

The iGen iEverything Train is Coming, but Are You Ready?

Better Be Prepared for Total
Process Transformation if You
Want to Remain Competitive



By **Ed Lugo**, Alliance Resource Group



ALLIANCE RESOURCE GROUP, INC.

Introduction

Automation, additive methodologies, robotics, data acquisition, and Artificial Intelligence (AI)—those are the tools we take to the bank in 2018 and beyond as jobs and markets thrive, and the manufacturing industry comes back to life. And yet, a significant amount of training and dissemination continues to rely on decades-old solutions and tribal knowledge to support training-program readiness. All those years spent priming the millennial workforce has resulted in a technology deficit which will have a profound impact on the latest newcomers. What that means to you is that your productivity, costing factors, and efficiencies are in the balance.

80% of Gen Z are on social media daily

80% of Gen Z consider it important to express themselves creatively.



GEN Z IS ALSO AN ACTIVE GROUP OF CONTENT CREATORS.

25%

post original photos and videos daily through the content sharing app Instagram, for example

While **26%**

adults outside of Gen Z have ever posted a video online.

The fixation with online content, especially video, translates in to a movement away from traditional entertainment and information media among Gen Z.

70%



of Gen Z members say they prefer YouTube and other streaming services over broadcast or cable television

What does this mean for retailers?

As part of this fixation on constant connectivity, young people in Gen Z are very connected to the brands they are passionate about.

60%

talk to their family and friends about brands.

77%

react favorably to brand messaging on social media.

When tailoring your social media presence to young customers, you may find the next generation surprisingly receptive to your message.

Born between 1995 and 2005,¹ they're known as digital natives, iGen, and GenZ-ers: a new generation of tech-savvy, know-it-all kids—providing it comes to them via their iPhones. The oldest of these gangbusters are graduating college this year and, believe it or not, they make up 25% of the population which by all accounts makes them a larger workforce than their granddads, the Boomers. They're also voracious consumers of all-things internet, absorbing information and gleaning relevance from their peers.² They live in a world of hype and sensationalism, yet they view everything through a somewhat cynical prism. As a result, they reside in a universe where YouTube and Instagram are their daily conduits.

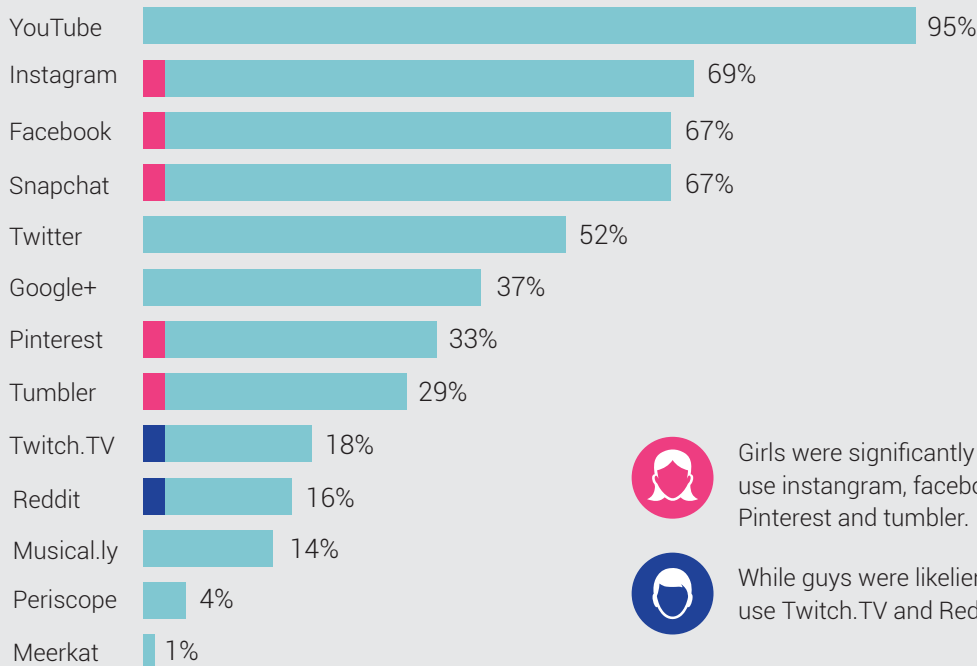
So, here's the question: As a manufacturer, how will you embrace the challenge of training the iGen? And how are you preparing to rouse their curiosity and retain their enthusiasm? This is not an ordinary task. It requires a fresh perspective and a renewed sense of urgency, for this train is coming, and you need to be organized and prepared.

Do You Understand Them, and Can You Adjust?



Nearly all Gen Z-ers use YouTube and half "can't live without it."

Which of these platform do you use?



Girls were significantly likelier to use Instagram, Facebook, Snapchat, Pinterest and Tumblr.



