

# The Gen Y Factor

Y-size your organizations to attract, manage, develop and retain young professional

“Gen Y is an opportunity for businesses to put ourselves ahead in the game, provided we can navigate Gen Y’s unique abilities, which can sometimes also be their biggest flaws. Figuring out how to make the most of their potential – now, that will be a leader’s challenge.”

**Dato’ Johan Raslan**  
Executive Chairman, PriceWaterhouseCoopers

They're young, smart, brash. They may wear flip-flops to the office, listen to iPods at their desk and check their Facebook status on their iPhone every minute of the day. They want to work, but they don't want work to be their life. Get ready, because this generation is different from any that have come before.

Generation Y—sometimes called Millennials—are the fastest growing segment in Malaysia’s workforce, occupying almost two-thirds of our workforce\*. However, Gen Y’s approach to employment can make them a challenge for managers and executives to attract, retain, motivate, and develop. Unlike the generations that have gone before them, Gen Y has been pampered, nurtured and programmed with a slew of activities since they were toddlers, meaning they are both high-performance and high-maintenance. Gen Y’s emergence in the workforce is a huge strategic opportunity for an employer to create short - term gains as well as position themselves for a long - term competitive advantage if they know how to employ, manage and harness their potential.

This informative, engaging and entertaining programme combines relationship building with no-fluff research on how to raise your awareness about this generation, how to attract them to your organisation like a magnet, engage them from day one, bring out their talent, motivate and retain them.

Born at the crossroad between Gen X and Y, coupled with his extensive involvement in major colleges and universities providing training and coaching to students, Daryl Wong will give you an insider’s perspective on how these young professionals think and behave. Together with his years of experience in managing his own Gen Y workforce and researching on this topic, he will reveal a step-by-step methodology for attracting, retaining, and motivating productive, high-performing Gen Y employees—and how to do so without investing a lot of time or money. To make the methodology easy to implement, he includes several inexpensive, ready-to-use strategies that deliver fast, measurable results.

**24-25 April 2012**

**Royale Chulan**

5 Jalan Conlay, Kuala Lumpur  
50450 Malaysia

Managed by:



Nottingham  
**MyRIAD Solutions**



## LEARNING OBJECTIVES

At the end of the workshop, participants will be able to:

- ✓ Understand the behaviour and attitude of Gen Y
- ✓ Understand what Gen Y looks for in a job.
- ✓ Develop or refine your employment branding to connect optimally with their new hire
- ✓ Design and develop an orientation and onboarding programme that engages Gen Y from day one.
- ✓ Effectively manage and develop Gen Y by understanding their work style and preference.
- ✓ Learn effective communication tools and techniques to build a relationship and bring out the best from Gen Y.
- ✓ Apply motivational techniques to build loyalty and retain young performers.

## WHO SHOULD ATTEND?

- Executives
- Managers
- Supervisors
- Agency Managers
- Project Managers
- Human Resource Managers

### Registration Fee

**Normal Price:**

RM1,980 per person

**Group of 3 and above:**

RM1,380 per person

**Early Bird Price:**

RM1,580 per person

## SPEAKER



### Daryl Wong

**Gen Y Specialist, Certified Professional Trainer (IPMA –UK)**

Daryl Wong is an accomplished, dynamic, and client-driven professional offering 15 years of progressive experience in training, coaching, sales, career consultancy, product management, customer service, management, marketing and personal development.

He has held senior managerial positions in diverse industries namely the high tech testing industry, IT commercial and consumer products, management consultancy and Internet recruitment; from major MNC companies like Philips Medical System, Hewlett Packard and Kensington Computer Products to local growth companies like Patimas Group and Jobstreet.com.

The remarkable combination of his own style of friendly informality and humour in delivering his message across does something to people that cannot be captured in a text description. The power that is behind his extraordinary effect on people is not just found in what he enables them to learn, but in what he makes them feel. Whether at a live seminar or through one to one coaching session, be prepared to embark on an indescribable emotional and mental journey that will expand the audience's self-confidence, rekindle their determination to succeed and enrich their attitude; further intensifying their ambition to alter their life and work for the better.

In his pursuit to explore the development of human potential, Daryl Wong is a certified Neuro Linguistic Programming (NLP) Practitioner, Timeline™ Therapy Practitioner, Practitioner of the Language and Behaviour Profile, NLP Coach and Hypnotist Practitioner. He is currently pursuing the Certified Professional Trainer from the International Professional Managers Association (IPMA), UK.

Daryl Wong holds a Master Degree in Business Administration (Marketing) from Nottingham Trent University, UK and a Double Major Degree in Electrical and Computing Engineering from Monash University, Australia.

