

27 September - 1 October 2016 | Short-Term Joint  
Understanding Gen Y | Staff Training Course



# UNDERSTANDING GEN Y TRAINING

Erasmus+ Key Action 2: Generation Y's Virtual Guide to  
Skill Development and Personal Branding in Social Media



Coordinator:



Partners:



AGÜ GENÇLİK  
FABRİKASI



universum



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Erasmus+ Programme  
of the European Union



## Project

Generation Y's Virtual Guide to Skill Development and Personal Branding in Social Media

### Coordinating Organization

Sabancı University, Career & Internship Office

### Partner Organizations

Abdullah Gül University, Turkey  
Novancia Business School, France  
Türk Kültür Vakfı, Turkey  
Universum, Sweden

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## A Message from the Coordinator



The idea behind "Generation Y's Virtual Guide to Skill Development and Personal Branding in Social Media" was born from a desire to create social impact and offer international and dynamic careers to Generation Y members. Generation Y's all around the globe share a number of specific characteristics: they dislike the corporate ladder, they love and strive for authenticity, constantly seek for approval and feedback, prefer to work effectively and with a flexible timetable. All these preferences are in significant contrast with those of the previous generations and these preferences are currently reshaping and revolutionizing both academic and corporate lives. This is why we believe it is crucial for every university, enterprise, career office, and employer to understand the changes Generation Y brings to the corporate life and the mediums used for implementing these changes.

"Generation Y's Virtual Guide to Skill Development and Personal Branding in Social Media" is crucial in helping bridge the gap between employers, career and youth workers and Generation Y's. The project's main goal is to develop and design a virtual guide to employability, skill development and personal branding in social media for Generation Y job seekers. In the long term, different outputs and activities of the project will contribute to the increase in the employability of university graduates in Europe. In addition, the virtual guide will contribute to the modernization of higher education by using latest technological innovations suitable for learning modules of Generation Y.

As this project aims to serve Generation Y better in terms of career services, we decided to organize a special training that will equip the staff of higher education institutions with skills necessary to meet the needs and expectations of Generation Y. The training will provide the partners of the project with general knowledge about Generation Y, its main characteristics, and modes of communication. It will also give the participants of the training a first-hand experience of several practical tools that can be useful for the work of their organization with Generation Y's.

We hope that this training will provide the participants with insight necessary to improve their work with Generation Y and understand the governing characteristics of this dynamic generation.