While guys were likelier to use Twitch.TV and Reddit.

Which one could you not live without? (Top 5)



Guys were **24%** likelier than girls to say they couldn't live without **YouTube**



iGen, a term coined by Jeanne Twenge in her book of the same name, are the kids, teens and young adults who don't know much about pre-internet days. With social media and texting their unending preoccupation, iGen spend less face-to-face time with friends, and they are prone to high levels of anxiety. But technology is not the only thing that makes iGen distinct from every generation before them. They are different in how they spend their time, how they behave, and in their attitudes toward life.³ They socialize in completely new ways, reject once sacred social taboos, and aspire for different fulfillments from their lives and careers. More than ever, they are obsessed with safety, focused on tolerance, and have no patience for inequality. As these youngsters enter the workforce, we all need to make adjustments. Friends and family need to look out for them, businesses must figure out how to recruit and sell to them, and colleges must know how to educate and guide them. Because where iGen go, so goes our nation, and so goes the manufacturing industry—and indeed the world.

Y → Z Trends from Generation Y to Z

- 66% → 54% Dislike of multi-tasking
- 68% → 59% Disinclined to work in a fast-paced environment
- 30% → 34% More interested in advancement at the company
- 38% → 27% Less motivated by money to stay at their company
- 56% → 61% Want their manager to listen to and value their ideas
- 58% → 61% Enjoy working independently

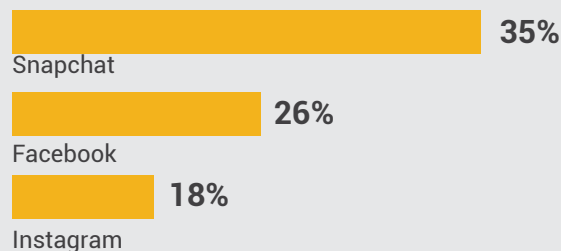
How to Reach Out and Train Tomorrow's Worker

To build rapport with the iGen⁴ and attain improved efficiencies, manufacturers and machine providers need to boost their automation levels and learn how to meaningfully connect with this new workforce. And as machines evolve in complexity, it's also common to see multiple generations of equipment on the manufacturing floor, each machine requiring increasingly sophisticated maintenance and troubleshooting methods. And yet, the materials used to train operators, maintenance technicians, automation engineers, and stakeholders have not evolved with the technology. Instead, manufacturers continue to rely on a combination of ancient manuals and training programs, and tribal knowledge. For example, machines capable of extracting gigabytes of data are still used with 2D systems.

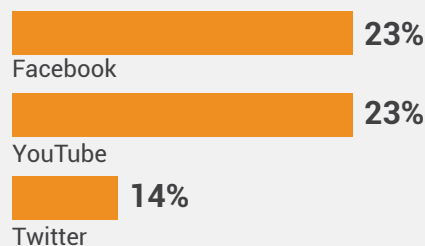
What does this mean for the worker of tomorrow? According to Fox, because of digital devices, reading competencies are being transformed. With the majority of their communications through social media platforms, the iGen are more prone to think in symbols rather than words.⁵ "iGen lives in the world of competition for their attention," says Dan Schwabel of The New York Times. "If you want to get their interest, it is essential to create 'nuggets of information' like pictures, info-graphics, or videos. Also, you can get a few extra points for a quirky and funny one." He then adds, "if you don't communicate in five words and a big picture, you will not reach this generation." Additionally, customization plays a significant role in how data is disseminated.⁶ Relevance is based on actionable content rather than one-size-fits-all solutions. To be successful, the iGen will need to have access to the information needed to attack the problem from multiple perspectives. They need to analyze it, interpret it, share it, and ultimately define a result.

Which platform do you use for...

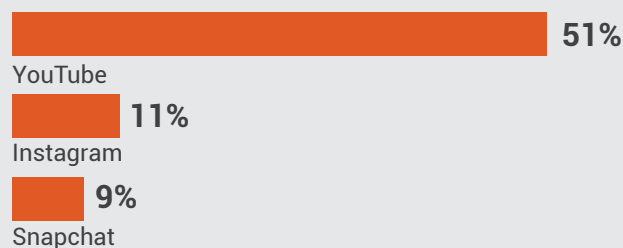
Keeping in touch with friends?



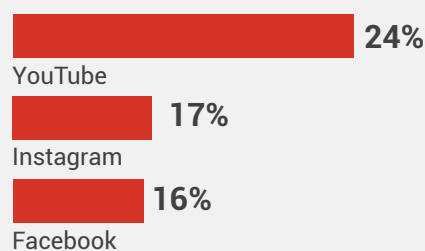
Catching up on the news?



