

FOR IMMEDIATE RELEASE
27 August 2008

FOR FURTHER INFORMATION CONTACT
KAAREN BROOK 07774 102 671

A Crisis of Followership in the New Work Generation?

Olympic achievement has surpassed expectation and we have enjoyed continuous celebration in the media coverage of Team GB's successes. At the same time, A-level results published this month show that more exams were passed than ever before, with more As being achieved and the pass rate now standing at 95.4%.

We are all familiar with the annual debate about 'dumbing down' and kids having it 'too easy' compared to previous generations, but as today's young people move on into the workplace, what are the practical implications for business?

Specifically, how are managers within businesses coping with the different expectations and norms that younger employees, the 'Millennium' or 'entitlement generation', bring with them? Typically many business leaders of today started work at a time when the command and control style of management prevailed, and attitudes reflected earlier traditions of deferential obedience.

Today's young workforce is conditioned by a different paradigm, brought up and taught in a way that focuses on the strengths of the individual, even when those strengths are relatively quite weak.

This new reality at work presents a major challenge to those who have been used to managing people with a 'good work ethic', used to coping with failure. Now bosses must deal with an entirely different type of employee; people who think differently and do not respond so well to the more traditional management style that has worked successfully in the past.

Managers of today are having to find new ways to communicate, lead, inspire, motivate and reward.

We can accept that change is normal and managers should have the ability to accommodate the challenges it brings. But in a time of economic pressure, is the business establishment sufficiently resourced, emotionally as well as practically, to respond positively to the needs of its younger recruits at the same time as addressing the loud and stringent demands of commercial reality?

Time will tell, but it is a wise business that supports its people to face the future together in the most coherent and productive way. As Team GB has demonstrated, it takes dedicated resources, committed backing and strong tactics to make the shift to higher performance.

Achievement is not just quantifiable in terms of medals, exam results or short term profits; another increasingly important measurement is to be found in the quality of leadership, management and relationships within business. For it is there that the foundations are built for success into the future.

ENDS

Kaaren Brook MSc has coached thousands of managers to be more effective in their work and life.

For more details about how managers can be supported to meet the challenges of today's business pressures, please contact Kaaren Brook on 07774 102 671 or kaaren@coachingoncall.co.uk