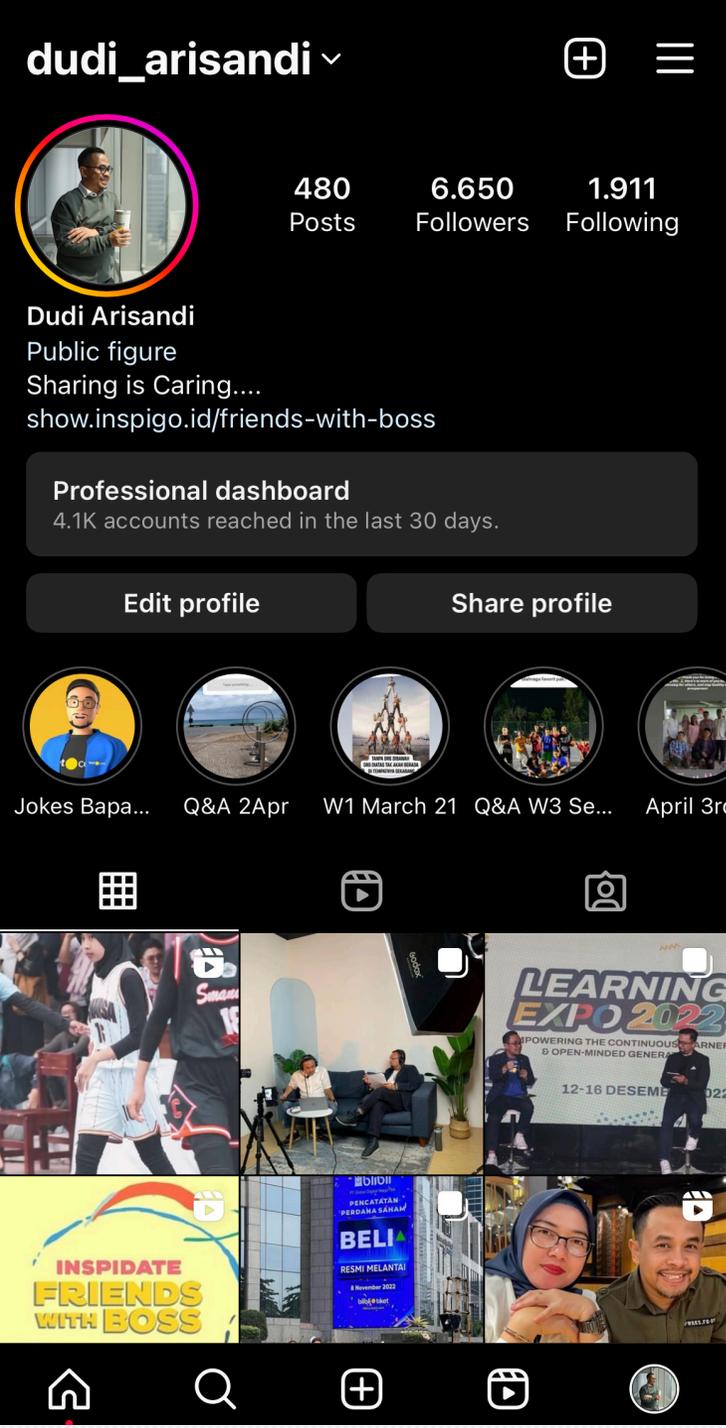


Managing Millennials and Z Generation Employees

Dudi Arisandi - Chief People Officer
tiket.com

9th Indonesia HR Director's Summit
February 22, 2023





Dudi Arisandi

- A people-oriented mathematician
- Bachelor of Mathematics and Master's Degree in Industrial Engineering
- Certified HR professional with more than 20 years of experience in people empowerment

Tiket.com (2019 – Now)
Chief People Officer

Kraft Heinz ABC (2016 – 2018)
People & Performance Director, Southeast Asia & PNG

