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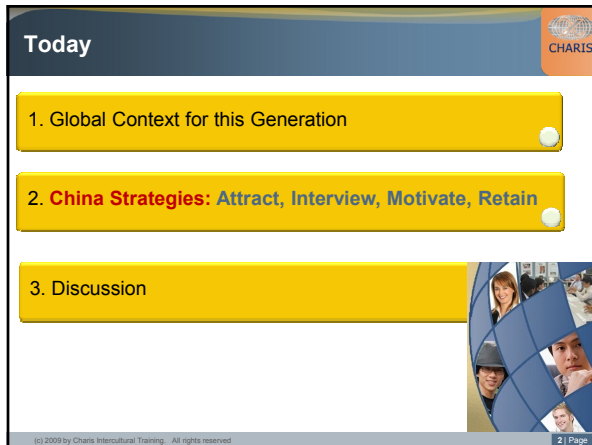
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### Common Context 1980 - Present

**Context**

- Peace and Politics
- Prosperity
- Internet
- Family Changes: divorce, smaller families

**Effect**

- Apolitical or nationalistic "we have arrived!"
- Aspirations, entitlement
- Info access, tech savvy, social networking
- Individualistic

**Focus: CHINA**

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### Who is the Baling Hou Generation?

**1-Child Policy '79**

**Nationalistic but apolitical**

**Prosperity Ambitious Gap: Urban-rural**

**Internet, Education West, Social networking**

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### Diversity within China's 150+million Millenials

- Urban / Rural
  - Residency in Tier 1 cities
- Personalities
- Maturity
- Competition among peers

**Urban**

**Rural**

**Urban**

**Rural**

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### A) How to Attract China's Baling hou



- **Interests**
- **Attitudes**
- **Pursuit of Happiness**
- **Ambition**

**Employer?**

- Money
- Brand
- Opportunity



**Thought bubbles:**

- Blogs, Texting, QQ, Fashion, technology, Social networking, English
- Independent, Individualistic, Not so responsible, Competitive, Lack social etiquette
- Salaries, Creativity, Learning, Challenges + quick success, Promotions + titles
- Dinners, karaoke, hiking, bowling, drinking with games, videogames, B-day cake

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### Strengths of 80's Gen from Chinese Society Perspective




- Better educated than previous gen's
- English ability
- Hard working, diligent
- Hungry to learn
- Fast learners
- Adopt technology quickly
- Global exposure
- Open minded (to West)
- Enthusiasm to try new ideas
- Patriotic



80's Gen



60's Gen



70's Gen

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### B) Chinese Resumes



**Features in Chinese Resumes**

- **Personal details**
  - Birthdate, Gender, Photo
  - Member, Communist Party
- **Residency**
  - Birth place, Native place
- **English: CET College English Test**
  - 4 - Engineering, Science Majors
  - 6 - Business, English majors
- **Personal Assessment**
  - Summary of qualities
    - Aggressive, Independent, Team-spirit, Leader, Studious, Active, Outspoken, etc.

**Callout:** If Tier 1, will want to stay

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### Interviews - Drill Down Questions

**Personal Qualities**


- What is "independent" to you?
- Tell me about team spirit you exhibited.
- Describe your leadership in student council.

**With Work Experience**

- Why did you change jobs?
- What are your challenges?
- How do you handle challenges?

**Prompt: Do you have any questions ?**

- ❖ About our work culture?
- ❖ The team members? Our leader? Your office?
- ❖ Reporting relationship?




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### Tips for Interviewing Chinese

- Don't rush, be patient – English language barrier
- Be more tolerant of pauses, silence
- Recognize why they don't speak up
  - Culture: respecting your authority, modesty, *mian zi* (face)
- Resume – Ask to elaborate experience, but don't appear to verify info (can send a message of mistrust)
- Lead them step-by-step for challenging topics
- Discuss incentives – training, international travel, career opportunities




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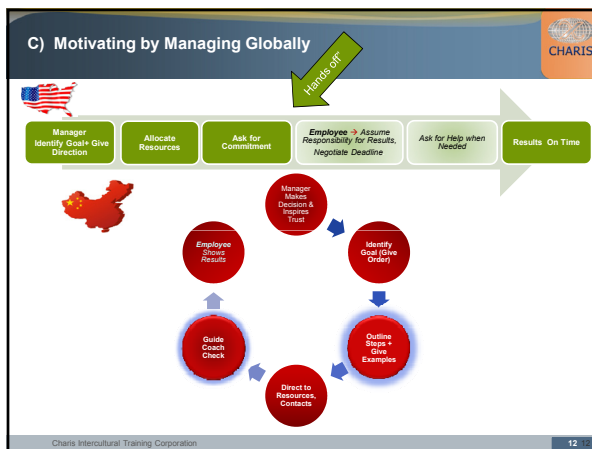
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**Influencing , Coaching - "Hands on"**

"Hands off" leads to delays, low morale, "task creep" when no one owns it  
 "Hands on" creates collaboration, trust, high productivity

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**Retention**

- **Employee Development**
  - **Corp. culture and values** – *What is challenging to Chinese?*
  - **"You are who you work for"** – *Brand*
  - **Performance management** – *Familiarize*
  - **Empowerment** – clear structured approach in delegating
- **Motivators Ganjing**
  - Money RMB
  - career advancement, leadership roles
  - harmony with team
  - respect, fairness
  - praise, recognition
  - training
  - travel

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**Summary**

**Retention of Millenials**

- Money / Perqs / Titles – *Caution: Grapevine!*
- Praise
- "Hot" projects
- Good relationship with local and remote managers (consistency if matrixed)
- National growth, Cultural pride
- Individual opportunity

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*Thank you*

**XIN CHAO**  
Gracias

**Shukriya**  
*Danke*

**Xie xie**

**Domo arigato**

**Maraming salamat**

**Terima kasih**

**Gamsa hapnida**

*Merci*

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