

Securing Boomers, Gen Xers, and Millennials: OMG We are so Different!

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Ranked in
the top 6
in major markets

Mergers in
19
countries
Q1-Q3 2012 adding
revenues of **\$250m**

35,000 people in
over
100 countries

Total global
revenues
\$4.2bn
(2012)

Global
advisory revenues

\$1.1bn

18% growth 2012

WORKING
MOTHER
100 BEST
COMPANIES 2013

Global tax
revenues

\$909m 9%
growth
(2012)

GLOBAL
TOP 50

World's Most
Attractive
Employers

Powered by UNIVERSUM

2013



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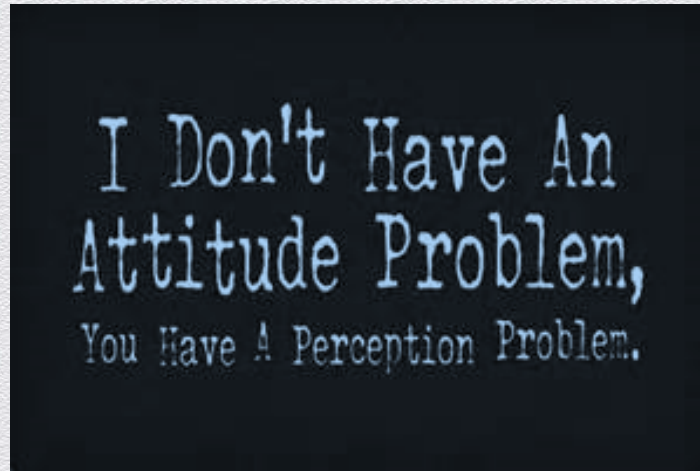
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**Defining The
Workforce Today**

Workforces Are Changing...

Technology
Changing
Work

Global Scarcity of Talent



Aging workforce

Workforce
Consolidation

Managing multi-generational workforces



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Varies By Country

Projected
change in the
working-age
population
(15-64)



Source: Deloitte Research/UN Population Division, It's 2008: Do You Know Where Your Talent Is?

Different Times, Different Values

Traditionalist



Boomer



Gen X



Gen Y



Gen Z



Born 1928-1945 1946-1964 1965-1979 1980- 1995 1996 -

Each generation approaches work differently,
shaped by the economic, social and political
forces of their time ultimately forming their
individual preferences.



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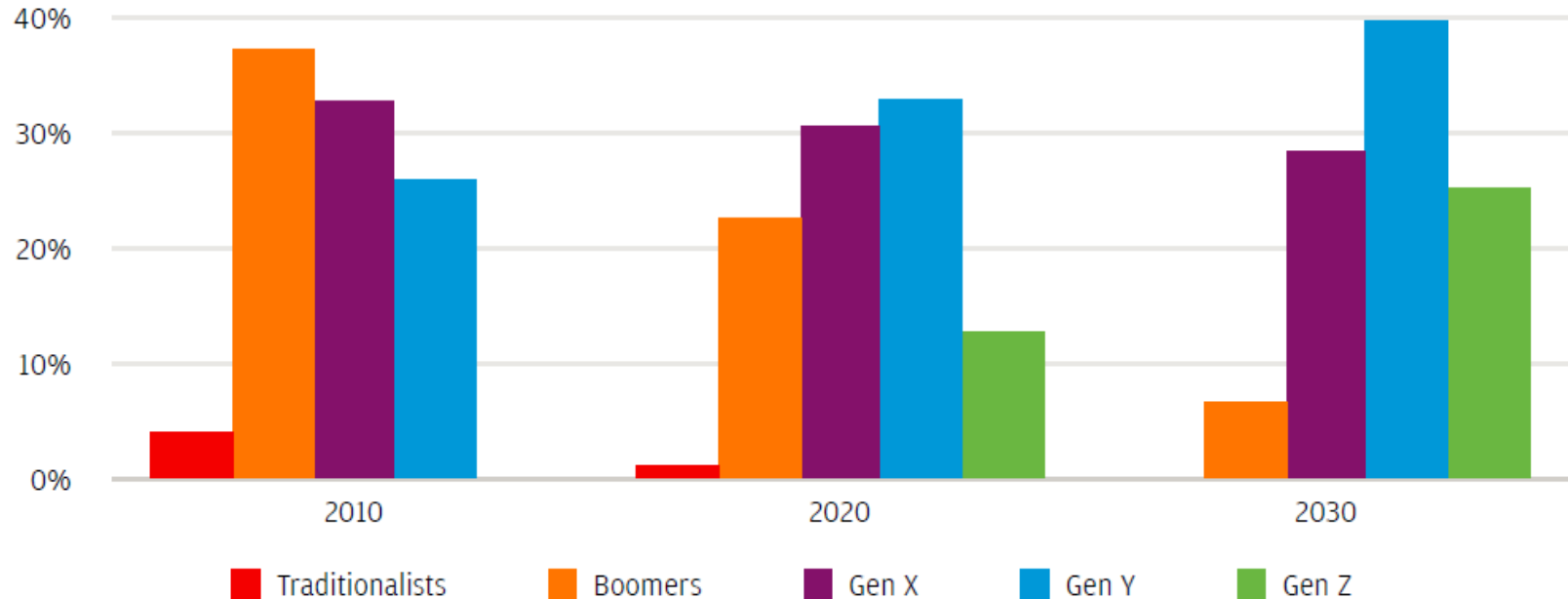
© 2011 Tamara J. Erickson and Moxie Insight.
U.S. Dept of Labor (Date Range 1946-64, 1965-79)

