

CLIENT / CONTACT BULLETIN 8-11

**Just in case it matters to you:**

- **MILLENNIALS – THE ‘WHY?’ GENERATION** – are the workers now up to age 30. These are the kids who received a soccer or little league trophy “just for showing up, perhaps creating an expectation that they will automatically win just for showing up... Like the Baby Boomers, they are optimistic, sophisticated and believe they can change the world. Connected and technically savvy, they have never known life without a cell phone or computer. They are culturally diverse, tolerant of differences, and very clear on what they want: work that has a sense of purpose, ability to perform well with work they are assigned, work-life balance, and a salary that makes older generations often want to laugh out loud when they hear it... *This is the workforce that managers must learn how to engage, motivate and manage.*” DCG and our affiliate Metaforce HR can help you with tips to meet their needs and expectations for optimal business results. [MF NEWSLETTER – Feb 08]

- **“ONLINE, THERE REALLY IS SUCH A THING AS A FREE LUNCH,”** as the hard cost of ‘computing’ (power for computation, storage and transmission) is “inexorably dropping towards zero... too cheap to measure,” and technology has led to a new and dominant business model for the internet: “making money by giving things away. ...Because it is so cheap to offer digital services online, it doesn’t matter if 99% of customers are using the free version of services so long as 1% are paying for the ‘premium’ version... a big number.” Referred to as ‘disruptive technology,’ the motto for this new model is “Be the first to give away what others charge for,” and the impacts of successfully exploiting it have been overwhelming. “Bandwidth too cheap to meter brought us YouTube, which is revolutionizing (and possibly destroying) the traditional television industry, and Skype, which is hollowing out the phone industry. Storage too cheap to meter brought us Gmail which upended the webmail market by increasing – free – the capacity available to all by a factor of 1,000, to say nothing of the huge free photo capacity of Flickr or MySpace’s invitation to put anything on your personal page for no cost... In 2008, Yahoo will go one better than Google and expand its free webmail to infinity, more music labels will give away music as a promotion for concerts, and more newspapers will publish their content free on the internet.” [THE ECONOMIST – WORLD IN 2008]

- **TO BETTER MANAGE EMPLOYEES,** “business leaders should deepen their understanding of the brain’s physiology... Scientists now know that human brains are wired to register *change* as ‘threat’ and thus often cling to old habits.” So shifting worker mind-sets is the objective, and adaptation can be strongly influenced by simply paying attention to “particular mental experience” – like systematically talking about issues (cost-cutting, expansion, merger, etc.) on a regular and routine basis, so that employees “talk about the *means for making things better*, training their brains to make new connections” and reacting positively, instead of defensively, to change. [FAST COMPANY – Mar 08]

- **BELIEVE IT OR NOT, LOS ANGELES HAS THE BEST TAP WATER IN THE WORLD.** The largest annual contest, Berkeley Springs International Water Tasting, this year had 120 competitors from 19 states and 9 foreign countries. Judges base rankings on “taste, odor, mouth feel, aftertaste, and absence of anything floating in the water.” [ASSOCIATED PRESS – Feb 25, 08]

THE OCEAN NEXT DOOR, HOWEVER, now contains a “cocktail of man-made contaminants – from flame-retardants to pharmaceuticals – ...which has altered hormonal balance of coastal marine life,” as the result a *billion gallons flushed daily* from LA, Orange & San Diego counties without effective waste treatment. [ECONOMIST.COM – Mar 3, 08]

- **THOUGHTS FOR THE WEEK:**  
***The federal government now spends over \$950 billion yearly on social security, medicare and other elderly benefits – over 1/3 of the federal budget and more than \$27,000 per senior citizen.***

***‘Fake excuses’ are now available online – legitimate-looking notes that appear to come from local doctors, hospitals, jury summons or funeral notices – for around \$25. Unscheduled business absenteeism was around 2.3% last year.***

***“The very purpose of existence is to reconcile the glowing opinion we have of ourselves with the appalling things that other people think about us.” – Quentin Crisp***