How To Be More Productive In Your Career or Job Environment and Out Shine Other Employees for Advancement Prositions...Vol.1

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INTRODUCTION

The world is often viewed by many sociologists as an urban jungle in which people have to vie for position and status in order to survive and succeed.

Thus, wherever a person goes, one finds oneself in an odd position to develop and enhance one's talents and assets to be able to cope with the ever-growing demands of the society and the world at large. Once a person graduates from college and applies for a job in a company or corporation, he/she finds oneself vying against other applicants for a specific position. A person immediately gets a taste of competition even at the very onset of one's entry into the work force. And once one gets accepted in a corporate job, one finds oneself in an awkward situation of trying to be recognized in that workplace to gain further leverage and get promoted. The corporate world is a place wherein one has to carve out one's
way to get to the higher echelon of the corporate ladder. It's as if one is shouldering his/her own way to get to a higher level. Yet it is a given fact that there are other people who also want to get to the higher level of the work force.

In this situation, the workplace becomes a highly-charged and a highlycompetitive place wherein most people can be literally clawing at each other.

The Red Queen Effect

Corollary to this concept of a highly-charged and highly-competitive workplace is the idea of the "Red Queen Effect." The Red Queen Effect is based on the idea of the character of the Red Queen from Lewis Carroll's "Through the Looking Glass," who stated: "Do nothing and fall behind, or run hard to stay where you are." Leigh Van Valen, an American biologist, picked up this idea and elaborated
on the evolutionary principle that "since competitors and enemies are also keen on evolving, one has to keep evolving too to keep abreast of the competitors." If you look around, you will definitely discover that this "Red Queen Effect" is really happening everywhere. It is basically happening in the business landscape. It is also the driving force behind the development of technology. Likewise, it is also
the overlying idea behind the quest of every employee to get a step ahead of the rest of the employees and aspire for higher or the number one spot in the corporation.

The Multiple Generations In The Workplace

Now, if you want to get ahead of the pack and excel in your workplace and get promoted, you need to study and understand the behavior and orientations of the work force in which you belong. It would be a bit easy to gauge the behavior of every employee if everybody is of the same orientation and background. But if
the workforce wherein you belong comes from different generations with different orientations, it would take a bit of effort on your part to know why one employee behaves in this manner and another employee in a different manner. These differences in the work behavior and orientation of the people in the workforce
are attributed to the differences in the generations among the workforce.

Moreover, employees and employers have different points of view. There is a recognizable generation gap among employees owing to the fact that employees in a single work organization belong to various age brackets and generations. Let us take a look at the multiple generations which usually comprise the modern workforce.

The Multiple Generations

Most of us may not be aware of the differences in orientations and behaviors among different generations. For this reason, sociologists have clearly established a pattern for classifying the different generations who are in the workforce today. Let us take a cursory look into these varied generations.

First of these multiple generations are the "baby boomers." These are the people who were born a decade following the Second World War. Right now, they are aged 47 to 65 and are nearing their retirement age. This generation is said to "have it all" because there was a marked prosperity during the post-war era. One common characteristic of this generation is their seemingly "self-obsessed"
tendency and apparent "unbending" and "stuck-in-their-ways" attitude.

The next generation—who were born between the years 1963 to 1980 and

most of them now are in their early 30s to mid 40s—belongs to the Generation X. This generation is categorically labeled as the "slacker generation." They are considered to be lacking in commitment and focus. This generation grew up when Martin Luther King Jr. and social activism was the norm of the day.

Moreover, this generation grew up in an era where large-scale number of divorces happened. Most of them have had several career changes. This generation is also characterized by their tendency to stay away from activism than to get involved in changing the world.

The Generation Y (also called the millennial) includes those who were born between 1981 and 1994. The common characteristics of this generation include being capable of multi-tasking, self-confident, tech-savvy, and having the tendency to seek instant gratification. In the workplace, they often exhibit a demanding attitude, and manifest unrealistic career aspirations. Likewise, they are internet addict and dismissive of work.

