Look Out, Baby Boomers! 
Here Comes Generation V!

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and The Dannon Company

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“Change is the law of life. And those who look only to the past or the present are certain to miss the future.”

John F. Kennedy
Source: Speech, June 25, 1963
Hypothesis/problem

The **workplace** is transforming (unified communications)

and

the **workforce** is transforming (unified collaboration)
The workplace is transforming

How many goodly creatures are there here!
How beauteous mankind is!
O brave new world,
That has such people in it!

William Shakespeare, The Tempest
The History of Communications

3500BC  Phoenicians develop an alphabet
2900BC  Sumerians develop pictographs
1270BC  Syria writes encyclopedia
900BC   First postal service (China)
776BC   Homing pigeons used for Olympic Games
530BC   Greeks establish Library
500BC   Paprus rolls used as portable writing surface
200BC   Fires used to send messages
100     Paper developed and first bound books
305     China develops printing press
1450    Newspapers appear in Europe
1714    Patent issued for typewriter
1793    Telegraph invented (1837 broadcasting)
1876    Telephone and copy machine developed
1902    First radio signal to cross Atlantic Ocean
1910    Talking motion picture demonstrated

Source: http://inventors.about.com/library/inventors/bl_history_of_communication.htm
The History of Communications - Part 2

1923  Television invented  
1927  NBC starts radio networks / 1st TV broadcasts  
1944  Harvard’s Mark I computer  
+ 1957  Soviet launched first satellite (Sputnik)  
+ 1969  First internet started (ARPANET)  
1976  Apple I home computer invented  
1979  First cellular phone network established in Japan  
+ 1981  IBM PC first sold (online gaming expands)  
+ 1994  Internet released to public usage, WWW born  
1998  Google founded  
2000  dot-com bubble busted  
2001  Wikipedia launched  
2004  3G Release 6  
2006  Internet boom - YouTube, MySpace, Digg, Delicious, Skype  
2007  VoIP Audio & Video HD, QoS boom  
2008  Mobility comes to age (iPhone 3G) released

Source: http://inventors.about.com/library/inventors/bl_history_of_communication.htm  
http://en.wikipedia.org/wiki/History_of_the_Internet
Q: Please select the option that best describes your plans for each technology in 2008.

Expectations of the next generation?

Gamers organize themselves globally to enable 7/24 playing

http://casualkeystrokes.com/how-did-we-survive-before-the-internet/
The **workforce**
is transforming
Generation Y, V or Millennium

Generation that drives user generated collaborative intelligence.
The Future is Today

• Generation Y, V, Millennium, or N are not defined by age, gender, social demographics or geography
• Active participation in global communities (gaming)
• Focus on a conversation rather than communication
• Believe in collaboration – power of “we” over “me”
• Traditional ways of selling will change.
• New skills: online environment, social networking, target multiple personas, relationships and relevance
# Understanding the Generations

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<tbody>
<tr>
<td><strong>Work ethic and Values</strong></td>
<td>Hard work</td>
<td>Workaholics</td>
<td>Self-reliance</td>
<td>What’s next</td>
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<tr>
<td></td>
<td>Respect authority</td>
<td>Question authority</td>
<td>Sceptical</td>
<td>Entrepreneurial</td>
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<tr>
<td><strong>Work is...</strong></td>
<td>An obligation</td>
<td>An exciting adventure</td>
<td>A difficult challenge</td>
<td>A means to an end</td>
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<td></td>
<td></td>
<td></td>
<td>A contract</td>
<td>Fulfilment</td>
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<tr>
<td><strong>Core Values</strong></td>
<td>Respect for authority</td>
<td>Optimism</td>
<td>Scepticism</td>
<td>Confidence</td>
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<td></td>
<td>Conformers</td>
<td>Involvement</td>
<td>Informality</td>
<td>Extreme fun</td>
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<tr>
<td><strong>Interactive Style</strong></td>
<td>Individual</td>
<td>Team player</td>
<td>Entrepreneur</td>
<td>Participative</td>
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<tr>
<td></td>
<td></td>
<td>Loves to have meetings</td>
<td></td>
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<tr>
<td><strong>Communications</strong></td>
<td>Formal Memo</td>
<td>In person</td>
<td>Direct</td>
<td>Email</td>
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<td></td>
<td></td>
<td></td>
<td>Immediate</td>
<td>Voice mail</td>
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<tr>
<td><strong>Feedback and Rewards</strong></td>
<td>Satisfaction in a job</td>
<td>Money</td>
<td>Freedom is the best reward</td>
<td>I want it</td>
</tr>
<tr>
<td></td>
<td>well done</td>
<td>Title recognition</td>
<td></td>
<td>Meaningful work</td>
</tr>
<tr>
<td><strong>Messages that Motivate</strong></td>
<td>Your experience is</td>
<td>You are valued</td>
<td>Do it your way</td>
<td>Work with bright,</td>
</tr>
<tr>
<td></td>
<td>respected</td>
<td>You are needed</td>
<td>Forget the rules</td>
<td>creative people</td>
</tr>
<tr>
<td><strong>Communication Media</strong></td>
<td>Rotary phones</td>
<td>Touch-tone phones</td>
<td>Call phones</td>
<td>Internet</td>
</tr>
<tr>
<td></td>
<td>Write a memo</td>
<td>Call me anytime</td>
<td>Call me only at work</td>
<td>Email</td>
</tr>
</tbody>
</table>