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The Workforce is Changing Dramatically

US Labour Force Generational Distribution



Source: Hot Spots Movement, 2011- The Future of Work



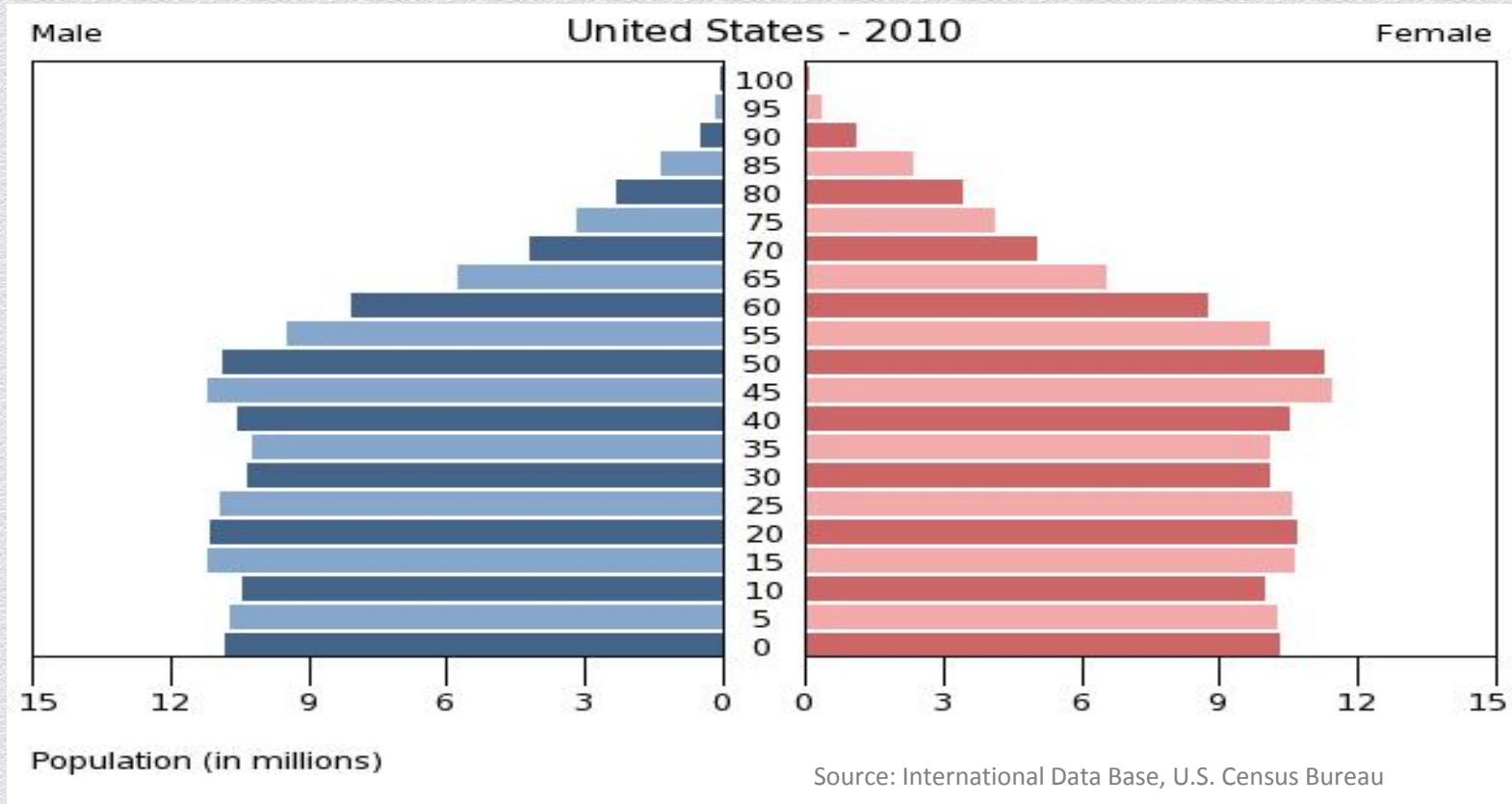
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The United States Population Pyramid