The Generation Z includes those who were born between the years 1995 and 2009. They were the ones who were born when the internet is already up. For this reason, they are the ones who are technology-focused. They are considered to be the iPad generation.

Lastly, there is the Generation Alpha which include those were born in the year 2010 and onward. It is believed that this generation will be the most formally taught and educated generation in the history of the world. Likewise, even though they have just started, they are tagged already as "materialistic."

The Generation Y who have recently entered the workforce will find themselves face-to-face with a two other different generations—those of the baby boomers, the Generation Xers. A keen understanding of the specific characteristics of other
generations can greatly help the Generation Yers in their aspiration towards a better and more rewarding career and position in the future, and in the process can greatly help them break the vicious cycle of the "Red Queen Effect in the workplace and in their career."

CHAPTER I- The Competitiveness In Workplace

One of the most basic ideas I have learned in life is the conviction that knowledge is power. The more you understand a situation, the better you can cope with a situation. Knowing thoroughly a situation—its "ins" and "outs"—give you a sense of control, an influence on whatever outcome you would like to produce. As Gen Y'ers, there are many things you got to learn. The more you understand the different aspects of your job, the better you can control and cope
with it. One aspect of knowledge which you have to gain in your job is the keen understanding of the different types of personality in the workplace. Remember, the more you understand the nature and characteristics of other people, the better you can deal with them and the more you can angle yourself for a better position to improve and get promoted. The deeper your understanding of the nature of your co-workers, the better equipped you will be in achieving your goals
and aspirations, because you are putting yourself in a better position to deal meaningfully with your co-workers and the management.

In the introductory remarks of this book, I have discussed the obvious reality that the modern workplace does not constitute workers who have homogenous characteristics and backgrounds.

On the contrary, the modern workplace is characterized by a workforce of diverse personalities and characters. There are
many generations of varying traits that constitute a single workforce and anywhere you go, the interplay of these personalities and generation traits come to the fore. Managements often find themselves at a loss as to how to deal with this basic problem of generational differences among their workforce. Yet these generational differences can readily affect everything in the workplace and should not be ignored. They can affect the recruitment process of workers, the building of teams, the motivational approaches to be used by managements, the
management of the workforce, and the productivity of the workers. In a way, we could say that these generational differences should be understood to gain more insight into the modern workforce.

The Nature Of The Modern Workplace

Modern workforce is not homogenous and anybody who thinks otherwise should better rethink one's conviction. Aside from the various types of characters and characteristics which make up the work force, there are underlying traits and characteristics which are rooted in the kind of generation to which a worker or employee belongs. Moreover, researches indicate that most people communicate depending on their generation's distinct characteristics. Learning and understanding these generational differences can readily eliminate most misunderstandings and conflicts in the workplace, and can give you the necessary leverage to get to a higher position in the workforce.

In any work setup, people may appear to you as practically the same.

If you look at your co-workers, you may see them as plain workers who are just concerned about eking out their living by belaboring themselves in that workplace. Yet, if you look closer into the intrinsic characteristics of workers, you will readily distinguish their differences apparent in the attitudes, behaviors, habits,
expectations, and motivation buttons. If you are quite observant enough, you will discover that certain age brackets have certain behavior peculiarities. Once you have discovered these peculiarities, you have then discovered the generation differences.

The Influence Of The Social Milieu

Certain generations have their own distinct social milieu from which they have evolved, developed, and have reached maturity. This milieu is the social background in which they were nurtured and have grown. Likewise, this background has conditioned and shaped their subconscious minds, behaviors, traits, and personality. We call these differences in personalities and traits, the effects of a particular generation on the personality of any person. We can never
really downplay the effects of these traits on their personality.

Likewise, knowing these generation differences can spell out the effectiveness or failure of an organization or workplace.

