

Talk

Digital natives: how to deal with them?



About the talk

Multi-identity, multi-cultural, multi-channel, transnational, ultra-connected... all attributes defining generation Z, otherwise dubbed «digital natives», a generation that's slowly but surely changing the management rules, already shaken up by the previous "Y" generation.

The appetite these generations have for digital technologies has opened up new ways and means that benefit everyone, creating greater freedom in how they organise their work, greater flexibility in how they manage their time and a better work-life balance. But we need to be careful about where excessive use of such digital technologies can lead!

It's strongly recommended to regulate the use of technologies, by an IT policy and a right or an obligation to disconnect, and govern new working methods (tele-working, home office, co-working, ...) and the use of personal equipment in a work environment (BYOD, Bring your own device).

So we need to look at all the advantages offered by digital technologies in organising our practice and managing our staff, while avoiding the downside!

Key points

- Finding out what digital technology can offer in the company:
 - new facilities for recruitment, training, management and appraisal of staff
 - new modes of organisation: teleworking, home office...
- Managing the use of digital technologies by employees:
 - the role and responsibility of the employer
 - the boundary between private and professional life
 - freedom of expression and abuses
 - the impacts of new working methods on calculating working hours

Objectives

- To consider the impacts of digital technologies within the company and in working relationships
- To make employees aware of the benefits and risks of using digital technologies

Subjects covered

- Digital technology and the company: social networks, recruitment, training, pay, staff management, talent management
- Digital technology in working relationships: new methods of organising work (teleworking, home office);
- boundary between private and professional life, confidentiality of information, security of data, monitoring of working hours...
- Supporting employees with digital technologies: information and awareness actions; quality of life at work...



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