

Generation Y: Intercultural Training Design for Internationally Experienced Young Professionals

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INTERCULTURAL
KNOW HOW
TRAINING & CONSULTING

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Who are Generation Y?

Born between 1980 - 1995

Grew up entirely with

- new communication technologies
- the world wide web
- personal computer
- smart phones
- social medias

GENERATION



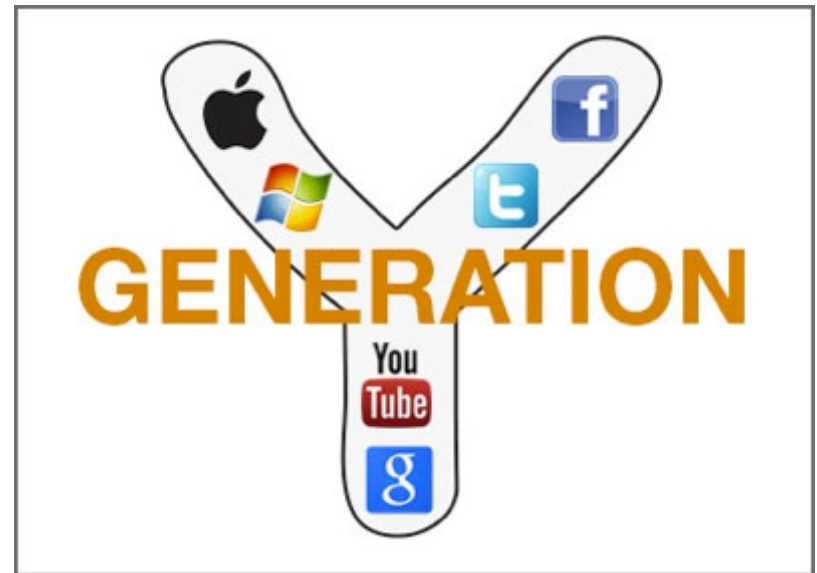
Generation Y

Expect to use internet all the time and wherever they are

Are used to unlimited access to information

Handle information selectively and critically, verify results

Are very well interconnected



Socio-economic Situation

Experience of an instabel economic and social situation:

Financial crisis

High unemployment

High competition on the working market

Generation „Internship“ -
part time jobs, chain-
contracts



Social Situation

Parent's high divorce rate

Stay long at „Hotel Papa“ or
„Hotel Mama“

Relative long period of study

Late point in time of starting a
family due to instable social and
economic environment

Work life balance

Gender equality

New family models and designs
for life

Thinking and acting in
partnership-oriented way



International Experience



Internalisation of university programmes enables them to study abroad

Study abroad is widespread among them

Cross-culturally experienced

Cultural awareness

Multi-lingual and language skills

Intercultural sensitivity and competence are well developed

Profile of the Future Employee



Psychologically:

Profound family support
(economically and ideologically)

Good education

Systematic development of
talent and potential

International experience

Self-confidence

Open-mindedness

Expectations



Dealing with uncertainty

Having a plan A, but also B, C, and D

No hard workers like their parents, but look for the sense of work

Seek meaningful jobs

„More fun, less money“

Job should fit into their life style

Needs and Wants

Meaningful job – work is seen as an expression of self

Diverse job profile

High commitment if work place atmosphere is good

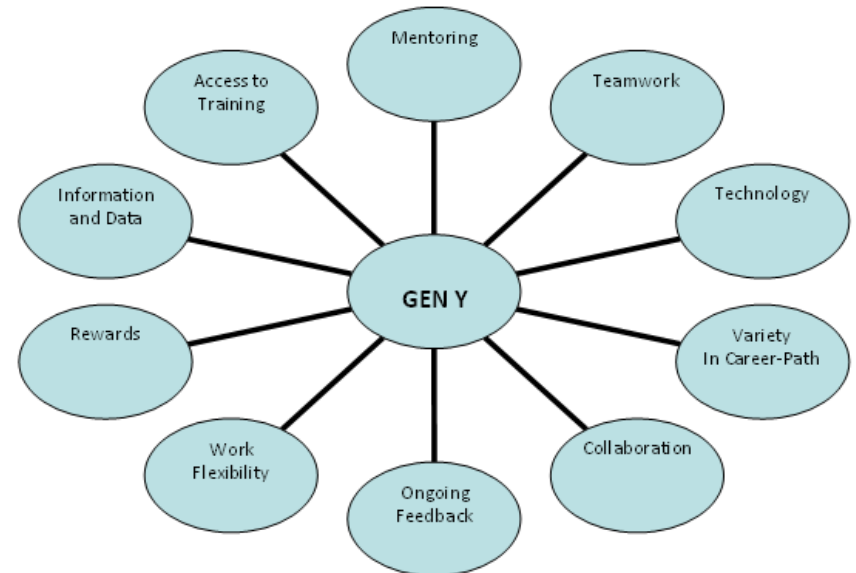
Flexible working hours

Flexible working place

Continuous learning

Collaborative learning and working

High team orientation



Needs and Wants



Leadership person should be:

- Inspirational
- Visionary
- Personable
- Supportive
- Giving constant constructive feed back
- A strategic thinker
- A global thinker

International Career

„Travel-ready“ generation

Seek to work abroad

At least for a while

Living and working abroad as a challenge

Enlarge one's international experience and personal skills

Self-initiated international assignments



Intercultural Trainings

No need for classical
intercultural training

- Cultural awareness has been developed
- Cultural adaptation process and culture shock are already known
- Intercultural sensitivity has been already developed
- Language skills have been acquired earlier



Intercultural Training Design

To focus on:

- Repatriation and re-entry
- Interpersonal interaction skills
- Practical application of social skills
- Building commitment with people not checked on Face book
- Values and attitudes that differ from those of the international community
- Culture specific trainings
- Building up on their international experience and language skills
- Team building skills
- Methods and conflict resolution and its practical application
- Basic coaching methods to develop leadership competence
- Intercultural competence tests to measure strengths and weaknesses

Thank you for your attention!



Karin Schreiner