**Şule YALÇIN**

*Project Coordinator*

*Sabancı University*

**“UNDERSTANDING GEN Y” STAFF TRAINING PROGRAM**  
27 September-1 October, 2016 / Point Hotel Taksim, Istanbul

TIME	SEPTEMBER 27	SEPTEMBER 28	SEPTEMBER 29	SEPTEMBER 30	OCTOBER 1
10:00-11:30	<b>Opening Speech</b> <i>Sondan Durukanoğlu Feyiz</i>  <b>Welcome &amp; From an Idea to Reality</b> <i>Şule Yalçın</i> <b>Project Summary</b> <i>Selin Kalenderli Yücel</i>	<b>Welcome Speech</b> <i>Nihat Berker</i>  <b>Gen Y &amp; New Media: Speaking Their Language</b> <i>Serdar Turan</i>	<b>Gen Y at Working Environment</b> <i>Erdem Aksakal</i>	<b>Focus: How to Guide and Mentor Newcomers</b> <i>Berrin Baş-Ezgi Türkmen</i>	<b>Overall &amp; How Do We Continue from Here?</b> <i>Evrin Kuran</i>
11:30-12:00	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>
12:00-13:15	<b>Program Overview &amp; Expectations</b> <i>Aytaç Uzunlas-Necmi Turgut</i>  <b>Getting to Know Each Other &amp; Group Dynamics</b> <i>Aytaç Uzunlas</i>	<b>Creatif Minds</b> <i>Sabancı University Students</i>	<b>Social Media Employability Trends Among Gen Y</b> <i>Stephane Vincent</i>	<b>Focus: How to Guide and Mentor Newcomers</b> <i>Berrin Baş-Ezgi Türkmen</i>	<b>Group Presentations of Future Plans</b> <i>Aytaç Uzunlas-Necmi Turgut</i>
13:15-14:30	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
14:30-16:00	<b>Introduction to Generations</b> <i>Simla Sürmen</i>	<b>Focus: What are the Tools? IT Technologies, Latest Trends</b> <i>Aytaç Uzunlas</i>	<b>Being Youth-Friendly</b> <i>Ömer Ongun-Necmi Turgut</i>	<b>From Discussions into Action: Looking at My Organization, Presentations and Group Discussions</b> <i>Aytaç Uzunlas-Necmi Turgut</i>	<b>Evaluation</b> <i>Aytaç Uzunlas</i>  <b>Closing &amp; Farewell</b> <i>Şule Yalçın</i>
16:00-16:30	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	
16:30-17:30	<b>Universum's Research on Gen Y</b> <i>Vasco Castro</i>	<b>ICT Reflections</b> <i>Aytaç Uzunlas</i>	<b>Being Youth Friendly</b> <i>Ömer Ongun-Necmi Turgut</i>	<b>From Discussions into Action: Looking at My Organization, Presentations and Group Discussions</b> <i>Aytaç Uzunlas-Necmi Turgut</i>	<b>Departure</b>
19:00-21:00	<b>Welcome Dinner at Point Hotel</b>	<b>Dinner on your own</b>	<b>Dinner on your own</b>	<b>Dinner on your own</b>	

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# Program Elements and Content

## Background Information:

The aim of the Erasmus+ project “Generation Y’s Virtual Guide to Skill Development and Personal Branding in Social Media” is to prepare a virtual guide to skill development, employability and personal branding in social media for Generation Y job seekers. In the long term, the main output and activities of the project will contribute to increase the employability rate of university graduates in Europe. The premise of the project states that job seekers who are better equipped with specific soft skills generally have better working relations with their employers. This also contributes to the companies' or organizations' overall level of performance. This in turn should benefit collective EU organizations' talent benchmark and business performance.

As this project aims to better cater to the needs of the Generation Y in terms of career services, a special training was organized to equip higher education institutions' staff with skills necessary to meet the expectations of the Generation Y. The training course was carried out for partners to raise awareness about Generation Y's characteristics and teach communication methods. The training course took place in Istanbul between the 27th of September and the 1st of October. 20 participants from 4 different countries who work full time with the Generation Y members participated in this training course.

## Main Aim:

The main goal of the given training course was to equip higher education institutions' staff with skills necessary to meet the needs and expectations of the Generation Y.

## Main Objectives:

- Increasing the general knowledge about Generation Y
- Creating tools and methods to better address the needs of Generation Y
- Improving and developing positive approaches and motivation for connecting with Generation Y

In order to achieve these objectives, the following elements were included in the content of the training course:

- Introduction to Generations
- Requirements of the Corporate World from the Generation Y Members
- New Media and the New Communication Trends
- Information Technologies and User-Friendly Tools
- New Working Environment and Future Trends
- Social Media and the Employability Correlations
- Youth-Friendly Criteria
- Mentoring New Comers

# Opening Speech, Welcome & Project Summary

## Objectives:

- To make an official opening and welcome the participants
- To give some brief information about the project and the training course

## Details of the Session:



Prof. Dr. Sondan Durukanoğlu Feyiz

The morning session started with the welcome speech of Prof. Dr. Sondan Durukanoğlu Feyiz, the Vice Rector of Sabancı University. She gave brief information about the vision of the university and their expectations from this project.

After the initial welcoming, Şule Yalçın, Career Development and Alumni Relations Manager at Sabancı University, made an introduction speech about the project and the training Course. She briefly introduced the initial idea of the project and provided information on its current development.



