



**Recap of**  
***Global Opportunities & Challenges for***  
***Our Young Generation Seminar***

Organized by Hong Kong General Chamber of Commerce (HKGCC)  
on 29 Jun 2012

Prepared by LRT Consulting  
[www.LRT.com.hk](http://www.LRT.com.hk)

# Common Challenges

## Attitudes

- ⊙ Have short term vision for career; lack guidance or initiation to derive longer term career objectives
- ⊙ Less committed to the job
- ⊙ Gets bored of job tasks easily; demand a variety of stimulating job tasks
- ⊙ Lessened eagerness to be competitive
- ⊙ Show little trust or genuine respect for peers and superiors
- ⊙ Hold unreasonably high expectations regarding job responsibilities and salary

## Knowledge & Skills

- ⊙ Lack basic technical knowledge or training to perform the job
- ⊙ Low awareness of shifting industry trends
- ⊙ Lack ability to face challenges or solve problems independently
- ⊙ Lack effective verbal communication skills
- ⊙ Weak group dynamics in team collaborations
- ⊙ Strive balance between academic qualifications and creativity and life skills
- ⊙ Recruit and retain free-thinking, creative people with initiative and self-confidence to meet business needs

## Lifestyle

- ⊙ Reliance on technology inside and outside work
- ⊙ Overly engaged in cyber interactions and overlooked face-to-face communication

***How to motivate young people in their job especially those in entry positions? How to encourage younger generations to be passionate about what they do?***



# Speakers' Suggestions

## To Corporations

- ◎ Provide training for middle managers to educate them on the characteristics of the typical Generation Y
- ◎ Improve managers' mindset to accommodate young people's profile, preferred work styles and their personal needs to facilitate ongoing process of talent search
- ◎ Provide training on personal values and morals for younger employees
- ◎ Develop and embrace love, care, respect and communication (team spirit) when engaging young people

## To Young Talents

- ◎ Open your world – Participate in face-to-face networking
- ◎ Gain and update hard knowledge (e.g. regulations, industry trends)
- ◎ Gain soft knowledge (e.g. own career goals, understanding of the work style of themselves and that of colleagues)
- ◎ Actively participate in study abroad programs, internships, extra-curricular activities to nurture life skills and leadership capabilities
- ◎ Gen *WHY* should ask themselves these questions regularly
  - Q1. Why am I working in this company?
  - Q2. What do I want to do in the future that has value?
  - Q3. Why did I not perform well on previous / current job?
  - Q4. Why am I moving to the next job?
- ◎ Create and sustain a happy and balanced worklife!

# LRT Consulting's Add-On Suggestions

## To Corporations

- © Strengthen a talent culture with integrated systems in attracting, developing and retaining talents
- © Measure and shape workplace happiness and productivity by focusing on the quality of organization communication and dialogues with talents
- © Maximize the use of technology in helping talents learn and perform in a fast-track or just-in-time mode e.g. the use of performance support systems

## To Young Talents

- © Let your own passions, personal values and strengths guide you
- © Learn and practise critical soft skills and global competencies to maximise potential in a borderless economy
- © Stretch your comfort zones and FAIL early!



This recap is inspired by:

***Global Opportunities & Challenges for Our Young Generation Seminar***

***Organized by the Hong Kong General Chamber of Commerce (HKGCC) on 29 Jun 2012, with the sharing by the following speakers:***

1. Ms Teresa Yang  
Vice Chairman of Esquel Group
2. Honorary Professor Mr Frederick Ma, JP  
School of Economics and Finance, Faculty of Business and Economics, The University of Hong Kong
3. Ms Eliza Ng  
Director of Human Resources, Fuji Xerox (Hong Kong) Ltd
4. Mr Nicholas Sallnow-Smith  
Chairman of The Link Management Ltd
5. Ms Carmen Ting  
Principal of Learning and Development, KPMG China

The recap is prepared and shared by:

**LRT Consulting Group (Hong Kong & Shanghai)**

Website : [www.LRT.com.hk](http://www.LRT.com.hk)

e-Mail : [assess@LRT.com.hk](mailto:assess@LRT.com.hk)