Generations Defined By Moments



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Traditionalists: Born 1928 to 1945

Traditionalists shared experiences of the 1940s and 1950s in the United States:

- ◆ Allied military success in World War II
- ◆ The early days of the Cold War
- ◆ A wave of new technology
- ◆ Booming Post-War economy
- ◆ Growth of suburbs
- ◆ Increased availability of consumer goods



Source: Tamara J. Erickson and Moxie Insight..

Generations Defined By Moments

IMAGINE
no possessions there's no heaven,
It's easy if you try I wonder if you can
no need for no hell below
greed or hunger us, above us
a brotherhood only sky
of man IMAGINE
all the people
sharing living
all the for today
WORLD IMAGINE
You may there's no
say I'm a countries
DREAMER It isn't
but I'm hard to do
not the Nothing
only one to kill or
die for
and no
Religion
too....
I hope IMAGINE
someday all the
you'll join us people
and the world living life
will be as one in PEACE
You may say that I'm a dreamer
but I'm not the only one

**ALL
WE
ARE
SAYING
IS
PEACE**

GIVE A CHANCE

John Lennon



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Boomers: Born 1946-64

Boomers shared experiences of the 1960s and 1970s in the United States:

- ◆ Kennedy's "Camelot" Presidency
- ◆ Assassinations of Kennedy, King, and other idealistic leaders
- ◆ Vietnam/Widespread Protests
- ◆ Civil Rights/Women's Liberation
- ◆ Watergate and Nixon's resignation
- ◆ Lots of other Boomer teenagers!



Source: © 2011 Tamara J. Erickson and Moxie Insight.



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The 1967 Man of The Year



Generations Defined By Moments



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Gen X: Born 1965-1979

Generation X's shared experiences of the late 1970s through the Mid-1990s in the United States:

- ◆ Widespread layoffs from re-engineering
- ◆ Troubled economy/Era of "Greed is Good"
- ◆ Women entering the workforce
- ◆ Rising divorce rates
- ◆ Challenger shuttle disaster/First Gulf War
- ◆ CNN and electronic games



Source: Tamara J. Erickson and Moxie Insight..

Generations Defined By Moments



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Gen Y: Born 1980-1995



Generation Y Shared experiences of the Mid-1990s through the late 2000s in the United States:

- ◆ Terrorism: 9/11, World Trade Center, Oklahoma City
- ◆ School violence: Columbine
- ◆ Ubiquitous technology
- ◆ Clinton's sexual indiscretions
- ◆ Working mothers
- ◆ Pro-child culture

\$h*! Gen Y's Say*

Can I bring my iPhone, iPad and Mac to work and use this?

Can I text my manager if I am sick rather than call in?

Do I have to show up each day?

How long will it take to become next CEO?

Can I access Facebook and Twitter at work?