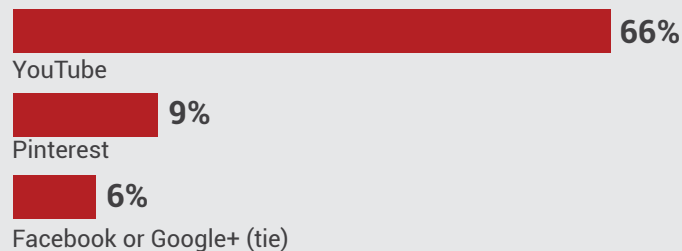
A good laugh?



Shopping recommendations?



How-to info?



Age range of respondents: 13-20
Number of respondents: 1,452

What that Means for You

There are four components to be addressed to achieve success in this new paradigm:



A data dissemination framework

A data dissemination framework is the roadmap for how content can be provided, accessed, and traversed, with a focus on extensive use of video, 3D graphics, and digital media, enabling the user to move quickly between modules and module information. And needless to say, all data must be readily accessible from mobile devices.



A Content Management System (CMS)

A Content Management System is required to ensure data control. Because of the likelihood that data may belong to both internal and external sources, permissions for access are established by the CMS administrator. This will ensure correct data is being updated and disseminated.



Scalability

Scalability provides for single point access, progressive growth, and change management of programs. And as increases in content and functionality are integrated, it is naturally important to have stable and consistent management.



Ability to integrate into the Learning Management System (LMS)

Lastly, integration into the LMS enables measurement within a corporate structure, metrics gathering, and analytics.

Urgently Needed: Your Ability to Learn and Adapt

Understanding that these key components support an overall microlearning platform, the investment in IT infrastructure may cause more than just a little sticker shock. If you have a forward-looking, adaptable learning strategy, you'll never need to be in the position where you're training your workforce with obsolete materials and programs. Have trust in the old adage that says that **"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."**

Conclusion: Your Ultimate Competitive Edge

With the iGen entering the workforce, and the progressive retirement of Baby Boomers, shifts in training and dissemination strategies are a must. The common lack of knowledge transfer that occurs when a Boomer leaves the factory is staggering. It invariably affects the bottom line of any operation. It's therefore imperative that companies begin to understand and act upon the changes that invariably and drastically impact the working environment. A well-trained workforce allows companies to drive innovation, customer satisfaction, quality, productivity, and growth.⁷ This is all happening now, and your organization's ability to learn and rapidly translate that knowledge into actionable programs will go a long way towards giving you the ultimate competitive advantage.



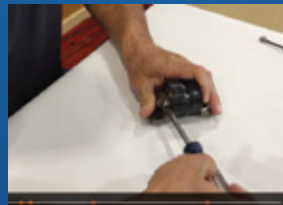
Alliance Resource Group Inc. (ARG)

ARG, a disabled veteran owned business, Engineering Resource and Consulting Company based in California, has been working this territory for the last three years. ARG has collaborated with Sify eLearning and a major aerospace company to develop a solution which addresses all key components relative to the fiber placement process on a high-profile defense program. This pilot program identified as PIP (Process Improvement Platform), demonstrated the ability to capture, store, update, and disseminate critical machine information to stakeholders ensuring real time access from multiple smart devices while maintaining adherence to data integrity, accessibility, and security. ARG, utilizing consultants from the manufacturing industry, information technology and academia, developed a solution for the next generation, i.e. iGen, to integrate and build upon.

Screenshots of Sify's Learning Portal.



Training Video



How to Videos



3D Model

"For organizations to remain competitive, they must invest in the future of workforce development. The Process Improvement Platform (PIP); empowers employees to leverage the technology used to communicate with their peers." Ted Fuentes, President Alliance Resource Group Inc.

To find out more about how your business can successfully train your GenZ-ers and gain your ultimate competitive edge with ARG, contact the author at Ed.Lugo@allianceresourcegroup.net, and visit us at www.allianceresourcegroup.net

About the Author

Ed Lugo, (Ed.Lugo@allianceresourcegroup.net) is an Executive Advisor for Alliance Resource Group Inc. with over 30 years in aerospace and defense programs. Prior to joining ARG, Ed was Integrated Product Team Leader for Northrop Grumman Corporation based in El Segundo, California. In this role, he was responsible for the integration of automated solutions supporting the manufacture and assembly of aerospace structures, and the executive interface on critical business activities supporting strategic direction. He previously served as Tooling Representative to the Systems Engineering Integration Team, SEIT, on the Joint Strike Fighter program where he supported new software integration, training, process improvement and sustainment. Mr. Lugo served as Co-Principle Investigator for the National Science Foundation Grant supporting next generation aerospace workers. He has instructed courses in engineering processes for UCLA Ext and ECC, and served as an advisor for SME Tooling University. Ed is an alumnus of Pepperdine University where he completed his bachelor's degree in Business Management. Afterwards, he completed his MBA at National University.

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