The Power Of Four Generations

There are four distinct generations in the modern workforce right now. The oldest of which are the baby boomers who are nearing their retirement. The social milieu in which the baby boomers were nurtured are very much different from the social background in which the Generation X,Y and Z were nurtured. These obvious differences in the nurturing and rearing of each generation have often been the source of conflicts and misunderstandings among workers and have greatly shaped the modern face of every workplace. Likewise, a wise management would surely look into these generational differences and should try to play around these differences to achieve a significant success in their work organization.

Why Is There A Workplace Competition?

Competition in the workplace is a common reality because everybody is basically selfish. Man is by nature selfish. Even at the onset of one's life, a baby is already crying for food when hungry without regards to the financial situation of his/her parents. Society has tried to mitigate this inherent selfishness of man by programming and reprogramming the instinctual drives of every person. Yet, we
still carry this selfish attitude into maturity by aspiring for the number one.

Moreover, many of us want to succeed because we need to provide for a family or we want to prove to ourselves that we are something. In a society where power, fame, and fortune are glamorized, most of us would definitely want to succeed. It is drive in us—an instinctual drive—which moves us to reach for higher positions and success.

Yet, this inner drive readily creates competition in the workplace where there are many individuals all aching for the number one.

So, it happens that when you apply for a job and get hired, you find yourself in a highly competitive environment wherein first you got to prove your mettle before you move higher in the organizational echelon of the

workforce. Adding to this highly-charged and highly-competitive work atmosphere are the generation gaps and generational differences. Most of the bosses and corporate owners came from the baby boomer generation. The next in line to them is the Generation X.

So it behooves you to understand these generational differences so that you can inch closer to success and angle yourself for a better position for improvement and promotion.

The Descriptive Analysis Of The Three Generations

As I have said earlier, knowledge is power and time, the person with superior understanding is the one who could work his/herself to the top. So let us try to understand deeper the mystery and characters of each generation to gain insight into why there are competitions and conflicts in the workplace.

Previous to the baby boomers was the veteran generation. Yet, most of the people who belonged to the veteran generation have either passed away through old age. So, let us not delve into a character analysis of the veteran generation.

Instead, let us start with the analysis of the character of a baby boomer. A decade after the World War II, a marked improvement in the lifestyle and living standard of people was very much apparent. It is in this kind of milieu where the baby boomers were born. Most baby boomers have shown a marked optimism and highly-involved character. Yet, during this time, there was a surge in the disintegration of the family, though most of those who belonged to this generation aspire for education and they consider education as their birthright. In the workplace, baby boomers are workaholics and manifest efficiency. They readily involve themselves in crusading causes for personal fulfillment. They desire quality, and they usually question authority. For them, work is an exciting adventure, and their leadership style is consensual. Moreover, they are team players and love to have meetings. They love highly personalized meeting. You can definitely motivate them by such statements as "you're valued," and "you are needed." They usually don't balance their work life and family life and they work in order to live. If you were a manager of a baby boomer, it

would not be good to tell a baby boomer to take time off or to go off for a holiday break, because they wouldn't appreciate it. It is better to give them bonus for working so hard.

The Generation X constitutes the next batch of population in the workforce. The core values of the Generation X are skepticism, fun, and informality. Most of the Generation X believes that education is their way to achieve their dreams instead of looking at education as their birthright. Moreover, they make use of cell phones and they will tell you to call them at work. Their way of handling money is very cautious, conservative, and they tend to save and save. With regards to their work ethic, they always tend to eliminate the task, they are self-reliant, they don't want structure and direction, and they tend to be skeptical. For them, work is a difficult challenge and a contract. If they are your leader, they tend to look at everyone as the same, and they challenge others and usually ask why. In their interaction with others, they are very entrepreneurial. The manner of communicating is very direct and immediate, and they tend to ask "how they are
doing?" Likewise, they think that freedom is their best reward. They are motivated by statements such as "Do it your way," and "Forget the rules."

