

Membangun Budaya Keunggulan di Era Millenial

Dudi Arisandi | Chief People Officer 

Rapat Kerja Nasional

Majelis Pembina Kesehatan Umum Muhammadiyah

Yogyakarta, 11 – 14 Rajab 1441 H/5 - 8 Februari 2020 M



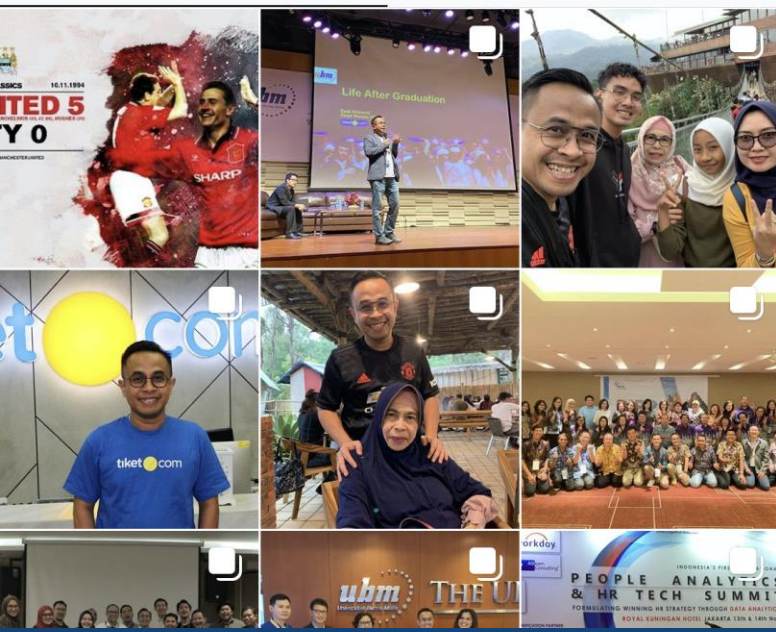


Hey there!

I'm Dudi,



- A husband and a Father of 2
- A people-oriented mathematician
- A professional with more than 20 years of experience in people empowerment



