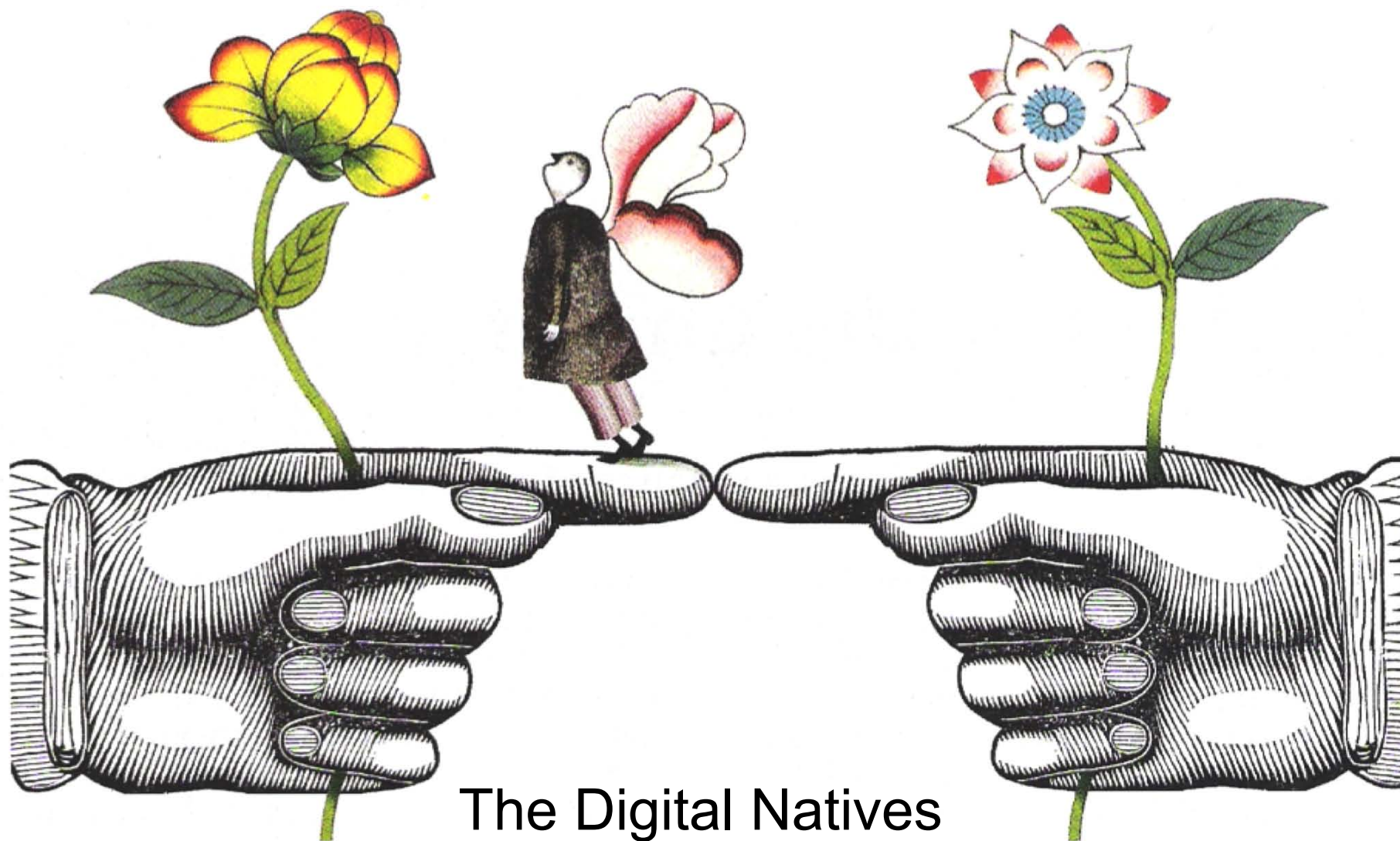
- **What's can this job offer me?**
- **Near future possibilities to meet different people, leaders, jobfunction and workplaces on a regular basis ?**
- **Comprehension and willingness to understand the things I care for ! Children, cats, music festival**
- **Leaders that can motivate me – be my star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