There are more differences as we move further into the analysis of the Generation Y. The core values of Generation Y are realism, outright confidence, and they are extremely fun and very social. For them, education is extremely expensive, and their means of communication are the picture phones and internet. They usually earn money in order to spend them. Their work ethics are peculiarly multi-tasking and they always ask about what is next. They are
tenacious, entrepreneurial, very tolerant, and goal-oriented. Work for them is a means to an end, and for this reason, they would work so that they could have money to spend for holiday. They are very participative, and their means of communication is through voicemail and e-mail. They like to receive feedback at the push of the button for every meaningful work they do. If you want to motivate them, you should use statements such as "you will work with creative and bright
people," and their family life and work life is well balanced.

Baby Boomers, Generation X, And the Generation Y Gap Hits The Workplaces

It is already anticipated that once the Gen-Yers enter the workplaces, another generation gap would ensue in the workplace. National experts have already noticed the gnawing gap among these different generations. The baby boomers are usually the bosses and owners of the companies, while the Gen-Yers are the young workers who are nipping forcefully at the heels of their more mature coworkers.

Yet, these young turks will be running the show 10 to 25 years from now. Moreover, this generation gap is apparent in the way they do their work.

Older generations tend to do their works meticulously, while younger generations seek to accomplish their work faster and with more efficiency.

The New Popular Management Theory

There are many managers nowadays who take a positive approach to management by espousing an increasingly popular theory, i.e., "In order to improve productivity, management should treat their workers of different age brackets differently."Management sometimes hire consultants to train managers on the how to deal with generational issues, and they usually hold discussions of their immediate experiences of generational issues so that other managers could
learn from their individual experiences. They do this because they clearly recognize the outright reality of possible conflict which may arise from generational differences. It is a reality and companies around the world are grappling with the issues which arise from generational differences in the workplace. Managers, as well as consultants, readily notice the new potential problems arising from varying mindsets and manners of communicating among employees.

The potential frictions are usually aggravated by work patterns and new technology.

Effects Of Generational Differences On Management Styles

It is quite obvious that there is a gap between the different management styles among the different generations involved in the workplace nowadays, and these differences may be a potential cause of conflicts and competitions among managers as well as the rank-and-file of workers. Say for instance, the baby boomers have different styles of managing their workers. They are very inflexible
and more authoritative. Their ways of motivating are likewise different, and they focus more on the outright enforcing of rules instead of motivating their staffs individually. If you are a Generation X employee, you will readily resent this type of management, and in turn, if you become a manager, you will surely try to veer away from this type of management. Theory says that Generation X dislikes
formality and bureaucracy. Thus, there is a tendency for baby boomers to alienate the generation X in the workplace by over-imposing the rules and protocols of the company. It is the other way around if the manager belongs to the generation X and some of the workers are baby boomers. The management style of Generation X will be very informal and their work ethic usually follows the "do it yourself," and "forget the rules." These differences in management styles, viewpoints, traits, and other qualities are indeed potential flashpoints in a typical corporate setup.

Understanding Coworkers By Understanding Their Past

We can usually tell where people want to go by looking into where they have come from or have been. In the workplace setup, a newly hired Gen-Yer will definitely find himself or herself in a very awkward situation of trying to figure out the different types of personalities he/she encounters in the workplace. One way of easily understanding the peculiarities of personalities you encounter in the
workplace is by knowing where these people have been and how their cultural background differs from your very own cultural background.

Corporation heads would usually call me to give a seminar because they are really having some trouble in motivating their employees. I immediately understand that there may be some cultural or generational differences which may be the cause of misunderstanding in the workplace. Sometimes, corporation heads can't understand that their younger staffs came from

different culture and backgrounds. They usually generalize that what motivated them to succeed may be the needed motivations to make the younger managers and staffs succeed. I would say that these kinds of thinking are usually very dangerous and such assumptions are unwarranted in the new workplace setups. Value systems differ from one generation to another. What may be valuable to a baby boomer may be of trifling importance to a generation Y employee or manager.

