

Recruiting the Echo Boomers

By Ron Helmsman

Who are Echo Boomers? They are the children of the baby boom and are known as Generation Y, the Echo Boomers, or the Millennials (choose your favorite label). They were born between 1977 and 2002. They are increasingly becoming known more and more as the Entrepreneurial or "E" Generation.

One of the growing problems business owners face is knowing how to recruit and retain these people as employees. Back in 2000, I identified this trend, now I decided it was time to offer business owners some practical suggestions for dealing with this very real challenge.

Tips Dealing With Baby Boomers' Kids - The Echo Generation

These kids grew up with the Internet, bits and bytes. They're not afraid of technology. In fact, they embrace it. More so than their parents. Where the child passes the parent in adoption and use of technology is known as the 'generation lap'. However, there is one important point - they do not see the Internet as technology anymore than a car, radio or refrigerator.

They have become an authority on the Internet, the single biggest innovation in our society. This net-generation is curious, intelligent, focused, willing to adapt to change, self reliant and confident. This group could well be the largest generation of entrepreneurs. Because they are net-intelligent, they love to collaborate, work together and share information. After all, what good is knowledge and information if it cannot be shared?

Echo Generation - They Know What They Want

They want to make a difference and will not put up with being manipulated by the system or being taken advantage of. After all, they can easily organize on the net! This generation could become an extremely politically active group with significant clout and power. They believe the employer-employee relationship could be reinvented. When they think of employment, they see it as:

- Self-Employment
- Contract work
- Temporary work
- Work from home
- Contingent arrangement
- Flexible and mobile

Stimulate Them!

The echo generation is looking for challenging, exciting and stimulating opportunities. They need an environment of collaboration, and they will naturally develop. Remember, your human resources have a free will. They can up and leave and take their knowledge with them.