Universitas Padjajaran,
Bachelor of Mathematics, 1992 - 1997

Institut Teknologi Bandung
Master of Industrial Engineering, 1998 - 2000

Universitas Atma Jaya
CHRP, Certified HR, 2008



PT Hero Supermarket

HR Officer
2000 - 2005

SOGO Indonesia

HR Operations Manager
2005 - 2010

SC Johnson

HRBP Director –
Global Product Supply &
Business Solutions
2010 - 2016

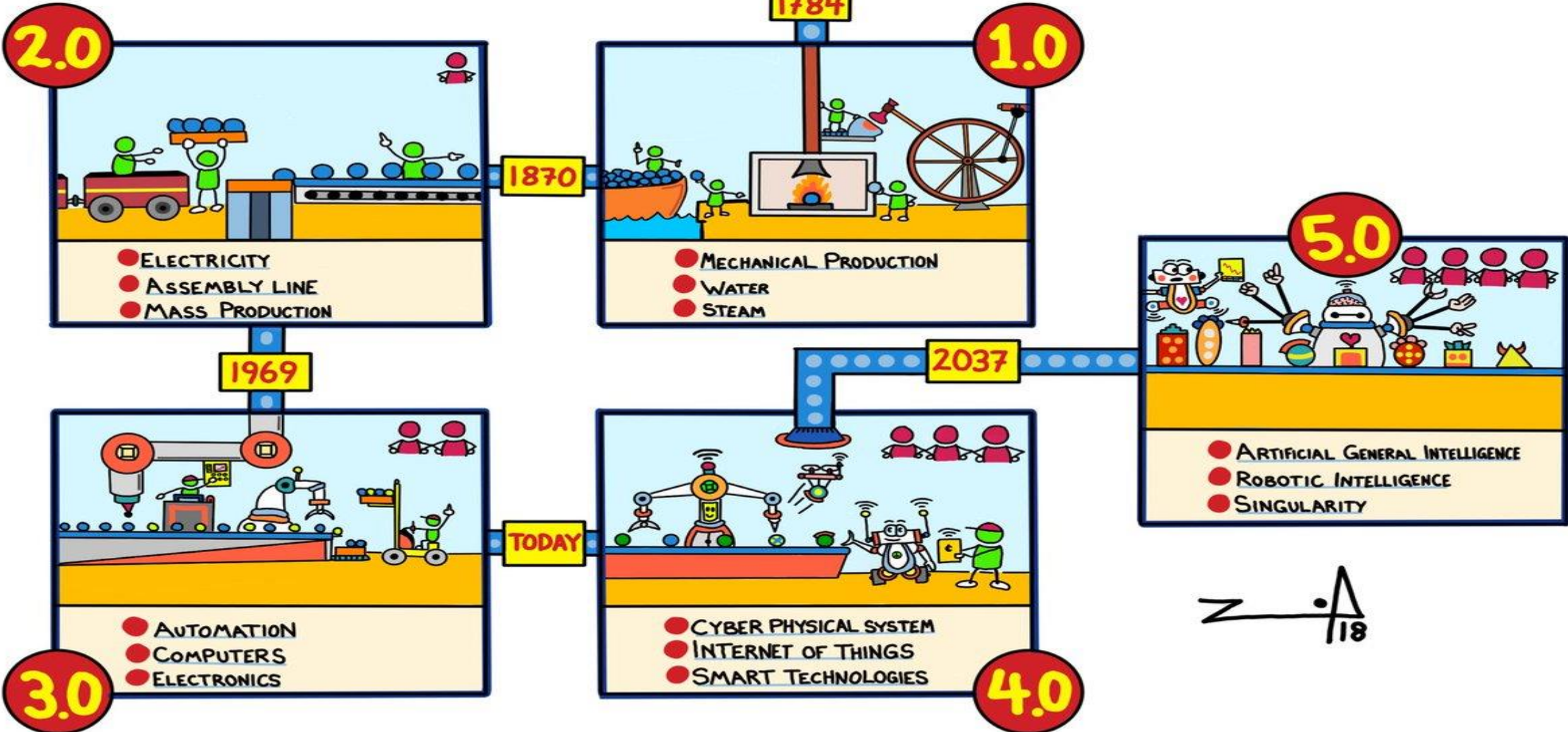
Tiket.com

Chief People Officer
2019 - Present

Kraft Heinz ABC

People & Performance
Director, Southeast Asia
