

BLEEDING DIGITAL

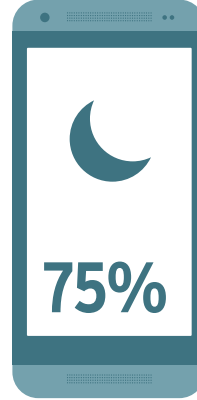
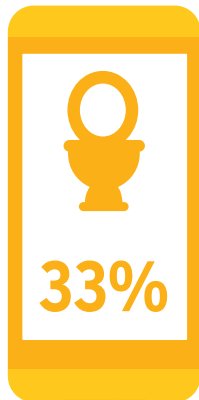
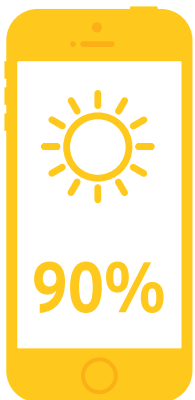
HOW MILLENNIALS LIVE WITH TECHNOLOGY

MAKING GOOD @ WORK:

A RESEARCH PROJECT INVESTIGATING THE SHIFTING ROLE OF MILLENNIALS IN THE WORKPLACE.

75% use phones in bed before going to sleep and 90% check them again first thing in the morning.²

Millennials send and receive an average of 88 texts/day³, check their phones on average 110 times/day, while some check them upwards of 900 times/day⁴.



50% of millennials use their smartphones while eating and 1/3 use them while going to the bathroom.¹

Technology is present in every facet of Millennial life. The result is constant communication, relentless peer-interaction, a facility with multi-tasking and even neurological differences in information processing.

Extending the effective habits and skills into the workplace is a logical next step. For millennials, access and use of technology is expected to form a major - and natural - part of the work day.



MILLENNIALS + TECHNOLOGY IN THE WORKPLACE

Millennials often associate technology with productivity and progress. Many reveal a fluid interpretation of work-life 'professional boundaries'.

A PwC study found that Millennials often make use of their own technology at work. 59% of millennials surveyed agreed that it was important that prospective employers provide state of the art technology to empower their work.⁶

Nonetheless, Internet and mobile technology shouldn't be seen as a solution in itself. The quality of any solution will depend on the correct application of the relevant technology. As ever, it is important to make decisions that take account of context, generational preferences and company objectives.

**MORE THAN 1 IN 10
MILLENNIALS IN ONTARIO
WOULD RATHER GIVE UP
FOOD FOR A DAY THAN
THEIR PHONE⁵**

CASE STUDY: YARDSTICK DRIVES PRODUCTIVITY WITH TECH TOOLS

Since 2005, Yardstick has evolved from a small practice exam company into an award-winning powerhouse in the Canadian high-stakes licensure, certification, online training and psychometric space. As one of North America's 200 fastest growing companies, Yardstick uses a suite of tech-based tools and apps to drive productivity and staff engagement:

YAMMER: To collaborate across projects/departments/locations in a Facebook-like setting.

TRIBE: To track hours on and off site, book travel time, measure volunteerism and award performance.

SKYPE: As a primary tool for staff to communicate in real-time.

These tools only begin to scratch the surface. Yardstick uses a number of additional Project Management tools such as s Basecamp, GoogleDocs and Harmony to support collaboration with clients and contractors outside of their internal infrastructure.



¹ Freeman, Kate. "Why Smartphone-Obsessed Generation Y Can't Put Down Their Phones." Mashable.com 12 Dec. 2012. Web.

² Ibid

³ Smith, Aaron. "Americans and Text Messaging." Weblog post. Pew Research Centers Internet American Life Project RSS. N.p., n.d. Web.

⁴ Warzel, Charlie. "Here's The Cold, Hard Proof That We Can't Stop Checking Our Phones." BuzzFeed.com. 7 Oct. 2013. Web.

⁵ Hale, James. "'Millennials' Slow To Part With Their Electronics." Information Technology Association of Canada. 25 June 2014. Web.

⁶ Millennials at Work; Reshaping the Workplace. Rep. Delaware: PricewaterhouseCoopers, LLP, 2011. Print.