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APPLYING OF GENERATION THEORY IN TALENT MANAGEMENT

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One of the most complicated and creative area in management is Human Resources which is also known as talent management. The fact is every person is individual, he need special treatment. Years of practicing lead into system based on date of one`s birth. There are special conditions in the world that affect growing-up process of the next generation. These conditions could be technological, natural, political etc and forms particular features in those who are the most sensible to environment – children. The knowledge of these characteristics made communications with people much more effective.

Basically, there are 8 generations described since the end of XIXth century such as Lost Generation (those who fought in WWI), The Greatest Generation (1901-1924), The Silent generation (1925 – 1945), The Baby Boom generation (1946 – 1964), generation X (1965 – 1981), Generation Y (1982 – 2001), Generation Z (1995 – 2005). The Always-On Generation was first used by Elon University professor Janna Quitney Anderson in 2012 to describe people born between the early 2000s and the 2020s whose lives have been influenced since their early childhood by connectivity afforded by easy access to people and the world`s knowledge through the Internet. A survey of 1,000 experts she and Lee Rainie conducted for the Pew Research Center Internet & American Life Project found that the generation brought up from childhood with a continuous connection to each other and to information will be nimble, quick-acting multitaskers who count on the Internet as their external brain; the experts also predicted Gen AO will exhibit a thirst for instant gratification and quick fixes, a loss of patience and a lack of deep-thinking ability.

Today we`re dealing with representatives of Generation X and Y at the workplace, so there are few marks that revealed their generations. Gen X values work-life balance and independence. They are adaptable and resourceful, and most have learned to use digital technology and communicate with the latest tech tools. it means moving in and out of the workforce to accommodate kids and outside interests. For Gen Y, the line between work and home doesn`t really exist. They just want to spend their time in meaningful and useful ways, no matter where they are. They are optimistic and team-oriented. Unlike Gen Y, Generation Z will not be team players, but self-directed, and really good at processing information.

This Generation stuff applies to every country on Earth because of the globalization. The Internet is inherently collaborative, so national boundaries give way to national mashups. If you are blogging at 2am in Minneapolis, the first person to read the post will probably be in Australia. Or Singapore. And if you are looking for photos of mountains, you might find the best ones on a Flickr feed from Tibet.