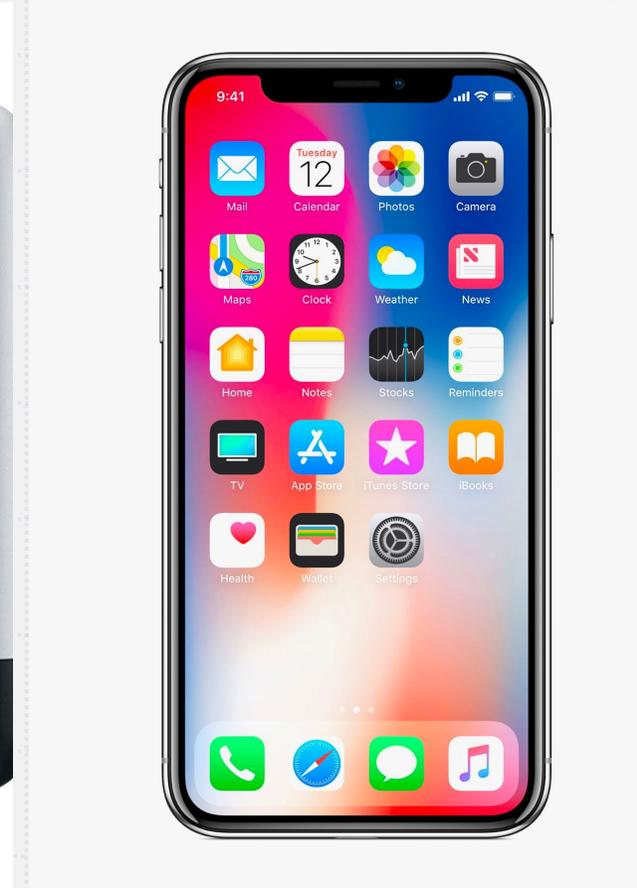
SC Johnson (2010 - 2016)
HRBP Director – Global Product Supply & Business Solutions

SOGO Indonesia (2005 – 2010)
HR Operations Manager

PT Hero Supermarket (2000 – 2005)
HR Officer



GENERATION at WORK



FACTS

“ Millennials are expected to make up 75% of the global workforce by 2025, and Gen Z to make up 40% of global consumers by 2020”