2016 - 2018

INDUSTRY

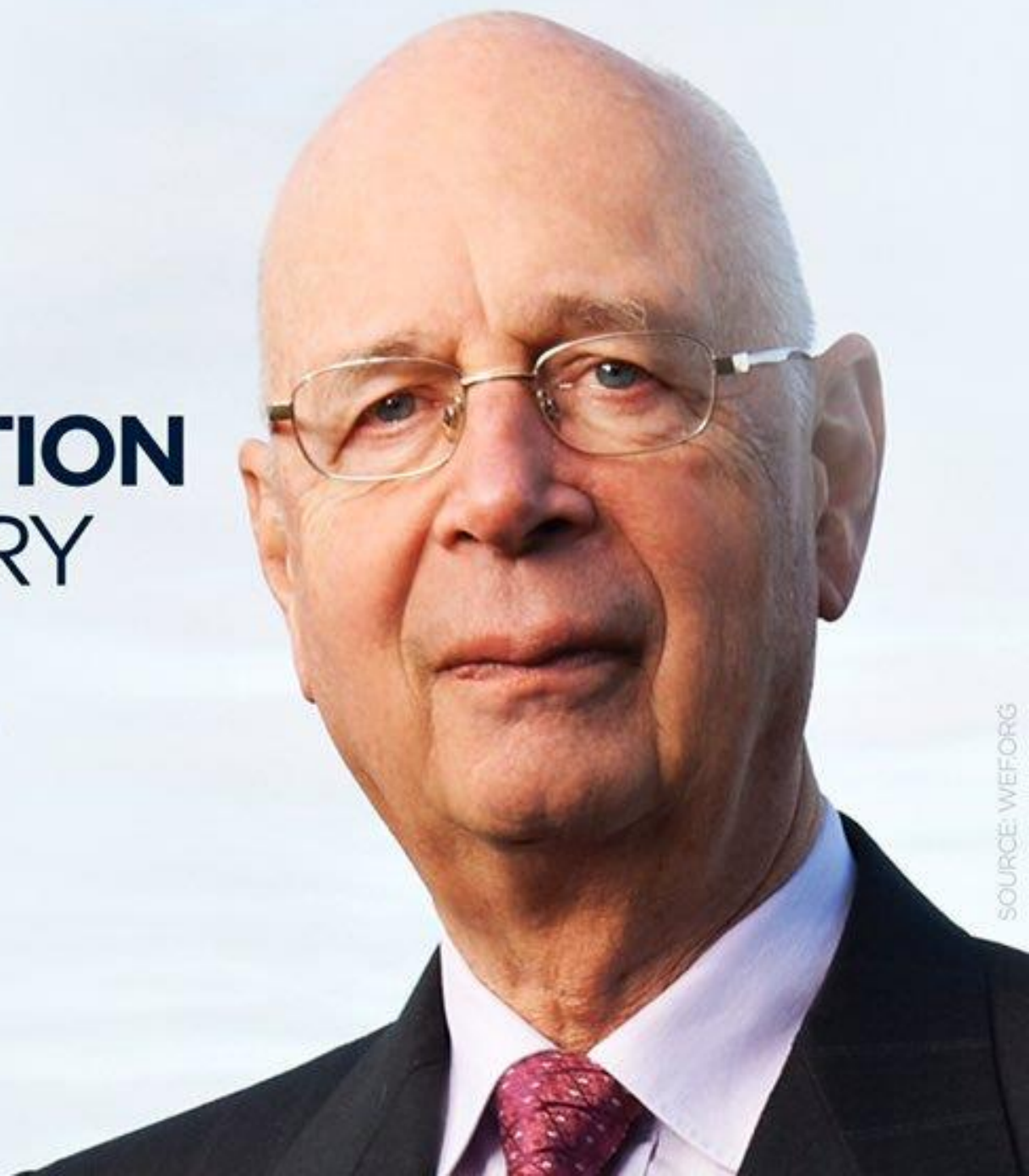


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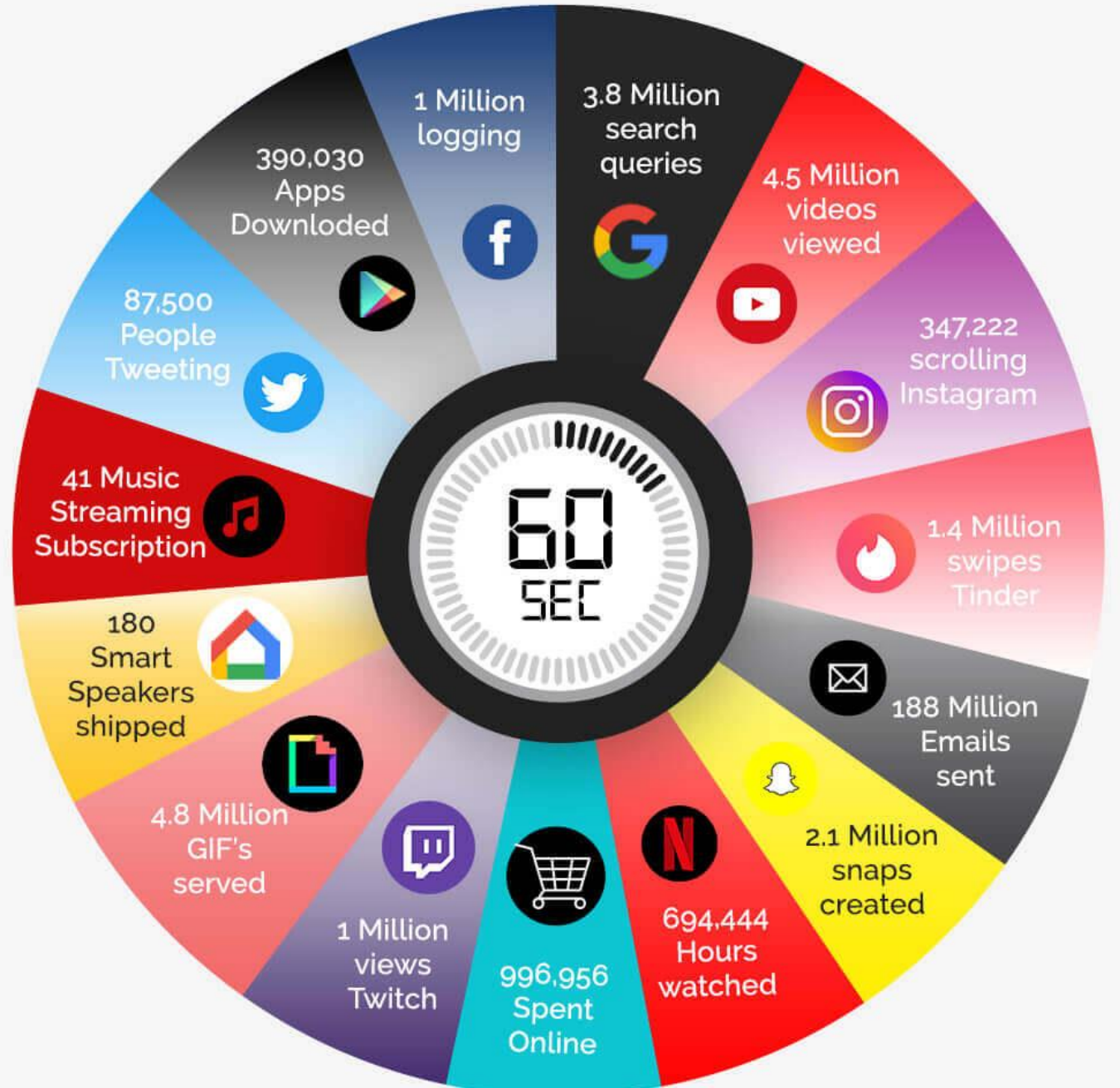
“
**THE FOURTH
INDUSTRIAL REVOLUTION**
WILL AFFECT THE VERY
ESSENCE OF OUR
HUMAN EXPERIENCE.”