Şule Yalçın

At the end of the morning session Selin Kalenderli Yücel, Career Development Specialist at Sabancı University, made a presentation and gave information about the recent progress and accomplishments of the project. The main topics of her presentation were:

Selin Kalenderli Yücel

- Funding and the grant of the project
- Partner organisations of the project
- The target group, main aim and objectives of the project; expected final impact
- Planned intellectual outputs of the project

# Program Overview & Expectations

## Objectives:

- To provide brief information about the program of the training course and its content
- To introduce expected learning outcomes
- To provide space for the participants to reflect on their expectations of the training course



Aytaç Uzunlas

## Details of the Session:

The program of the training course was sent to the participants via email before their arrival. In the beginning of this session, the program and the contents were briefly introduced. Participants were asked to write their expectations on a Post-it paper and stick them to a flip-chart board. Facilitator briefly summarized the given expectations and noted that the majority of them corresponded to the program of the training.

## The expectations of the participants are listed below:

- Differences and similarities between the young people from Gen Y
- How to collaborate with Gen Y
- Experience, knowledge exchange between different parties who work with Gen Y
- To learn how to create youth friendly materials
- To learn how to work with young people from Gen Y
- To have an idea of how Gen Y Guide could contribute to my work.
- Support and improve the soft skills, mobility and employability in Europe.
- Having a common understanding of the concepts with partners
- Revealing and attracting talents
- Creation of crossed tools between students, companies and universities.
- Learn how to create new tools
- Increasing my knowledge on Gen Y
- To learn more about Gen Y
- To learn about what it means to be youth-friendly
- To better understand the expectations of Generation Y members
- Getting to know where we are in the project and how we can achieve our goals
- Learning new things I have never heard before
- Good friendship
- Practical skills
- Tools used by Generation Y
- How enterprises and Gen Y working together
- Find out about the best tech to broadcast the Virtual Guide; App? Others?
- How to introduce the first results of this meeting in my organization
- From mentoring to peer mentoring
- Can this project be used outside Europe?
- Be aware of new communication tools to touch Gen Y in the right way
- Find out new habits in the working environment by Gen Y
- A short recipe to understand Gen Y.
- To be updated with what current trends are in Gen Y & youth work.

# Getting to Know Each Other & Group Dynamics

## Objectives:

- To create a personal connection between the participants
- To create space where the participants can work together and learn more about each other
- To increase the teamwork, communication and leadership skills among the participants

## Details of the Session:

Session started with a group dynamics exercise where participants were asked to sit next to each other making a circle in the middle of the plenary. Facilitators put a small bottle of water in the middle and asked the participants to focus on the bottle and count from 1 to 25 one by one without interrupting each other. Participants were later asked to create a team strategy to accomplish this task.

During the second half of the session, a teamwork activity was introduced where all the participants were invited to work together in order to accomplish a list of tasks. Participants were expected to finish all the tasks in 30 minutes and present the proof of their accomplishments. Here are the assigned tasks:

- Take a group selfie and get 200+ likes on Facebook
- Create a group motto related to Gen Y (in every language available in the group) and tweet with the #GenYsGuide and get 100+ retweets
- Find the average age and shoe size of the group
- Get a picture of today's exchange rates from an exchange office
- Make a short video of Taksim Square
- Note down all zodiac signs of the group
- List all the countries that were visited by the members of the group
- Sing a song as a group (everyone must attend)
- Find the names of 5 staff members working at different departments of the hotel and thank them for their hard work

The debriefing at the end of the session focused on the learning outcomes of these two activities. During the session, the participants were faced with the importance of teamwork, organization and planning. They realized the necessity of communication and leadership as well as explored various group dynamics that developed during the given tasks. These activities positively affected the rest of the training.

# Introduction to Generations

## Objectives:

- To understand the basics of different generations in business life
- To increase communication and empathy among different generations

## Details of the Session:

Simla Sirmen, who is a project-based consultant at Universum, one of the leading employer branding companies in the world, carried out the session.