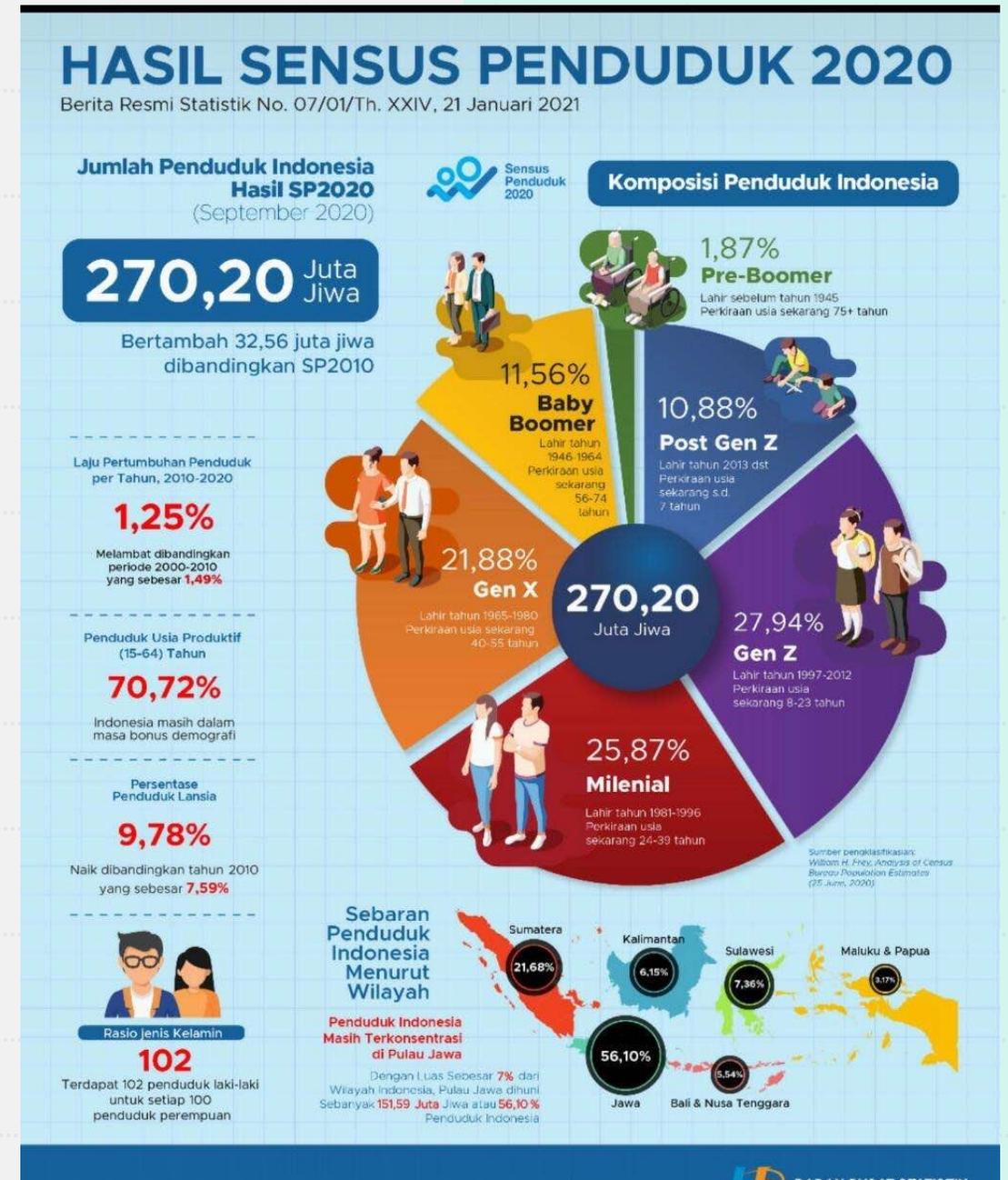
(catalyst org, 2018)



INDONESIA WORKFORCE

- From 191 Mio Productive Population (15 - 64), 54% of Indonesia workforce dominated by Gen Z & Millennials

- (BPS, 2020)



Let's get in touch

tiket.com

BABY BOOMERS

(1946-1960)



Generation X

(1961-1980)



Generation Y

(1981-1995)



GENERATION Z

(Born after 1995)



Generation Y

(1981-1995)