Do I have to wear shoes to work?

Do you drug test often?

Can I friend my manager on Facebook once I get hired?

Does your company have game room, nap room, sports team?

Do I really need to be on time? Is it ok to be 15-30 late each day?

*Not the Actual Name of the Survey



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Source: Workplace 2020

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Changing View of The World

THEN



- ◆ Cubicle Slavery
- ◆ Job For Life
- ◆ Personnel file at Big Co
- ◆ Do What You Are Told
- ◆ Competence
- ◆ Corporation Peers
- ◆ Work with the same folks day in and day out
- ◆ Become the boss (after 25 years)
- ◆ Goal: Get through the day
- ◆ Know the “ropes”

NOW



- ◆ Do what you Excel At
- ◆ Cubicle Slavery
- ◆ Free Agent
- ◆ Temp Assignments
- ◆ Gig for Now
- ◆ Mastery
- ◆ Peers in my Craft
- ◆ Shifting of Network Partners
- ◆ Be the Boss (Now)
- ◆ Goal: Get things Done
- ◆ Learn to Bungee Jump

Source: Tom Peters Essential Series “Talent”, 2005



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Generations...Defined By Moments



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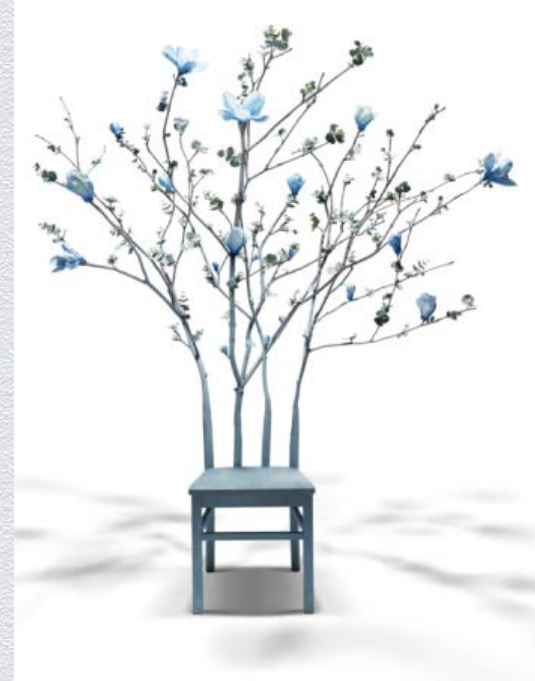
Gen Z Enters the Workforce In A Decade

◆ They have grown up with shortages.

- Energy
- Water
- Money

◆ Their work life will be different

- Technology will replace jobs faster.
- They will work for more women executives.
- Work will be more virtual and lonely.
- Their career(s) will be many and long.
- Their focus will be on renewal.