Simla Sirmen

In her presentation Simla introduced the general concepts regarding different generations. Topics discussed in her presentations included:

- “We used to...” ( What changed in the business world of 21st century? )
- Generations in organizations: BB + X + Y
- Baby Boomer Generation: How do they think? How do they live?
- X Generation : How do they think? How do they live?
- Y Generation : How do they think? How do they live?
- Generations theory
- Our common points
- Our major differences
- Combination of roles and targets: What do we expect from each other?

## Some Key Notes from The Presentation:

It is anticipated that 65% of the work power in developed and developing countries will consist of generation Y employees by the year 2025.

### **Baby Boomers (1946-1964)**

- Sandwich Generation
- Rural depopulation (increased migration from countryside to urban areas)
- 18 telephones / 1.000 people
- 4 automobiles / 1.000 people
- Access to electricity only in big cities
- 1971: there are 9 universities in Turkey

## Generation X (1965 - 1979)

- Latchkey Generation
- Low birth rate
- More focus on money
- More women at work life
- Rising individualism
- Divorce rate on the increase
- 1992: there are 53 universities in Turkey.

## Generation Z (2000 - 2020)

53,2 % of Turkish households include at least 1 Gen Z.

In Turkey, on average children:

- Start using computers at the age of 8
- Start using internet at the age of 9
- Start using mobile phones at the age of 10

## Generation Y (1980-1999)

- Constant feedback demand
- Seeking for approval
- Short attention span
- Prefer to work effectively rather than hard
- Dislike for the corporate ladder
- Love of authenticity
- Respect towards those who "deserve" it
- 2 "p"s are essential: parents & peers
- Like personal development

# Universum's Research on Generation Y

## Objectives:

- To provide information about the latest trends in corporate employment
- To share the results of the latest surveys focusing on the needs and preferences of young job seekers and employers

## Details of the Session:

This session consisted of a presentation on Universum Global's field research about employability trends in Turkey and Europe. The company's representative gave information about the results of some of the surveys that were planned as an intellectual output of this project.

The main aim of Universum is to develop the best employer brands all around the world. The key to achieve this objective is to understand the connection between branding and employment. Consumer brands attract customers and employer brands attract talent. The best brands from both of these categories strive to create compelling, credible, and authentic images that will attract the largest number of quality customers and talents.



With top talents having more employment choices than ever before, a strong employer brand can be a critical tool in getting the best talent. Globalization has made talent acquisition and strong employer branding a top CEO priority and a necessity for every enterprise.

## Gen Y & New Media: Speaking Their Language

### Objectives:

- To give brief background information on how media is evolving into "new media"
- To provide information about the main aspects of Gen Y/Millennials and their media consumption, how it transforms and even disrupts the media, art and science of communication

### Details of the Session:

#### 3 Areas to Focus on:

- The new media
- The Millennials / Gen Y
- Their language

#### History of Media

The form of a medium embeds itself in the message, creating a symbiotic relationship by which the medium influences how the message is perceived.

#### The New Media

New media most commonly refers to content available on-demand through the Internet, accessible on any digital device, usually containing interactive user feedback and creative participation.

#### Traditional Media

- Constrained
- Hierarchical
- Unidirectional
- Space-time constraints
- Professionals
- High access costs
- General interest
- Linearity of content
- Feedback limited
- Ad-driven
- Institution bound
- Fixed formats
- News, values, journalism



Serdar Turan



## Creatifful Minds

### Objectives:

- To understand the effects of technological developments on Generation Y
- To understand mentoring and reverse mentoring
- To give brief information about "Creatifful Minds", their main members and their activities



### Details of the Session:

The session was organized by an informal youth platform called "Creatifful Minds" which was founded by a group of Sabancı University students.

The content was designed to provide a space for a group of generation Y members to present their daily lives, interests and their preferred latest media tools. The gap between different generations and its effects on the group's work was also discussed.

Creatifful Minds also gave brief information about reverse mentoring. They shared their experiences as well as the history of working with executives, Generation X and other Generation Y members.