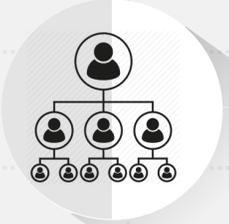
Steady
work ethic



Impatient



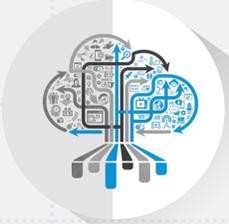
Not found of
traditional
hierarchy



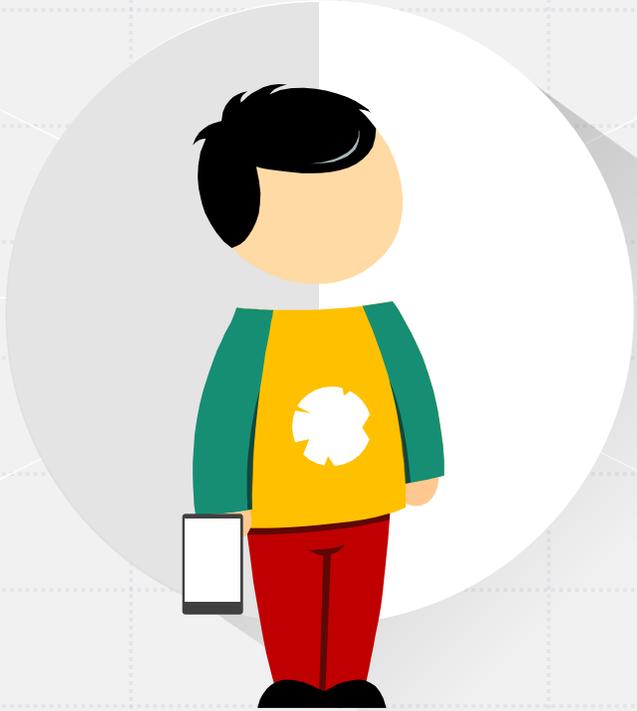
Loyalty to
self



Technology
literate



Highly
socialized,
needs
constant
feedback



GEN Y (Born 1979 – 1995)

AKA: Millennials, GENY, GenNext,
Echoboomers, 24/7s, CFO – Chief
Friendship Officers

GENERATION Z

(Born after 1995)

Multi-taskers



Technology Integrated



Little loyalty
(brands,
organization,
program)



Global



Individuality

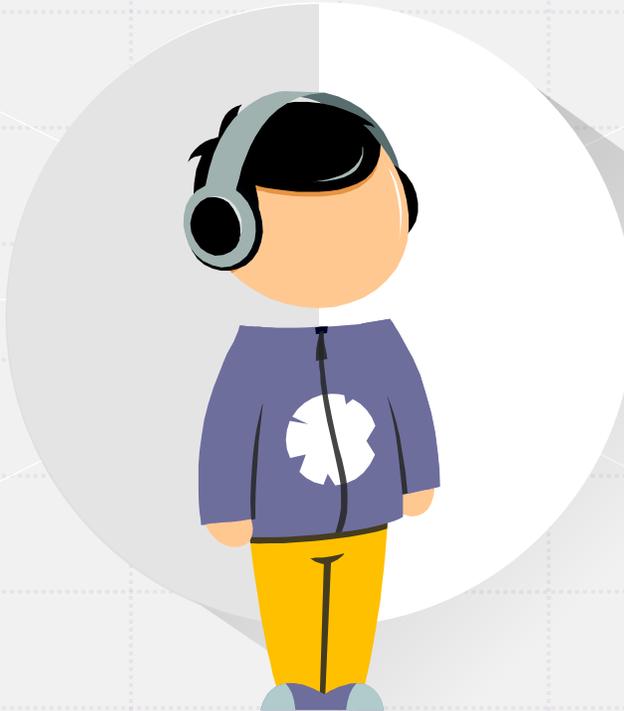


Less Focus



Gen Z (Born 1996 – 2010)