## PROGRAMME OUTLINE

### Module 1 – GEN Y CHARACTERISTICS

- Who makes up this generation and why it's important to know about them
- What are their key behaviour traits, as well as how and where they develop them
- Debunking the Gen Y myth and misunderstandings by other generations about them
- Why should your organisation hire them

### Module 2 –ATTRACTING GEN Y TO YOUR ORGANISATION

- What Gen Y really look for in a job
- How they seek for jobs and what criteria attract them to a job opening
- What mistakes organisations have been making and how to correct them in order to attract Gen Y
- Learn from successful organisations which have been consistently attracting young performers

### Module 3 –ONBOARDING AND ORIENTATION

- Why day one is so important to Gen Y and how you can lose them before they even start work
- Develop or refine existing orientation and onboarding programmes to fit your company's culture and vision
- Create a powerful engagement with Gen Y by fitting them and the people that matter to them within your organisation culture

### Module 4 –Keep Gen Y Engaged @ Work

- Motivation 2.0 – Rewards and money are no longer motivational enough for them
- Motivate Gen Y staff by NOT giving them a trophy
- Creating an appealing environment: Promoting creativity and independent thinking
- Develop a working style that brings out the best out of Gen Y
- Understanding a generation who prefers virtual problem solving
- Communicate the way Gen Y people are able to compute and inspire them
- Leading is out, coaching and mentoring is in

### Module 5 – RETAIN GEN Y AND THEIR ENTHUSIASM

- Understand the way to retain Gen Y with a logical and emotional connection
- Lead Gen Y to loyalty, the key to retention
- Understand why they leave your organisation by creating a Y-sized exit interview

*Managed by:*



Nottingham  
**MyRIAD Solutions**



# WORKSHOP REGISTRATION FORM

## The Gen Y Factor

Y-size your organizations to attract, manage, develop and retain young professional

**Date: 24-25 April 2012**

**Venue: Royale Chulan**

### Registration Fee

- Normal Price: RM1,980/person
- Group of 3 and Above: RM1,380/person (For more than 3 persons per company/institution)
- Early Bird Price: RM1,580/person (register and pay before 28th of February 2012)

Name: Dr/Mr/Mrs/Ms: \_\_\_\_\_

(Please provide name in full. Certificate issued will be based on this name)

Organisation/Company: \_\_\_\_\_

Job: \_\_\_\_\_ Designation: \_\_\_\_\_ Department: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Country: \_\_\_\_\_ Email: \_\_\_\_\_

Mobile Number: \_\_\_\_\_ Office Telephone: \_\_\_\_\_ Office Fax: \_\_\_\_\_

Mode of Payment:  Cash  Cheque  Bank-In or Telegraphic Transfer

I hereby confirm my registration fee of RM \_\_\_\_\_ and declare that I have read and understood the terms and conditions below.

\_\_\_\_\_  
Authorised Signature/Organisation Stamp

Name:

Date:

For further enquiries please contact:

• **Nottingham MyRIAD Solutions**

Tel: 03-8924 8795

Fax: 03-8924 8798

Email: [marketing.myriad@nottingham.edu.my](mailto:marketing.myriad@nottingham.edu.my)

• **Vivid Communications Sdn. Bhd.**

Tel: 03-7980 6212

Fax: 03-7980 6213

Email: [marketing@vivid.my](mailto:marketing@vivid.my)



Upon submission of the Registration Form, an invoice with bank details will be issued to request for payment. Registration fees must be prepaid by depositing full fee into our bank account or by issuance of a Local Order or Guarantee Letter by your Organisation to:

**Nottingham MyRIAD Solutions Sdn Bhd**  
**HSBC Bank Malaysia Berhad**  
**A/C No:356-091363-101 SWIFT CODE:HBMBMYKL**

All cheques must be made payable to **Nottingham MyRIAD Solutions Sdn Bhd** and crossed A/C payee only

#### TERMS AND CONDITIONS

A confirmation notification with details of the event will be issued to all participants at a nearer date. Payment is required to be made 2 days prior to workshop date. In the event the designated participant could not attend the event a substitute attendee is permitted however if a confirmed participant or substitute attendee who fail to attend the workshop is liable to pay the workshop fee in FULL. While changes in the event date, venue, time, trainers and fees can occur from time to time, the Organiser reserves the right to reschedule/cancel the event and/or amend any information in this brochure at the Organiser's absolute discretion. In any circumstances, the Organisers liability is limited only to refund of paid registration fee.

Managed by:



Nottingham  
**MyRIAD Solutions**