Generational Differences—A Source Of Competition

The potential for conflicts in the workplace is not the only problem which is rooted in the generational differences among managers and among employees. Another possible problem which may arise from generational differences among people in the workplace is that of unhealthy competition. I would say that competition is healthy when it buoys up the spirit of creativity of workers and managers and prods them to excel in their jobs. It must be good to remember that there is always that inner drive in every person to win. This instinctual drive to win is almost inborn in each of us and this drive is very manifest in the enjoyment of games. Yet, when the competition in the workplace becomes highly charged and the competitors become highly aggressive sporting the rationale: "I really don't care about what other people may think as long as I get my own way," competition becomes unhealthy. Competitors in this situation begin to force people to do it their own way, even to the point of arguing, and pulling ranks. The use of whatever power at hand is imperative in order to achieve their objectives, and hence, division and conflicts ensue in the rank and file of the workplace.

Considering the fact that generational differences engender different values and needs, you may find oneself in the middle of value conflicts among people of different generational backgrounds. This situation may begin to alienate people.

Tensions may get too high and may affect the efficiency and effectiveness of people in the workplace. If you belong to Generation Y and you find yourself in this highly-charged and highly-competitive situation, you got three options at hand: first, you may opt to resign and find another job

where competition based on generational differences have not reach a pitch level; you may choose side and join your own generation and wage a defiant struggle against the other generations; or you may make a paradigm shift, look at the situation, work on your circle of influence and expand it so that you may grow and succeed.

CHAPTER II - Trade Off with Time & Energy

Time &Energy Is Your Asset, Spend Time To Learn, Don't Stay In Comfort Zone

At the onset, I have discussed the Red Queen Effect which is based on the concept propounded by the Red Queen from Lewis Caroll's "Through the Looking Glass, who said "Do nothing and fall behind, or run hard to stay where you are." The Red Queen, referring to the nature of the Looking-Glass Land, likewise said: "Now, here, you see, it takes all the running you can do, to keep in the same place."Leigh Van Valen made use of this concept to explain the "Law of Extinction." Leigh Van Valen also explained that "since competitors and enemies are also keen on evolving, one has to keep evolving too to keep up with the competitors." This is good if your goal is to be at par with your competitors.

However, if your goal is to get ahead of your competitors, you should double your effort of evolving yourself so that you can outpace the growth and evolution of your competitors. You got to run faster than the rest of the crowd to excel and succeed and be recognized by others. You should develop new skills and knowledge to exceed the evolution of other people.

In this chapter, I will try to delineate some good ideas on how the Generation Y can effectively evolve themselves in the modern workplace setup. Since the other generations, such as the baby boomers and the Generation X, have entered the workforce ahead of the Generation Y, the Generation Y people find themselves in an odd situation of competing and collaborating with the previous generations. It would be good for the Gen-Yers to get some insights on how to realize and actualize themselves in the modern workplace where they have to contend with the more

experienced previous generations.

Ideas And Tenets On How To Succeed

If your effort is equal only to the effort of your coworkers, you may be promoted by sheer luck. Yet you cannot rely heavily on sheer luck in order to get promoted.

You got to improve yourself and put yourself in a better position to excel and get promoted. Of course, you need not shove your way to the top without regards to anybody. Neither should you spouse the Machiavellian tenet which says: "the end justifies the means." If you spouse the Machiavellian tenet, you will be despised and hated by your colleagues for you will use cunning and deception to achieve what you would like to achieve. Likewise, you will use any means as
long as it will land you to the number one position. A more palatable idea than that of the Machiavellian Theory is that of Robert J. Ringer, the author of the book "Looking Out for Number One." This book became the manual for success in the 70s. It says that man is by nature selfish, but there is a kind of selfishness which is acceptable and that kind of selfishness is called the rational selfishness—which is a belief that you can do anything as long as it doesn't encroach into the rights of other people. The good thing about the idea of Ringer—although he was most maligned by those who haven't read his book, but heard the title of the book—is the fact that you have to make rational decisions which lead to the "maximum amount of happiness over a long period of time."