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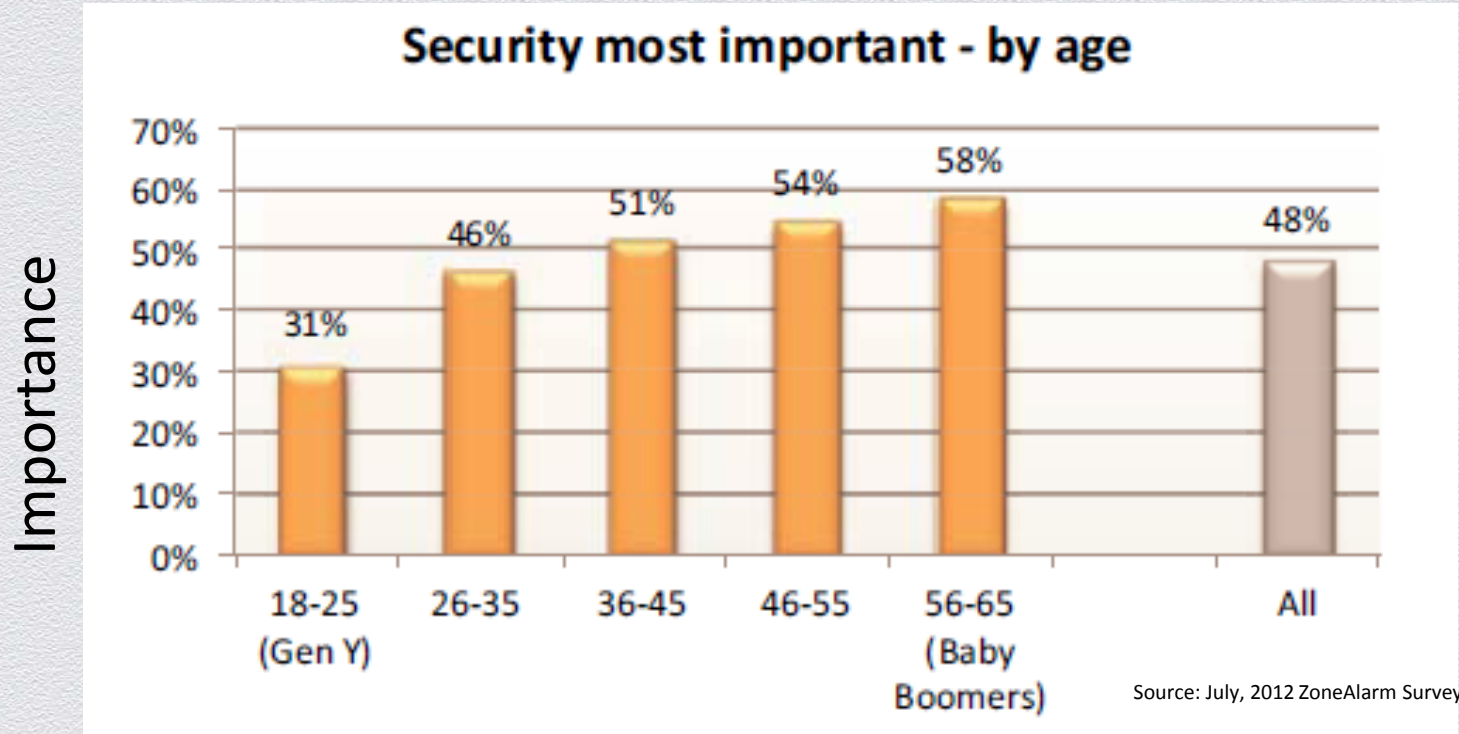
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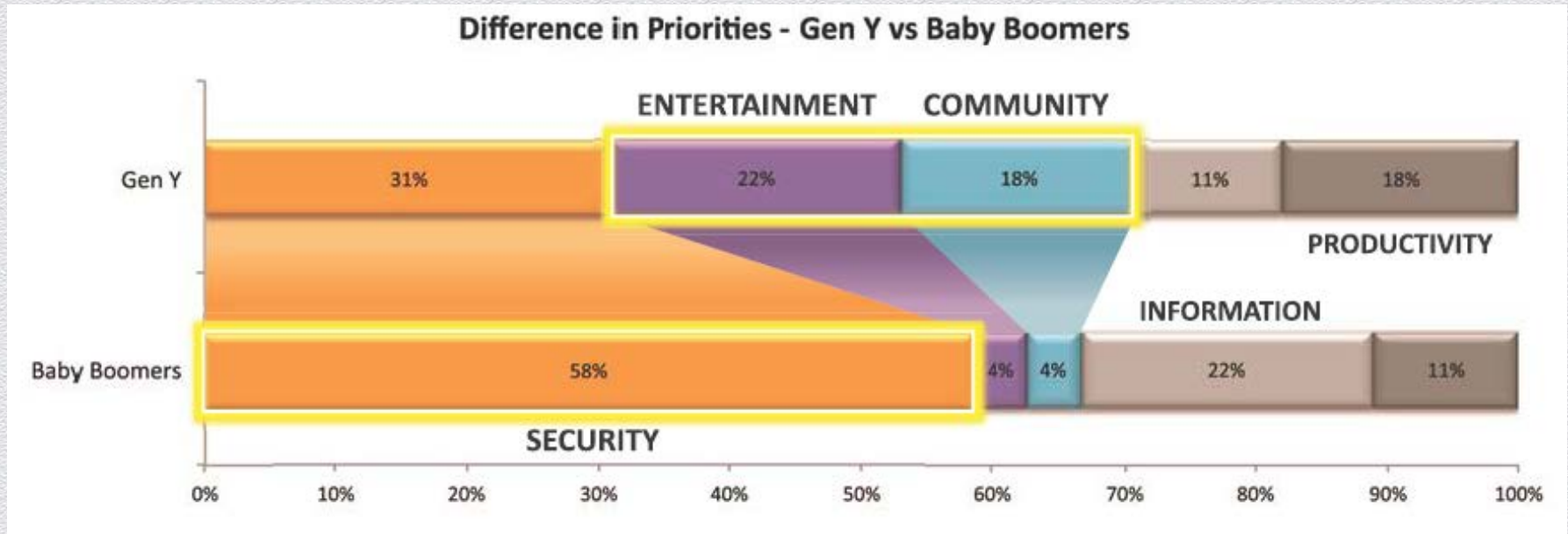
**Let's Examine The
Implications For
Information Security**