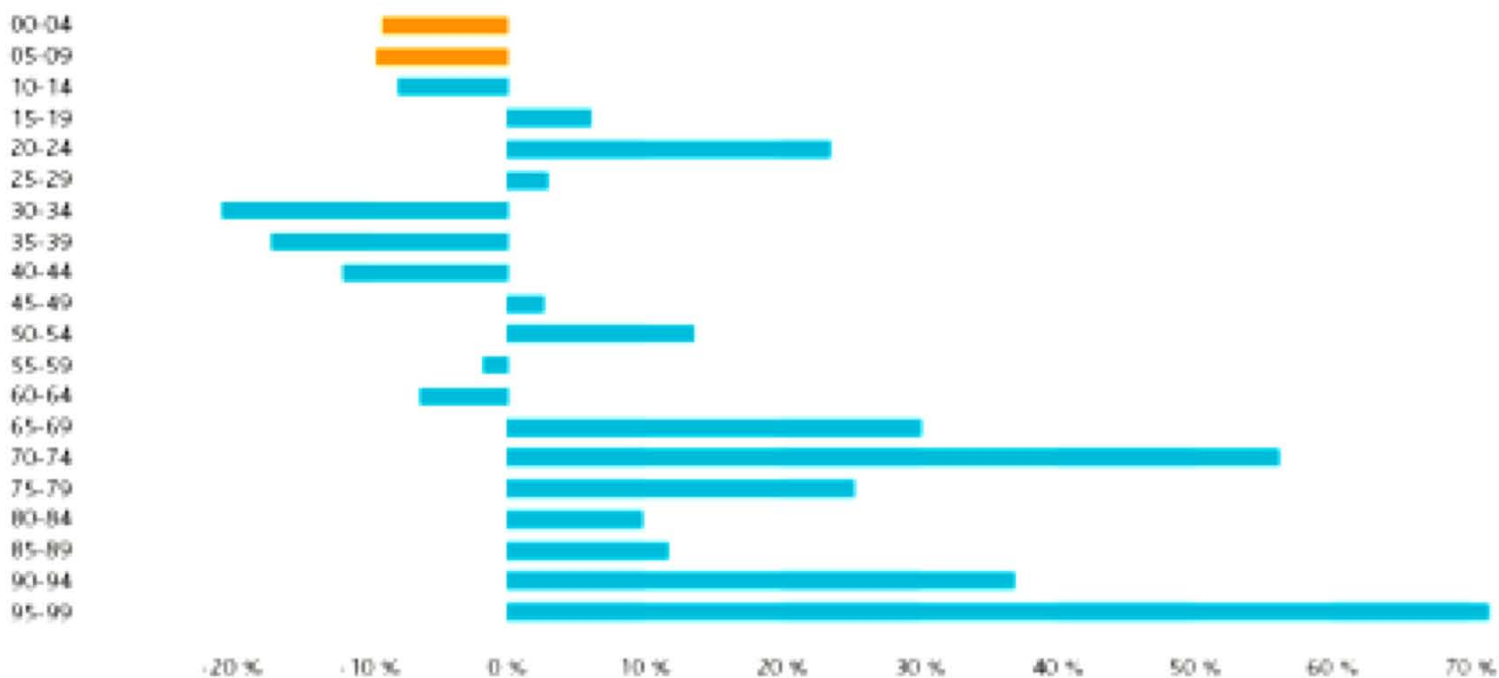
- **Born in a digital world and**
- **Develop new digital tools**
- **They know a lot about future consumers and how to create new virtual products**
- **Use to mixing things from internet, music, production**
- **The technological skills, speed, and adaptation**
- **Future developers of new products**

# **the networked person**

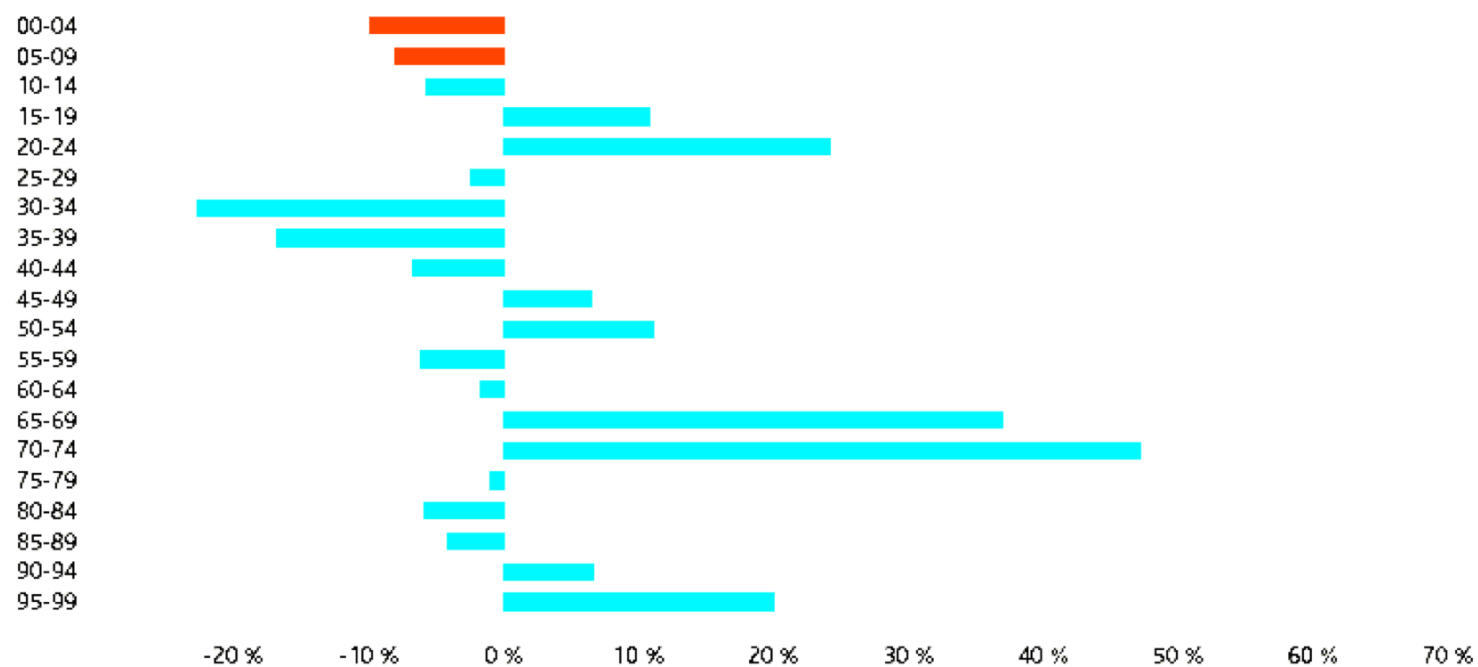
- **Observed in airport lounges, on fast inner-city trains and motorway service station allways on the move**
- **Juggling with a a laptop computer, a mobile phone and a Black berry for e-mails**
- **In touch with people, he or she do no longer reguarly bumps into in a corridor**
- **Take decision all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

