

Federal Web 2.0

Reaching Across Generational Boundaries



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Why is Web 2.0 Important?

- **New people coming into the workforce**
- **Old people retire**
- **Each generation has its own values, habits, and culture**



What Is the Value?

- **Consumer technologies in the federal space**
- **Overcome multi-generational distrust**
- **Increase workforce efficiency and effectiveness**
- **Support better decisionmaking**
- **Improve relationships with – and services to – constituents**



Leveling the Playing Field

- **Web 2.0 changes management style by flattening the organization**
- **Managers lose their sense of command when people working at the lowest levels have access to executives**



Four Generations

	Traditionalists	The Baby Boomers	Gen X	Gen Y (The Millennials)
Born	1922 – 1945	1945 – 1964	1965 – 1982	1982-2003
Description	Greatest Generation	Me Generation	Latchkey Generation	Net Generation
Attributes	<ul style="list-style-type: none"> ▪ Command and Control ▪ Self-sacrifice 	<ul style="list-style-type: none"> ▪ Optimistic ▪ Workaholic 	<ul style="list-style-type: none"> ▪ Independent ▪ Skeptical 	<ul style="list-style-type: none"> ▪ Optimistic ▪ Determined
Likes	<ul style="list-style-type: none"> ▪ Respect for Authority ▪ Family ▪ Community Involvement 	<ul style="list-style-type: none"> ▪ Responsibility ▪ Work ethic ▪ Can-do attitude 	<ul style="list-style-type: none"> ▪ Freedom ▪ Multitasking ▪ Work-life balance 	<ul style="list-style-type: none"> ▪ Public Activism ▪ Latest technology ▪ Parents
Dislikes	<ul style="list-style-type: none"> ▪ Waste ▪ Technology 	<ul style="list-style-type: none"> ▪ Laziness ▪ Turning 50 	<ul style="list-style-type: none"> ▪ Red tape ▪ Hype 	<ul style="list-style-type: none"> ▪ Anything slow ▪ Negativity

Adapted from The New Workforce by Harriet Hankin and Educating the Net Generation by Diana and James Oblinger



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Retirement Tsunami

- **Traditionals and Baby Boomers are heading out the door**
- **At least 50 percent of government executives are likely to retire by next year**
- **Government will face a recruitment gap**



Gen Y

- **Are Net savvy**
- **Are comfortable with social computing settings and embrace collaboration, even with people they hardly know**
- **Shun e-mail and phone calls, preferring**
 - **Text messaging**
 - **Twittering**
 - **Podcasts**



Gen Y Challenge

- **Expect – even demand – that the workplace will provide their preferred technologies**



Recruitment

- **Largest pool is Gen Y**
- **Can we convince them to become civil servants?**



Web 2.0 Concerns

- **Diversion of scarce government resources**
- **Perception of little value, lack of a business case**
- **Socializing vs. work-related**
- **Lack of acceptance by older managers and staff**



Potential Web 2.0 Roadblocks

- Privacy
- Security
- Technology
- Cost
- Hard to manage
- Organizational
- Cultural
- The unknown unknowns

Source:



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Software Vendors Challenges

- **Addressing government concerns**
- **Addressing government business requirements**
- **Bring Web 2.0 applications behind the firewall**



Bottom Line

- **Government must cater to the needs of Gen Y by embracing Web 2.0 to avoid a severe shortage of personnel**
- **Agencies must keep up with the needs of youngsters or these youngsters will leave**



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