Security Importance Increases With Age



With A Large Difference In Priorities



Source: July, 2012 ZoneAlarm Survey



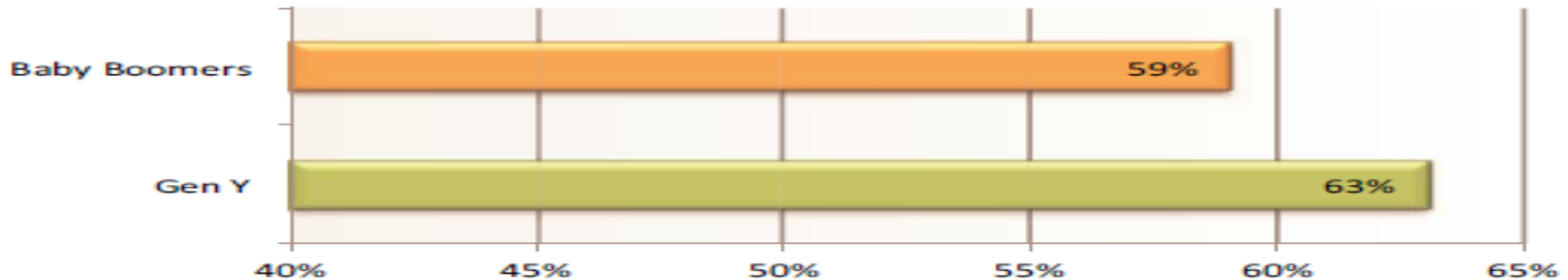
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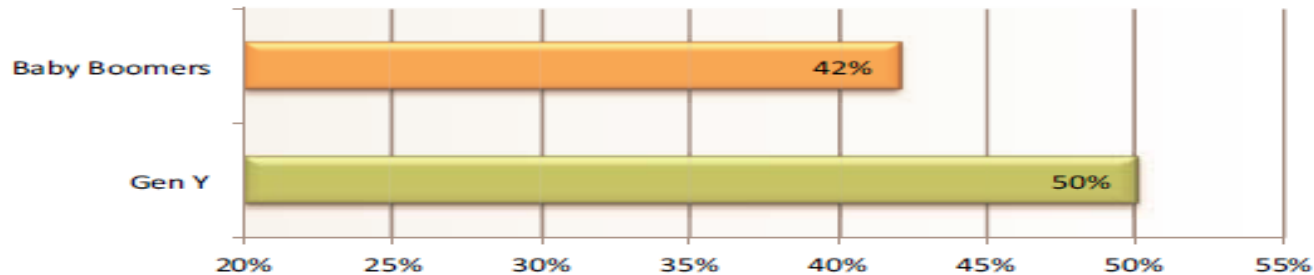
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Knowledge Vs Security Incidents