Source: Fairleigh Dickinson University (FDU Magazine)
Mixing and Managing Four Generations Employees, Greg Hammill, 2005
Unified Communications and Collaboration Video

Source: Tandberg
Unified Communications and Collaboration (UC2)

How Groupe Danone is addressing this issue!
Global UC2 Program

UCC Steering Committee

UCC program Committee

Groupe
- VP HR
- CIO & CTO
- Business

- Groupe CTO
- Regional CIO’s
- Regional HR
- Regional Business
- External Ptr

Collaboration Tool Convergence
Unified Communication
Social Networking

Program Management
Unified Communications and Unified Collaboration

- HD / SD Video Conference Room
  - 1-to-1 or x-to-x
- Desk IP Phone
- Video / Call Managers
- Web Cam
- Workstation
- Profiles/Directories
- Communities
- Blogs
- Bookmarks
- Activities
- Team Places
- Employee / Partner Workstation
- Application
- Servers
- File Sharing/Repositories
- eMail
- PRESENCE
- Home Page
- Blogs
- Bookmarks
- Activities
- Messaging
- Wiki, Web & Portals
- UC2
- IP Connected Video
- Remote Wireless Workstation
- PDA/Cell/Video Phone Mobility
- Internet Bridge
Drivers and Measurements of Success

- Enhance productivity and work/life balance (travel reduction)
- Fundamentally change the way we work (workforce)
- Support sustainability (CO2) and cost initiatives
- Reduce the costs of sharing information (TCO)
- Ensure multi-vendor and legacy support
- Improve company wide collaboration
- Reliable and easy to use
- Improved productivity
- Leverage current investments
Closing / Recommendations

- Workplace transformation – Are your internal offerings comparable to what your talent will find/use on the internet?
- Workforce transformation – How will you leverage “The Power of Four” generations?
- How will you leverage “collective intelligence”?
- How will you integrate; Process, Organization/Talent and Technology Enablement changes
- What current investments can you leverage?
- Get started !!!
Unified Communications - A Virtual Conf.

http://www.cio.com/virtual-conferences/unified_communications

Unified Communications and Business Processes: How to Integrate for Success

Despite the buzz, recent research shows that most organizations are still uncertain of the benefits of a unified communications implementation. According to a Forrester Research study, 85% of U.S. and European organizations said there is "confusion about the value" of unified communications for their company. Only 11% of the firms have already deployed it. Another 16% are rolling out and 57% are evaluating or piloting it.

Still, UC is transforming the way organizations create, plan and implement their business processes. One of the drivers for that interest is the potential of UC to leverage business processes to enable agility, mobility, and productivity. The pressure is on CIOs to assure that IT supports the organization’s business goals. As IP Telephony, Instant Messaging, Conferencing and Collaboration and Mobility have converged into an IT function, the need for communications to have a business impact is driving CIOs toward understanding the UC value proposition.

At this Virtual Conference presented by CIO, you’ll hear from experts on the value of embedding business processes into Unified Communications infrastructure; how to measure and enhance the ROI of a UC deployment; the key strategies for security; and how business-process enabled UC can increase productivity and customer satisfaction for a competitive advantage.

Extended version of presentation.

Source: CIO / IDG
Thank You ...