KLAUS SCHWAB

FOUNDER & EXECUTIVE CHAIRMAN,
WORLD ECONOMIC FORUM



What happens in the internet in a minute...



New Business Landscape

Everything is
Changing –
so will your
business/industry?

Music



Photography



Canon



News

THE IRISH TIMES



Job Advertising

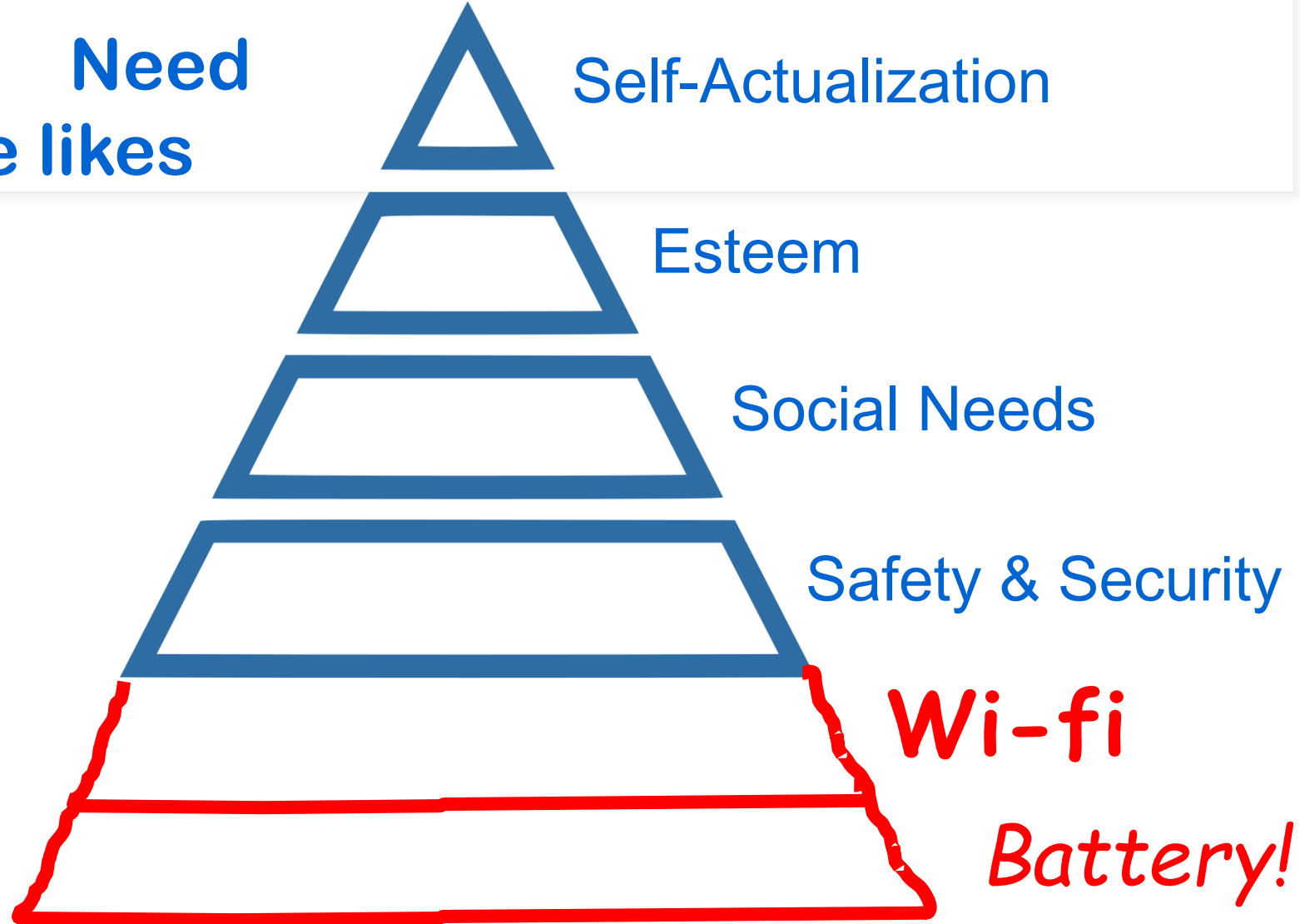
Herald



IRISHJOBS.TE



Basic human Need
in the era where likes
Matter more!



Future of work: Indonesia Employment Outlook 2020

THE
GENERAL
GAP
TION
P



Upskilling &
Reskilling

“ The digital tsunami is really not only about technology — it is about MINDSET ”

#GagasanDudi



FIXED MINDSET

MINDSET CHARACTERISTICS

GROWTH MINDSET

SET - YOU HAVE WHAT
YOU HAVE

SKILLS+INTELLIGENCE

CAN BE GROWN AND
DEVELOPED

HOW THEY LOOK
PERFORMANCE FOCUS

MAIN CONCERN

LEARNING / GETTING BETTER
PROCESS FOCUS

SOMETHING YOU DO
WHEN YOU'RE NOT GOOD

EFFORT

AN IMPORTANT PART OF
LEARNING

GIVE UP / CHECK OUT

CHALLENGES

PERSEVERE / WORK THROUGH
IT - SHOW MORE GRIT

TAKE IT PERSONAL
GET DEFENSIVE

FEEDBACK

LIKE IT / USE IT TO LEARN

HATE THEM / TRY
TO AVOID MAKING THEM

MISTAKES

TREAT THEM AS A LEARNING
OPPORTUNITY

Fact

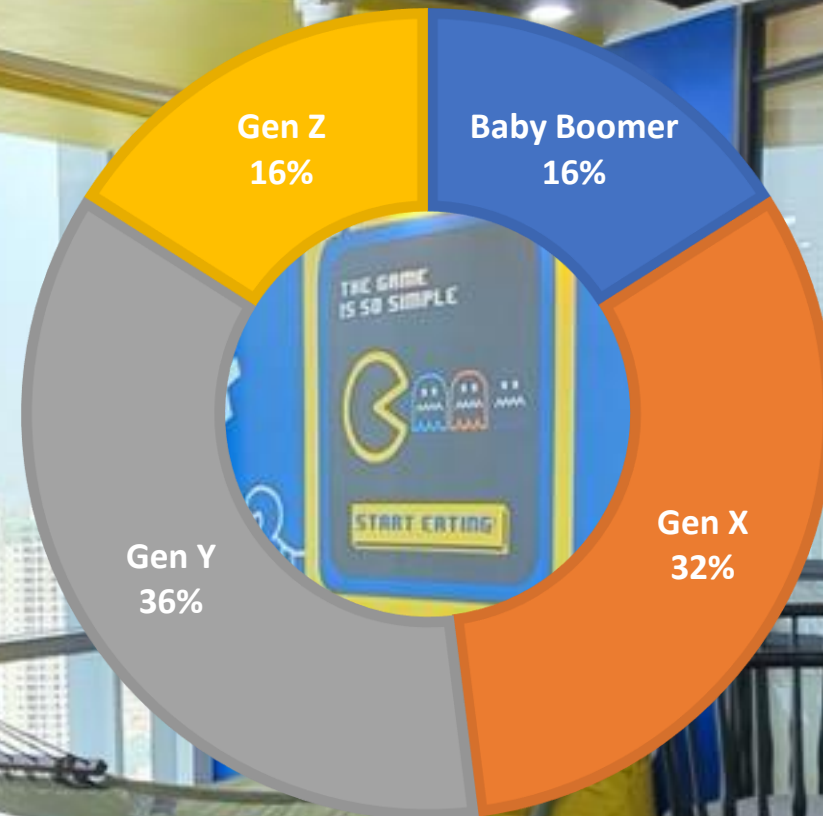
Millennials are expected to make up 75% of the global workforce by 2025, and Gen Z to make up 40% of global consumers by 2020 (catalyst org, 2018)