Knowledgeable about security

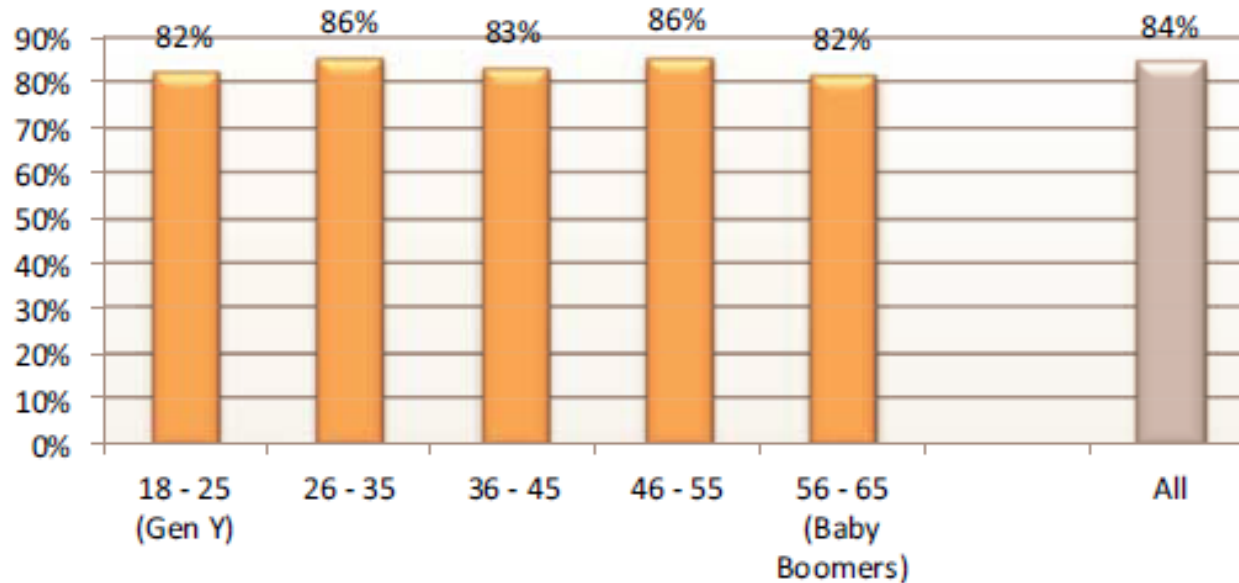


Have experienced computer security issues in the past two years

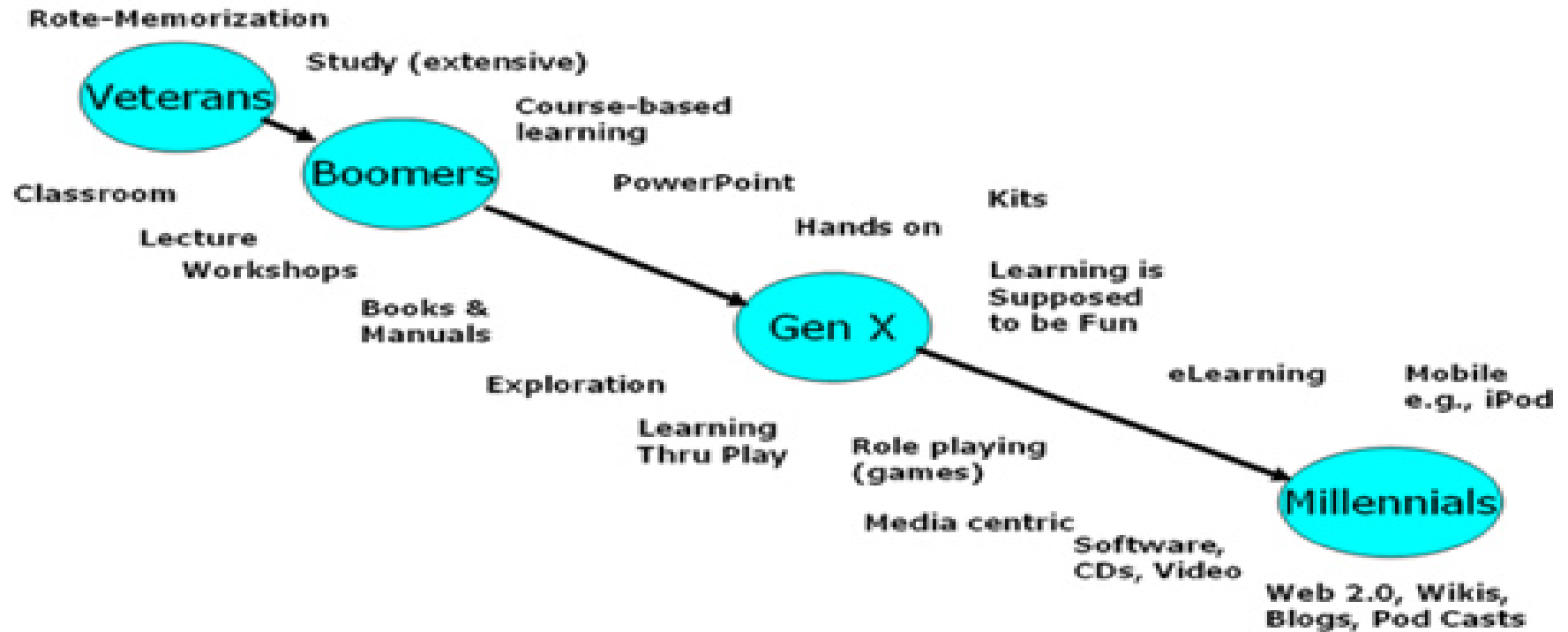


No Matter What Differences In Security, All Groups Store Personal Information On Their Computers

Keep personal data on their computers - by age



Implications for Security



Leading a Multiple Generation Workforce

Don't
Judge



Appreciate
Differences



Build
Trust



Embrace
Diversity



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Final Thoughts...We Will All Need To Adapt

- ◆ Mobility demand will be greater than ever
- ◆ Gen Y will change work environment for collaboration
- ◆ Institutional knowledge transfer/leadership needs to happen now
- ◆ Policies & Training on downloads/sharing/Internet/email/social media/texting/camera phones onsite and off



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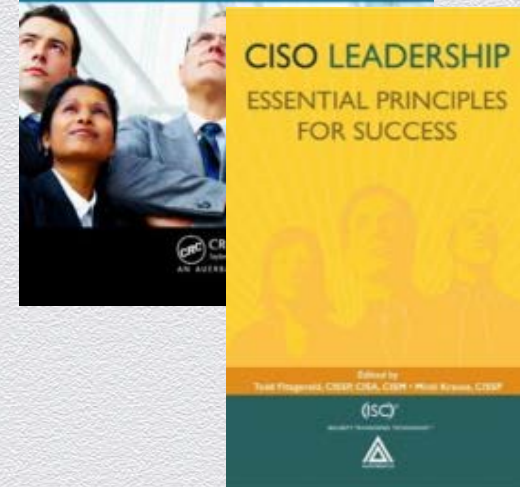