However, Ringer departed from the Machiavellian tenet by saying that your decisions should not involve coercion or the use of fraud against anybody. In some way, this must also be the attitude which a generation Y should espouse to succeed in life. One should make rational decisions which may lead to one's greatest happiness without having to resort to coercion or use of fraud. Another abled writer reacted to the idea of Ringer's rational selfishness. His name is Dr. Denis Waitley who wrote a book which is partly a reactionary work against the book of Ringer. His book is entitled "The Double Win." Waitley maintained that real success is not a matter of simply looking out for number one and working on the rational selfishness principle. Instead success and happiness, according to Waitley, is a

by-product of working well with other people. He said that you should win together with other people and he called this principle—the "double win" principle.

As part of the generation Y, you will definitely encounter people of different sorts, with divergent perspectives, and backgrounds in the workplace. Moreover, you will surely encounter people who subscribe to the Machiavellian tenet, or a fanatic of Ringer's "Looking Out for Number One," or someone who believes in the idea of Waitley. The viewpoints of your coworkers and managers may be
divergent, yet the challenge on you is still the same—the challenge to realize your full potential and actualize your dreams.

The Red Queen Effect And The Generation Y

There are so many insights into the human nature and nature at large which one can glean from the idea of the Red Queen Effect. The fact that the idea of Lewis Carroll is indeed great even though he couched it in the make-believe and fictional scenario of the Wonderland is also precocious. Who would have thought
that the simple statement of the Red Queen has so much implication on the kind of life we used to live and even on the evolutionary process at large. For this reason, Leigh Van Valen—who was a century detached from Lewis Carrol— immediately grasped the insight from the seemingly unimportant statement of the Red Queen, and turned it into the very kernel of his evolutionary theory. Who
would have thought then that this 18th century idea of the Red Queen Effect will be the starting point in explaining and leading the Generation Y's out of the workplace's status quo towards a more successful and fulfilling journey throughout their careers. The generation Y's who were born in the mid-1980's have started to enter the workforce. They are numbering more than a hundred million and they are also known as the millennial. They have different attitudes,
needs, and wants which employers can't readily ignore. They are tech-savvy and family-centric. They are achievement-oriented and team-oriented, and they crave for attention. These characteristics make them a unique and distinct generation.

Yet,the previous generations may definitely not vow down nor give way immediately to the whims and fancies of these newbies in the workforce. These Gen-Yers should earn their rightful place in the workforce.

Breaking The Vicious Circle Of Red Queen Effect

Nothing in this world is given in a silver platter unless you were one of the sons of billionaires who were born with a silver spoon in their mouth. Yet, even these fortunate heirs of billionaires should really evolve themselves if they want to leave a mark in the society in which they belong. In the same way, there is an onrush of Gen-Yers into the workforce. They find themselves in the uneasy position of having to contend and compete with the previous generations. Some
of them may view this as a challenge and may plunge themselves in frenzied excitement in embracing the challenge. However, some of them may find the challenge unbearable and may be forced to either give up or ship out. Yet, it is better to view the situation as a challenge to prove oneself and eventually succeed and find fulfillment in life. As a Gen-Yer, you will find yourself face-toface
with people of different values and needs, either you work around this differences and turn them into an advantage, or you run in conflict with the interests and needs of the older generations.

When the initial excitement of having entered into the workforce has waned after a year or two in the workplace, you will find yourself in the vicious circle of the Red Queen Effect forcing you to either change or ship out. If you haven't gotten the momentum on how to barrel your way to a higher position, and when you seem to be stuck in the status quo with no improvement in sight, then it is time to
rethink your style and your attitude. The scenario may be that you are not getting the right appreciation from the previous generations or you are working just as efficient and effective as the other workers in your workplace. Remember the Red Queen Effect—you got to run twice as fast as the rest to gain some mileage over the other. If you are only as efficient as the other workers, when the
promotion time comes, your managers will think twice whether to promote you or not considering that others are just as efficient as you. Hence, you got to get out of the Red Queen Effect and prove your mettle to the

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