## What Are the Tools? IT Technologies, Latest Trends

### Objective:

- To introduce different media tools which are used to create youth-friendly and trendy contents for social media and websites of organizations which are providing services for generation Y members.

### Details of the Session:

#### 1-Periscope

[www.periscope.tv](http://www.periscope.tv)

Periscope, the live streaming video mobile app purchased by Twitter in February 2015, has been the talk of the town since its official launch on March 26, 2015.

Periscope enables you to "go live" via your mobile device anytime and anywhere. The app enables you to become your own "on the go" broadcasting station, streaming video

and audio to any viewers who join your broadcast.

#### 2-Canva

[www.canva.com](http://www.canva.com)

Canva is a tool that has enough easy-to-use features and functionality necessary to create a variety of engaging content which can also be shared with other users for further improvement and changes.

### **3-Piktochart**

[www.piktochart.com](http://www.piktochart.com)

Piktochart is a web-based infographic application which allows users to easily create professional-grade infographics using themed templates without extensive experience as graphic designers. Additionally, the program provides tools to add interactive maps, charts, videos and hyperlinks.

### **4-Buffer and Hootsuite**

[www.buffer.com](http://www.buffer.com)

Buffer is a new and smarter way to share information on social media. Many people refer to it as "your social media assistant" or "the Siri of social media".

[www.hootsuite.com](http://www.hootsuite.com)

Hootsuite, created in 2008 by Ryan Holmes, is the most widely used platform for managing social media.. The system's user interface takes the form of a dashboard and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+, YouTube, and many more.

### **5-WeTransfer**

[www.wetransfer.com](http://www.wetransfer.com)

WeTransfer is file sharing at its simplest. It works as if the users' e-mail account can support large file sizes – users type in their e-mail address and the recipient's e-mail address, add a message, attach the file, and send. Files as large as 2GB can be transferred which provides enough capacity for sending high-resolution photos, decent-sized videos and other large-sized documents.

### **6-Google Drive (Documents)**

[www.drive.google.com](http://www.drive.google.com)

Google Docs, Google Sheets and Google Slides are a word processor, a spreadsheet

and a presentation program respectively, all part of a free, web-based software office suite offered by Google within its Google Drive service. The suite allows users to create and edit documents online while collaborating with other users in real-time.

### **7-Mindomo**

[www.mindomo.com](http://www.mindomo.com)

Mind mapping is a simple technique for drawing information in diagrams instead of writing it in sentences. The diagrams always take the same basic format of a tree with a single starting point in the middle that branches out and divides again and again. The tree is made up of words or short sentences connected by lines. The lines that connect the words are part of the meaning.

### **8.Wiki**

[www.wiki.com](http://www.wiki.com)

A wiki is an open source website that provides collaborative modification of its content and structure directly from the web browser. In a typical wiki, text is written using a simplified markup language and often edited with the help of a rich-text editor.

### **9.Storyboard Creator**

[www.storyboardthat.com](http://www.storyboardthat.com)

Storyboard uses images and written instructions to plan an online story, course, sequence of events or projects users are working on. Essentially, a storyboard looks like a comic strip of a plan and can be incredibly simple to put together. It is easy and engaging to design a step by step layout of your story.



Aytaç Uzunlas

## 10-Visible Tweets

[www.visibletweets.com](http://www.visibletweets.com)

Visible Tweets is a visualisation of Twitter messages designed for display in public spaces. It is free to use and allows users to create a slideshow of tweets using any of Twitter's search operators.

## 11-Webinar

Short for Web-based seminar, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web using video conferencing software. A key feature of a Webinar is its interactive elements: the ability to give, receive and discuss information in real-time.

## 12-Storify

[www.storify.com](http://www.storify.com)

Storify is a social network service that lets the user create stories or timelines using social media such as Twitter, Facebook and Instagram.

## 13-CamScanner (App Store & Play Store)

CamScanner is a document scanning and sharing app for those who want to scan, sync, share and manage various contents on all devices.