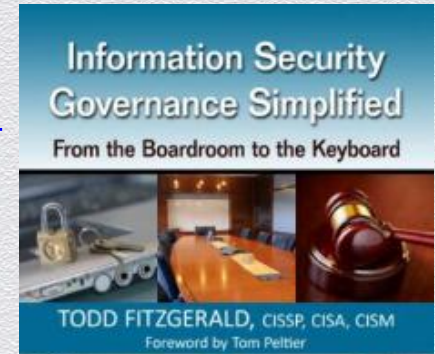
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Suggested References

- ◆ [BOOMERS:http://www.youtube.com/watch?v=BLOUKnndjFc&feature=fvwrel](http://www.youtube.com/watch?v=BLOUKnndjFc&feature=fvwrel)
- ◆ [GENX:http://www.youtube.com/watch?v=COJyR0rbIX8&feature=fvwrel](http://www.youtube.com/watch?v=COJyR0rbIX8&feature=fvwrel)
- ◆ [GENY:http://www.youtube.com/watch?v=9SKtx_e7bDk](http://www.youtube.com/watch?v=9SKtx_e7bDk)
- ◆ C. Espinoza, Managing the Millennials, Discover the Core Competencies for Managing Today's Workforce
- ◆ Tamara Erickson, Plugged In: The Generation Y Guide to Thriving at Work

PERSONALITY/MBTI AND SECURITY COMMUNICATIONS

- ◆ *Information Security Governance Simplified: From The Boardroom to the Keyboard (Fitzgerald)*
- ◆ *CISO Leadership: Essential Principles for Success (Fitzgerald & Krause)*



Thank You!



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