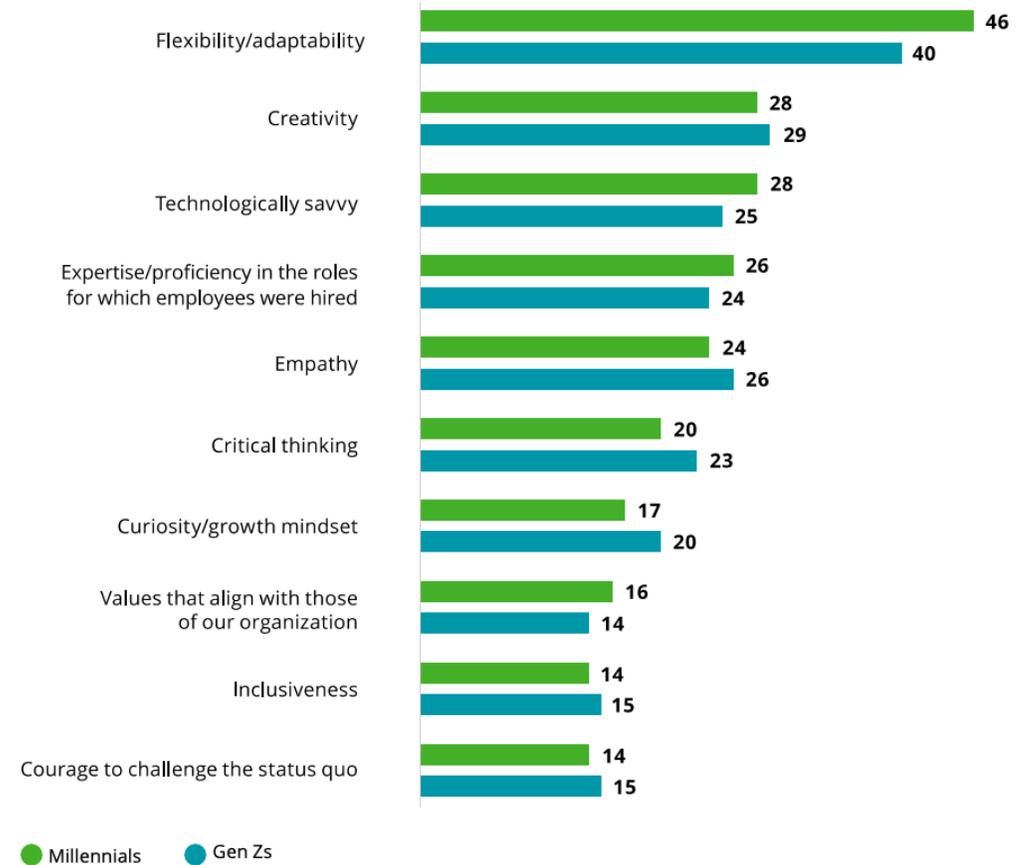
AKA: Post-Millennials, iGen,
iGeneration, Linksters, Plurals,
Founders, Homeland Generation



Employee Critical Behavior to Successful Business (Millennials and Gen Z)

MILLENNIALS AND GEN ZS SEE FLEXIBILITY AS THE MOST CRITICAL EMPLOYEE CHARACTERISTIC FOR SUCCESSFUL BUSINESSES

Employee behaviors most critical to successful businesses, according to millennials and Gen Zs (%)



Q24. Given the events of 2020 and planning for the future, which of these employee characteristics or behaviors have become most critical to the success of your organization? Base: All millennials in work 12,532, all Gen Zs in work 4,137

“No matter your generation defined, companies need to attract, engage, and retain talent who can help take organizational performance to a higher level...”

#gagasandudi



Millennials & Gen Z: Key Differences



- Millennials prioritize job flexibility; Gen Zers prioritize job stability.
- Millennials value work-life balance; Gen Zers value salary and career advancement.
- Millennials prefer encouraging feedback; Gen Zers prefer straightforward feedback.
- Millennials respond to written and visual communication; Gen Zers respond best to short-form video communication.

How to Understand Millennials and Z Generation

- Embrace your “YOU”ness
- Learn to have better communication
- Growth mindset
- Understand different work ethics
- Build Best Employee Experience



What We Need to Do

- Improving Workplace Flexibility
- Providing Adequate Support & Feedback
- Coaching not Micromanaging
- Designing Competitive Rewards Programs
- Maximizing Technology to build the Best Employee Experience
- Providing Opportunities to Contribute to Society
- Developing a Culture that Fosters Collaboration



Why Technology Important for Millennials & Gen Z



- Millennials have grown up in an ever-evolving digital landscape, Gen-Z have never known a world without smartphones! (technologically proficient vs digital natives)
- Millennials spend an average of 7.2 hours online each day. (eMarketer)
- Millennials spend an average of two hours and 38 minutes on social media daily. (World Economic Forum)
- 74% of millennials buy products online at least once monthly. (Ernst & Young)
- 40% of Millennials refer to online reviews and testimonials before making a purchase from a brand. (Millennial Marketing)
- Millennials and Gen Z are more educated than generations before them.

How Technology Help Millennials and Gen Z at Workplace

- Seamless tech experiences
- More opportunities to learn and develop
- Greater flexibility and resources



“The world's beauty lies in the mixing,
managing, accepting, and appreciating
generational differences.” ~ Ty Howard

THANK YOU

#gagasandudi
#semuaadatiketnya

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 Dudi Arisandi