## 14-Emaze and Haiku Deck

[www.emaze.com](http://www.emaze.com)

Emaze is the next generation of online presentation software. Users can select any of the professionally designed free templates to create amazing presentations.

[www.haikudeck.com](http://www.haikudeck.com)

Haiku Deck is a completely new kind of presentation software which allows users to make their story simple, beautiful, and fun.

## 15-Replay (App Store)

Replay allows users to prepare videos on their mobile phones.

## 16-Line.do

Line.do is an easy-to-use timelining tool. A simple and fresh way to show and tell the story of anything with everything from music, videos, photos etc.

## 17-Push Bullet

[www.pushbullet.com](http://www.pushbullet.com)

Pushbullet bridges the gap between phones, tablets, and computers, enabling them to work better together. Users can view their phone notifications on their computers.

## 18-SnapChat

[www.snapchat.com](http://www.snapchat.com)

Snapchat is a mobile messaging application that lets users share photos, videos, texts and drawings that expire and automatically delete themselves after a set time, ranging from a few seconds up to 24 hours.

## 18-Google Translate

[translate.google.com](http://translate.google.com)

Google Translate is a free multilingual statistical machine translation service provided by Google to translate text, speech, images, sites, or real-time videos.

## Gen Y at Working Environment



Erdem Aksakal

### Objectives:

- To address the need of social change which is carried by Generation Y into the business
- What do Generation Y members expect from the business and how can it respond to these expectations by using technology and transparency

### Details of the Session:

The session was run by Erdem Aksakal, who has been working as marketing director in SAP Turkey since 2010. He made a presentation about the new business world and latest trends in the working environment.

Erdem Aksakal defined the authentic business life as below:

“Business life is another universe with its challenges, social rules, routines and clichés. Most of the business culture and pillars driving business life are established with the dogmatic rules of previous generations. From business targets to daily meetings, from dress codes to corporate identities; business life has been staying far behind of the transformation of the life. Generation Y is changing the way that earth is rotating with a new culture, communication, life style and expectation. This new generation is already in business life and will be dominating the managerial level of business soon. The only way for business life to adapt this incredible transformation is to foster reality and authentic identities.”

## Social Media Employability Trends Among Gen Y

### Objectives:

- To give general information about the usage of social media by young people, especially during the job seeking process
- To share the latest social media trends among the job seekers and employers
- To discuss the impact of social media on recruiting new talents

### Details of the Session:

This session was planned as a video conference with the team from Novancia Business School in Paris. The general focus of this session was to discuss the latest social media trends amongs young people. In addition, some suggestions came from Novancia team about how to use social media in order to increase the employability of young people.

Some of the questions and topics that were mentioned in this session:

- Internet market
- Facebook’s global economic impact



Stephane Vincent

- Usage of the Internet in France
- How do young graduates seek employment?
- How do companies use social media in their recruitment process?
- The top 10 corporate brands on social media

## Being Youth-Friendly

### Objectives:

- To raise awareness on the complexity, dynamism and intersectionality of the concepts of Generation Y and the youth
- To be ready to apply ideas and actions towards being a youth-friendly organization

### Details of the Session:

The session was designed to address some fundamental concepts of youth work and the standard quality criterias of youth services and youth empowerment systems.

The session started with a group discussion based around these questions:

- What are the characteristics that create generations? (Global events, wars, economic developments etc...)
- What do we mean by "youth"?
- What are some of the stereotypes towards "Gen Y"?
- How do we respond to the generational encounters and interactions?
- What is it like to be an intergenerational organization?
- What are the realities in different countries?

Participants were asked to consider the input they had received since the beginning of the week. They were invited to think about the current situation in their countries and organizations and share their thoughts within smaller groups. At the end they shared the results of their group discussions with other groups.