INDONESIA WORKFORCE

52% of Indonesia
workforce (131 Mio)
dominated by Gen Z
& Millennials

(BPS August 2018)



BABY BOOMERS

(1946-1960)



Generation X

(1961-1980)



Generation Y

(1981-1995)



GENERATION Z

(Born after 1995)



BABY BOOMERS

(1946-1960)

Hard-working,
Loyal, Strong
work ethic



Extremely
loyal to their
children



Well
Educated



Value
cooperation
and face-to-
face
communication



Value equal
opportunities



Work status
= self-worth



AKA: "Me" Generation, Moral
Authority



Generation X

(1961-1980)

Independent



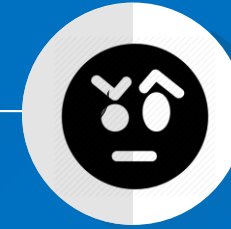
Lack
organization
al loyalty



Critical
Thinkers



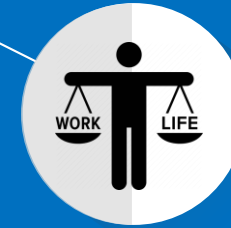
Skepticism



Think
Globally,
Value
Diversity

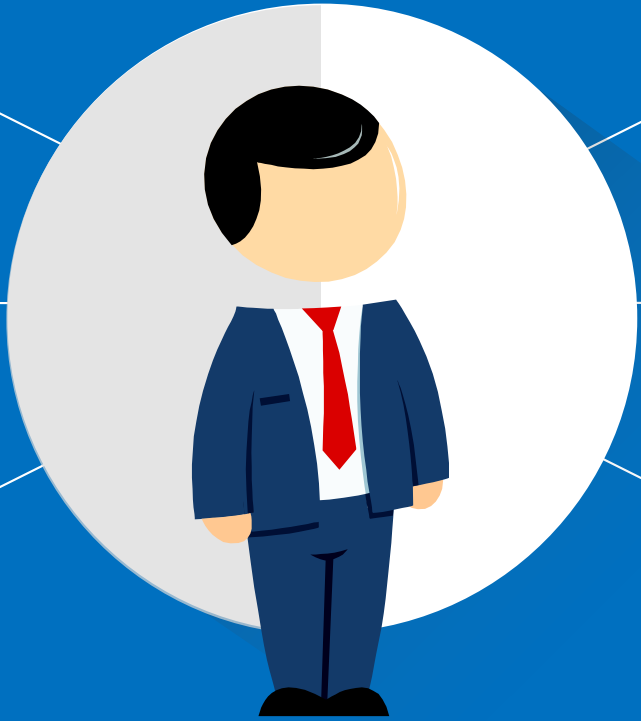


Seek life
balance –
family
focused



GEN X(1965 – 1980)

AKA: Baby Bust, Post-Boomers,
Xers, Xennials, The Doers, 13th
Generation



Generation Y

(1981-1995)

