



# THE FIRST BLOGGER TO BECOME MP?

*my paper* chats with Jeff Ooi, Malaysian blogger-turned-politician

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PHOTO: THE STAR

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# my paper 我报

my life  
my thoughts  
my say

SINGAPORE PRESS HOLDINGS

## THE IPOD WORKFORCE: IT'S ALL ABOUT ME, ME, ME



PHOTO: CAROLINE CHIA

DEBBIE YONG

**T**HEY want to be paid at least \$2,500 a month and be praised at work, but won't skip their evening gym sessions to work overtime.

They roll into the office with their iPods and mini-skirts around noon – and yet expect to be CEO by the end of the week.

But the shocker is: Many professionals – the young blood entering the workforce – whom

*my paper* spoke to actually agreed with this depiction of themselves. Four local recruitment firms also affirmed these trends among new hires.

A recent episode of American news programme 60 Minutes zeroed in on those born after 1980, who are known as the Millennial Generation – or the iPod Generation.

Its findings were culled from interviews with employers, young employees and recruitment experts in the US.

The show found that Millennial Generation employees have no company loyalty and think that anyone over 30 is old, redundant and should be retired.

Mr Josh Goh of recruitment firm GMP Group felt that the same attitude prevails among the under-30s here who have not gone through a recession.

Said the corporate services manager: "Due to the current talent shortage, employers are telling recruits what the company can do for them, rather than ask what they can do for it."

Assistant project manager Mr Heng Tee Jin, 24, is one such Millennial Generation employee.

While he agreed that "young employees are often seen as lazy or lacking in ambition", he said he has also witnessed peers who are "equally hungry for success".

"It boils down to the individual," he added.

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# Pay not enough for iPod Generation

DEBBIE YONG

COMPANIES need to acknowledge and adapt to the changing values of Millennial Generation or iPod Generation employees if they want to draw new blood.

Four human resource firms *my paper* spoke to said that traditional factors such as pay and company reputation are not enough to attract or retain fresh talent.

Ms Dawn Plunkett, operations director for Kelly Services, said other factors such as personal development are also impor-

tant, and suggested tweaks such as giving employees more say in decision-making processes, more overseas exposure and flexible working schemes to promote work-life balance.

Mr Victor Lai, head of business development at The Achieve Group, said: "This current generation is less inhibited than those before."

Partly due to the access of information on the Internet, "they do not need or want to rely on people with 15 to 20 years more experience than themselves", Mr Lai added. He pointed out that more firms here are giving their staff portable communication devices such as PDAs and



**I COME FIRST:** A Millennial Generation employee chatting on her mobile while at work. (POSED PHOTO: CAROLINE CHIA)

Blackberries so that they can communicate and work effectively outside the office.

Miss Tiffany Low, 24, who has been working in the finance industry for almost a year, said: "Young people now aren't afraid to explore options, even if they are outside their comfort zone."

However, Ms Huang Shao-Ning, director of JobsFac-

tory, cautioned companies against making drastic changes to accommodate their iPod Generation employees.

She said: "They should remember that there are lots of older employees on the payroll. They must find a middle ground. Young people, too, have to tweak their expectations."

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## HELPDESK 我的字典

➤ **Tweaks:**  
改变 gǎi biàn

➤ **Inhibited:**  
受约束 shòu yuē shù

➤ **Qualms:** 内疚 nèi jiù

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## NTU students to work with USAF officers

ANDREA SOH

STUDENTS at Nanyang Technological University (NTU) will soon get a chance to work with future United States Air Force officers.

This was made possible by the Cooperative Research and Development Agreement (CRADA) signed between the United States Air Force Academy (USAF) and NTU yesterday. The collaboration is a first with a university outside the US for USAFA.

The collaboration, which will start in six months, involves space physics and satellite systems, mechanics and structural integrity, computational modelling and aerodynamics, laser and optics research, and learning sciences and problem-based learning.

Said Professor Pan Tso-Chien, dean of NTU College of Engineering: "We look forward to having NTU students attached to USAFA and to work hand in hand with its faculty and researchers. Likewise, we welcome cadets to undertake summer research internship at NTU."

Ministry of Defence chief defence scientist Lui Pao Chuen told The Straits Times the agreement raises the level of aerospace education at NTU.

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## CRIMESCENE

### 5 LAPTOPS STOLEN

➤ A SALES supervisor discovered laptops worth over \$7,000 missing from his shop.

The supervisor, is in his mid 20s, had secured the the shop – in a mall along North Bridge Road – when he left on Sunday. When he returned on Monday, he found five laptops, valued at more than \$7,000, missing from one of the cabinets.

### SMUGGLER FINED

➤ A PETTY smuggler was fined \$30,000 yesterday for having 3.5kg of duty unpaid cigarettes and not paying GST, The Straits Times reported.