# Demographic challenges in the Western World

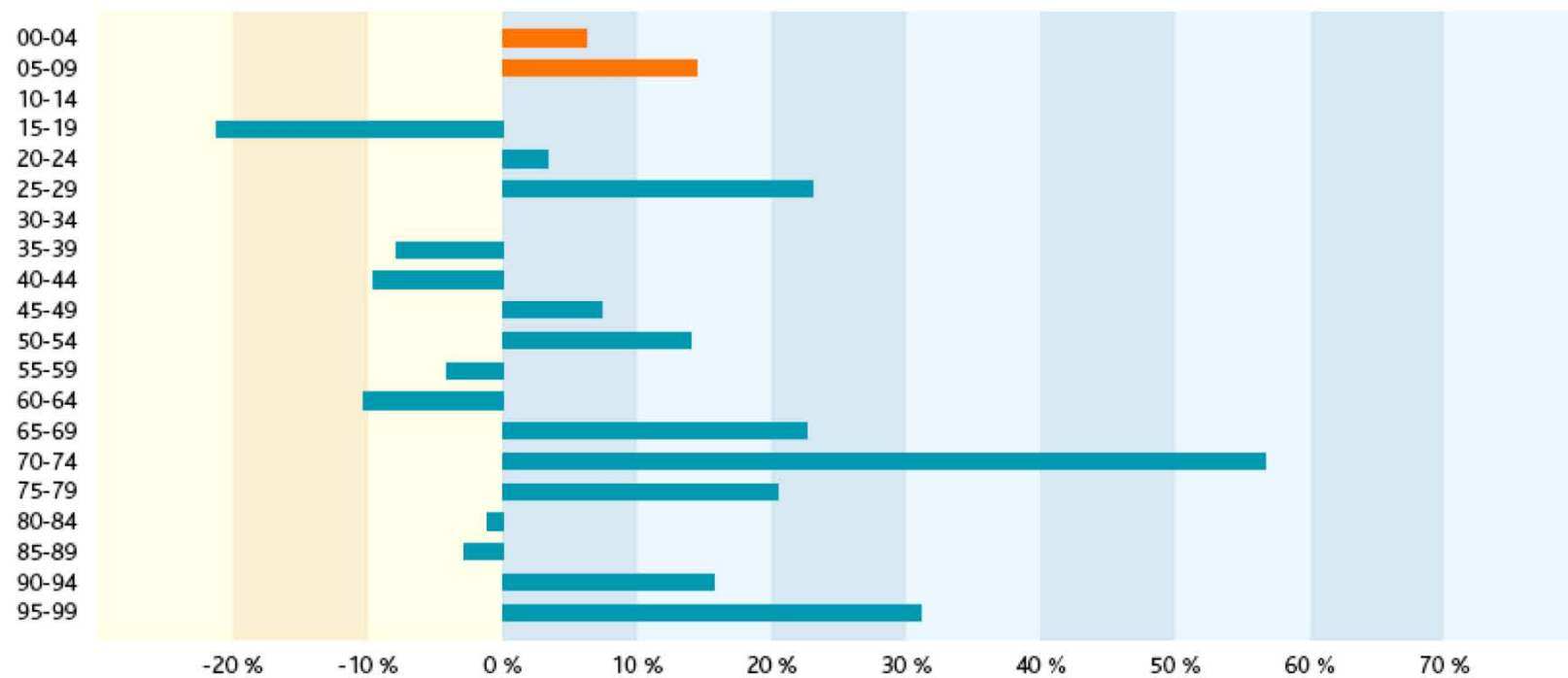
DENMARK DEMOGRAPHY 2007-2017



## 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](http://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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