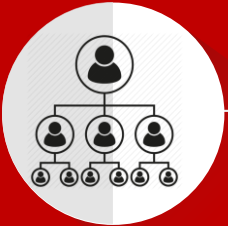
Steady
work ethic



Impatient



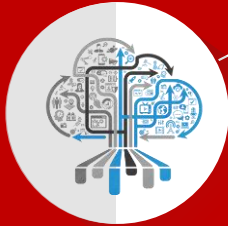
Not found of
traditional
hierarchy



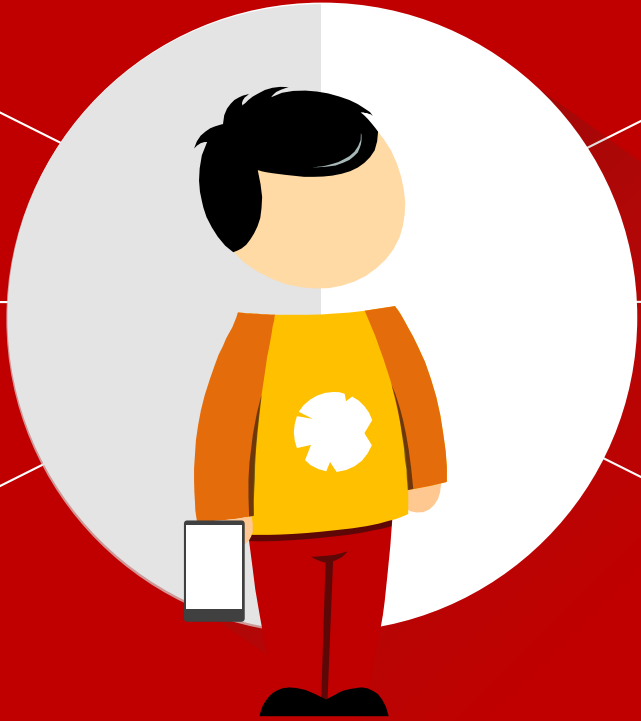
Loyalty to
self



Technology
literate



Highly
socialized,
needs
constant
feedback



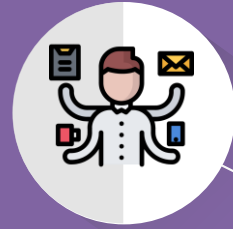
GEN Y (Born 1979 – 1995)

AKA: Millennials, GENY, GenNext,
Echoboomers, 24/7s, CFO – Chief
Friendship Officers

GENERATION Z

(Born after 1995)

Multi-taskers



Technology Integrated



Little loyalty
(brands,
organization,
program)



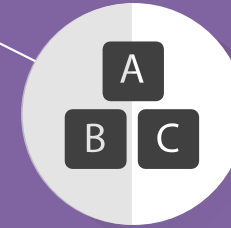
Global



Individuality



Less Focus



Gen Z (Born 1996 – 2010)

AKA: Post-Millennials, iGen,
iGeneration, Linksters, Plurals,
Founders, Homeland Generation





Introducing Gen Z: Not just mini-Millennials...

Tech Savvy
Multi-tasks over 2 screens
Communicate with text: SMS/Whatsapp
Preferred social media app: Facebook
Favorite website: Amazon

Open to debt
Paying off student loans, lives at home/rents

Now focused
Optimists
Idealistic
'Me' generation
Dependent
Entitled

Experiential generation
Values convenience and dining out
Share mentality
Armchair activity

Technology

Financial Habits

Values

Lifestyle

Tech Innate
Multi-tasks over 5 screens
Visually orientated generation: Emojis
Preferred social media app: Snapchat
Favorite website: YouTube

Wants to save
Values financial knowledge/home ownership

Future focused
Realists
Pragmatic
'We' generation
Independent
Persistent

Sober generation
Values healthy, ethical food
DIY/Hand-made mentality
Active volunteers

Key Gen Z Characteristics

Tech Innate
Savvy
Entrepreneurial
Independent
Financially conservative
'We' focused
Determined
Pragmatic
Aspirational
Social activists

Oxford Dictionary Word of the year
2017 - Youthquake
2015 - Emoji
2014 - Vape
2013 - Selfie

Nomophobia #FOMO
As battery life decreases, anxiety increases

Short attention spans Connected from birth
Gen Z: 8s
Goldfish: 9s
Gen Y: 12s

Gen Z probably have no idea what these things are...

Floppy disks
More than just the 'save' icon


Encyclopedia
Life before Google

Source: Population Data: UN – World Population prospects 2017 Revision (June 2017). Number of screens for multi-tasking: Sparks & Honey (June 2017). Ideas in Digital (2015). Vision Critical (2017). Forbes (2017)