After the group discussion, a presentation was made in order to introduce the fundamental concepts of generations and cultural dimensions. Facilitator focused on complexity and dynamism of the terms and gave input on the "cultural tiles" (intersectionality), stressing that "youth" is more than an age group. Afterwards, the question of how certain societies perceive "youth" was discussed. In addition, cultural value dimensions, such as collectivism, power distance, and gerontocracy were introduced.

After the presentation, the standard quality criterias of youth services and youth empowerment systems were addressed. The participants were divided into 2 groups and asked to discuss what people with hearing disabilities can and cannot do in their professional and private lives. The aim was to comprehend how the participants perceived a specific group of people that they did not have any working experience with. After expressing their opinions, a video introducing what deaf people can do as a profession was showed to the participants.



Ömer Ongun

Then, it was explained how a system of youth empowerment could be achieved if structured correctly. The steps necessary for an empowerment system were introduced: overcoming stereotypes and prejudices, having an inclusive mindset, empowering young people and promoting their active participation in decision making.

## Focus: How to Guide and Mentor Newcomers

### Objectives:

- To develop awareness on how to use “mentoring” as a development tool for newcomers
- To understand different mentoring models

### Details of the Session:

This program focused on how to use “mentoring” as a development tool for newcomers that will enable them to bring out their best qualities and to benefit from the knowledge and experience of their mentors in accordance with their needs.

### Key areas that were covered in this session:

- What is mentoring?
- Range of coaching and mentoring approaches
- How to create meaningful conversations: Mentoring model
- Creating an adult-adult relationship
- Challenge – support in mentoring
- Strengths-based approach
- Mentoring practice



Berrin Baş-Ezgi Türkmen

## From Discussions into Action: Looking at My Organization, Presentations and Group Discussions



Necmi Turgut

### Objectives:

- To reflect on the learning outcomes of the participants and find ways to implement them in their own organizations
- To create space for the participants where they can work in small groups to discuss about how they can improve their organizations, making them more youth-friendly.

### Details of the Session:

The session started with a group discussion about what makes a higher institution employee/officer an ideal, youth-friendly worker. The participants reflected on what they have learned so far and shared their opinions about the core characteristics and competences of an ideal youth officer providing services to young people.

After the group discussion, the participants were invited to work in their own groups to map their organisation's current situation according to the input they have received in the training course. They were also asked to create a future plan about how they can improve their work place and present it to the other groups.

Participants were given a small questionnaire about youth-friendly criteria within institutions that offer services to young people, such as Erasmus offices, career offices etc.

### Youth-friendly Criteria Questionnaire

Y: Yes, P: Partially N: No

	Youth-friendly Criteria	Y	P	N
1	Is your institution/department accessible for all young people?			
2	Are the services of your institution only for young people?			
3	Do you have employees under the age of 35?			
4	Do you have flexible working hours to meet the needs of young people?			
5	Do you have any space for young people to be able raise their voices about their needs or requirements from your Institution/department?			
6	Does your institution/department have a system to recognize and celebrate the success of the young people?			
7	Does your institution/department recognize Non-Formal Learning/ Experiential Learning?			
8	Do you have employees in your Institution/department dedicated to youth relations?			
9	Do you have any youth empowerment system in your institution/department ?			
10	Does your institution/department support positive youth development?			
11	Does your institution/department have partnerships with youth organizations, NGOs, student clubs etc, in order to reach young people?			
12	Does your institution/department support and advocate the voice of youth to be heard?			
13	Do young people have a saying in the structure of your institution/department, which are established to provide services for the youth?			
14	Do you have a youth friendly environment in your institution/department, where young people can feel more comfortable when they visit?			
15	Does your institution/department use social media in order to reach young people?			
16	Can young people easily access information about the services for them?			
17	Does your institution/department use social media advertisements?			
18	Does your institution/department use social media advertisements specifically targeting young people?			
19	Does your institution/department create youth friendly publications for young people?			

