

What Gen X and Gen Y Top Performers (TP) Want From Their Company

A Research Study



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TP Study Research Questions

What do Top Performers, from two generations, want from their companies (wants)? The two generations are:

1. Generation X'ers (ages 31 to 45)
2. Generation Y'ers (up to age 30)

What is the degree of alignment (or misalignment) between what the Gen X and Gen Y Top Performers want and what senior management (defined below) think they want:

1. The Top Executive Officer
2. The Top Human Resource Executive



TP Study Research Questions

- 3. How well are those wants being provided by their company. This question will be asked from the perspective of:**
- Gen X Top Performers
 - Gen Y Top Performers
 - The Top Executive Officer
 - The Top Human Resource Executive



TP Study Methodology

Step One: A review of the current literature

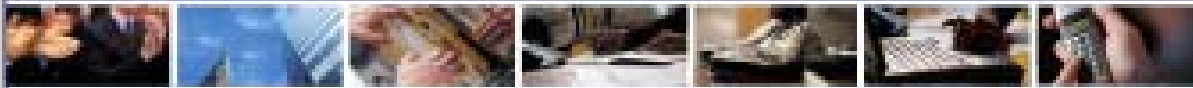
Step Two: A pilot study, involving a minimum of 20 companies in WNY, will be conducted:

- Each participating company will be asked to identify five Gen X Top Performers and five Gen Y Top Performers
- Those 10 Top Performers will be interviewed to determine what they want from their company
- The Top Executive Officer and the Top Human Resource Officer will also be interviewed to identify what they think these two groups of Top Performers want from their company



TP Study Methodology

- Step Three: From the two steps above, an online questionnaire, containing a listing of what Gen X and Gen Y Top Performers want from their company, will be developed
- Step Four: A national survey of approximately 500 U.S. companies will be conducted. From each company:
 - Using the online survey, the Gen X Top Performers and Gen Y Top Performers will be asked to rate the relative importance of each of the wants to them



TP Study Methodology

- From each company (cont'd):
 - The Top Executive Officer and the Top Human Resource Officer will be interviewed and asked to rate what they think is the relative importance of each of the wants to each generational group
- Projected timeline:
 - Steps 1 and 2: By the end of fourth quarter of 2010
 - Steps 3 and 4: By the end of first quarter of 2011