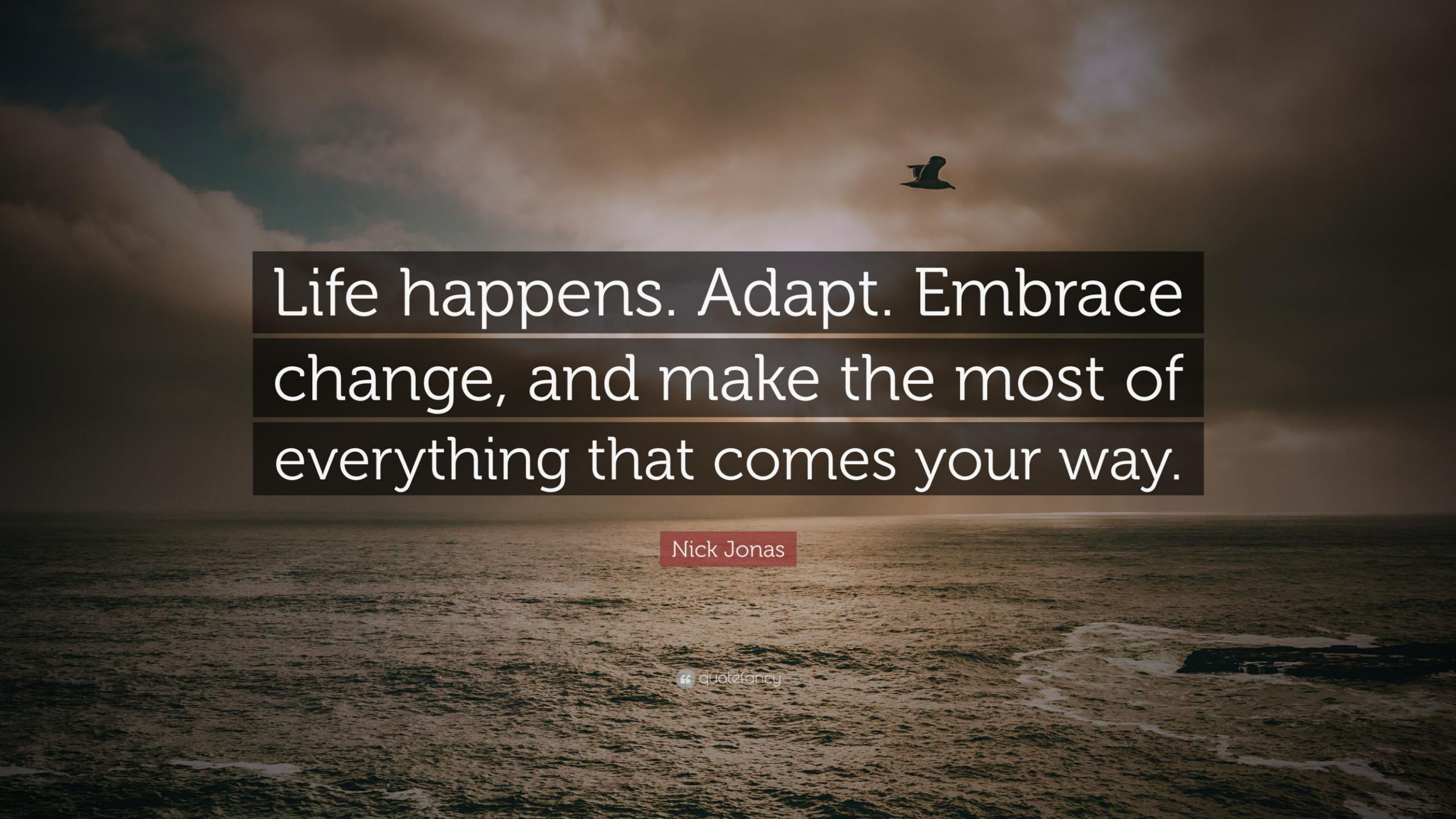
**NO MATTER YOUR GENERATION DEFINED,
COMPANIES NEED TREAT THEIR PEOPLE
EQUAL & FAIRLY**

Perubahan itu... Pasti



ALLAH
WILL NOT
**CHANGE THE
CONDITION
OF A PEOPLE
UNTIL THEY
CHANGE
WHAT IS IN
THEMSELVES**

SURAH AR-RA'D AYAH 11

A seagull is silhouetted against a dark, cloudy sky, flying over a turbulent, dark ocean. The overall mood is somber and dramatic.

Life happens. Adapt. Embrace
change, and make the most of
everything that comes your way.

Nick Jonas



Membangun Budaya Unggul





If you want to change the
world, start with yourself.

Mahatma Gandhi

ROLE

MODELS



**CUSTOMER FIRST,
EMPLOYEES SECOND,
——— & ———
INVESTORS THIRD.**



Jack Ma Quotes via Gecko & Fly



See it big, and
keep it simple.

Wilferd Peterson

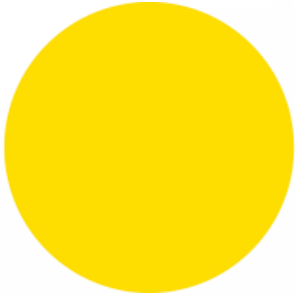
**Respect, recognition, and
reward flow out of performance.**

N. R. Narayana Murthy



One size does not fit all.

Frank Zappa

ticket  com

Thank you 