# Overall & How Do We Continue From Here?

## Objectives:

- To sum up all the new information that was given in the training course
- To discuss how new trends of upcoming generations will influence the development of academic and business life

## Details of the Session:

In this session Evrim Kuran made a presentation about old and new business models, changing needs and trends of different generations and explored how these changes would affect the future corporate work places.

Some of the highlights and key concepts from the presentation:

*Within the next decade, what are the primary workplace issues and challenges facing the business life?*

- Changing attitude about work
- Globalisation
- Moving from international to global
- Blurring of organisational lines
- Market volatility
- Employer-employee relationships
- Balancing work-life issues
- Technology
- Lack of leadership
- Multiple generations in the work place



Evrin Kuran

## **Future Smart or Future Challenged**

### **Top 10 Skills for the Future:**

- Complex problem solving
- Coordinating with others
- People management
- Critical thinking
- Negotiation
- Quality control
- Service orientation
- Judgement and decision making
- Active listening
- Creativity

In 2020, in addition to these skills emotional intelligence and cognitive flexibility will also be required.

Cognitive flexibility: in order to have a flexible mindset, educational system needs to be changed, it needs to be disrupted.

### **How Long Did It Take to Reach 50 Million Users?**

- Radio: 35 years
- TV: 13 years
- Facebook: 3 years
- Instagram: 6 months
- AngryBirds: 35 days

If we can't be as smart as our cellphones we will be faced with the digital Darwinism. If a person's ability to adapt is not as fast as the development of the technology, a person will not be able to survive.

## **Changing Needs**

*In the past the main needs were centered around the tasks. Nowadays, the stress is on the experiences:*

- Meaningful
- Pleasurable
- Convenient
- Usable
- Reliable
- Functional / Useful

## **Traditional Workplace**

- Employee mindset
- Compliance culture
- Work performance
- Top-down power
- Hierarchical

## **Future-Smart Workplace**

- Entrepreneur mindset
- Innovation culture
- Knowledge value
- Distributed power
- Network

## Conclusion

In April 2016, 4.235 million young persons (under 25) were unemployed in the 28 European Union Member States (EU28) of whom 2.932 million were in the euro area. Compared with April 2015, youth unemployment decreased by 495000 in the EU28 and by 261000 in the euro area. In April 2016, the youth unemployment rate was 18.8% in the EU28 and 21.1% in the euro area, compared with 20.7% and 22.5% respectively in April 2015.

Nowadays, university graduates are generally well equipped with various technological expertise, language skills and other practical competences. However, during the process of hiring, along with technical and practical skills, the employers are looking for specific soft skills such as leadership, effective collaboration and teamwork, and innovation. Although internship placements, employer introductions, and career consultancy services are offered to support students' transition from academic to professional life, there is still an urgent need to expand career education and define the exact competencies that are needed to get the right job. This is especially relevant for the Generation Y students who have different expectations and behavioral styles compared to previous generations.

Developing soft employability skills alone, such as self-awareness, leadership and conflict management is simply not enough to get started on the desired career path. The Generation Y's fluency and comfort with technology as well as the rise of various social networks have all reshaped the ways how people engage and interact with each other. In response, job market recruiters quickly adapted to these changing conditions and started leveraging social media channels such as LinkedIn and Twitter which are powerful tools to connect employers and job seekers.

The training course aimed at giving a clear picture of Generation Y members' characteristics in order to provide sufficient and youth-friendly services in the higher education institutions and youth organizations. The youth-friendly concept is important for both of these sectors as it is for the corporate world. Only 71 companies remain today from the original Fortune 500 List which was published in 1955. If the higher education institutions and youth organizations can not improve their structures according to the needs and preferences of the Generation Y members, it will be even more difficult to attract the Generation Z members to whom they will provide services in less than 2 years.

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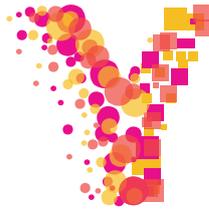
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# TRAINING REPORT

Erasmus+ Key Action 2: Generation Y's Virtual Guide to  
Skill Development and Personal Branding in Social Media



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