

A Generation of Employees Suffering From Mobile Guilt

How do professionals feel about mixing their work and personal lives?

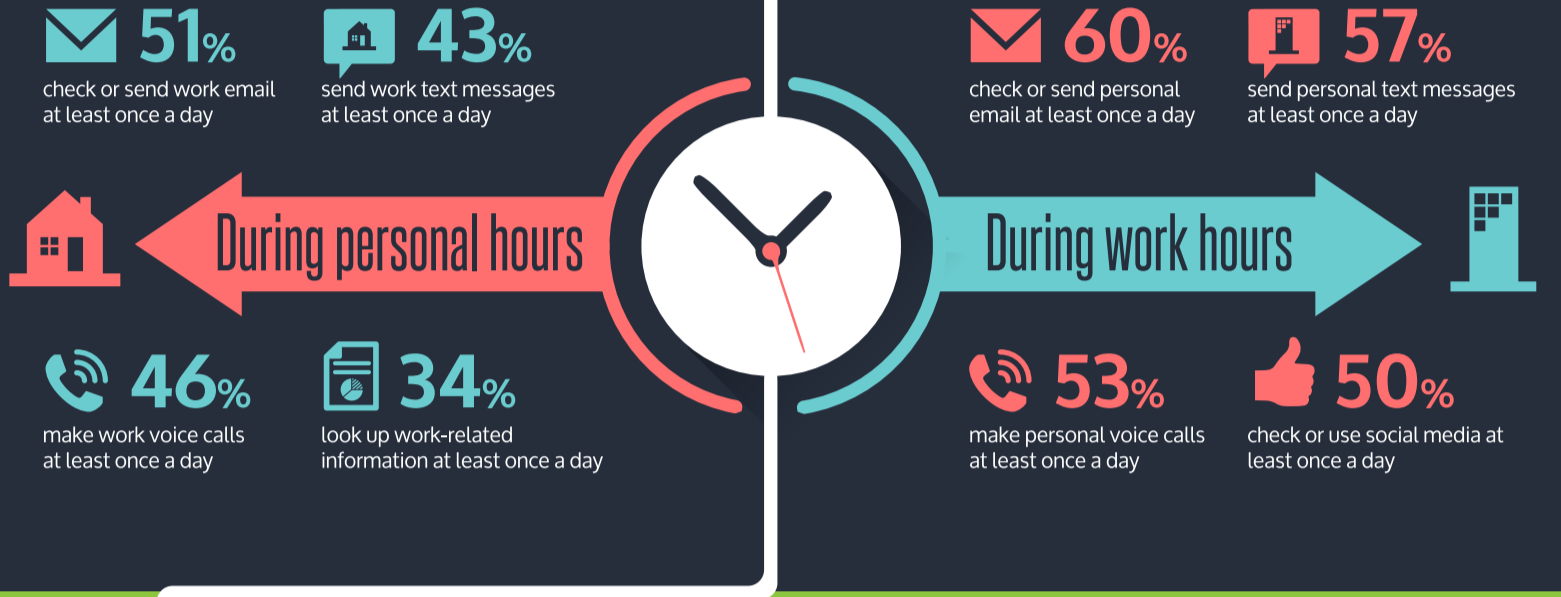
gen m



MobileIron surveyed more than 3,500 professionals in six countries and uncovered a new demographic. Generation Mobile or "Gen M" relies heavily on mobile technologies for both work and personal activities.

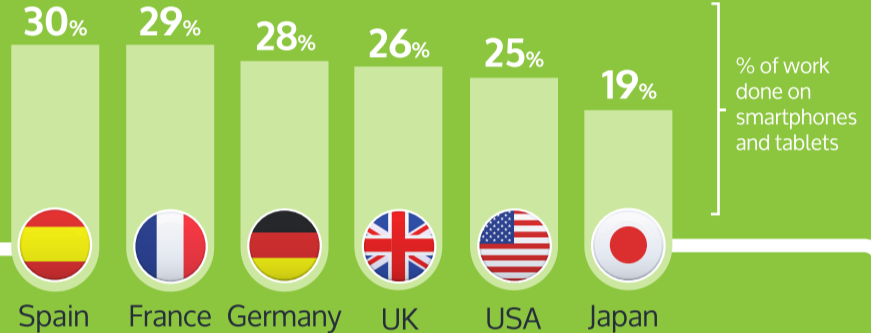


This generation is best represented by 18-34 year old males, and people with children under 18 at home.



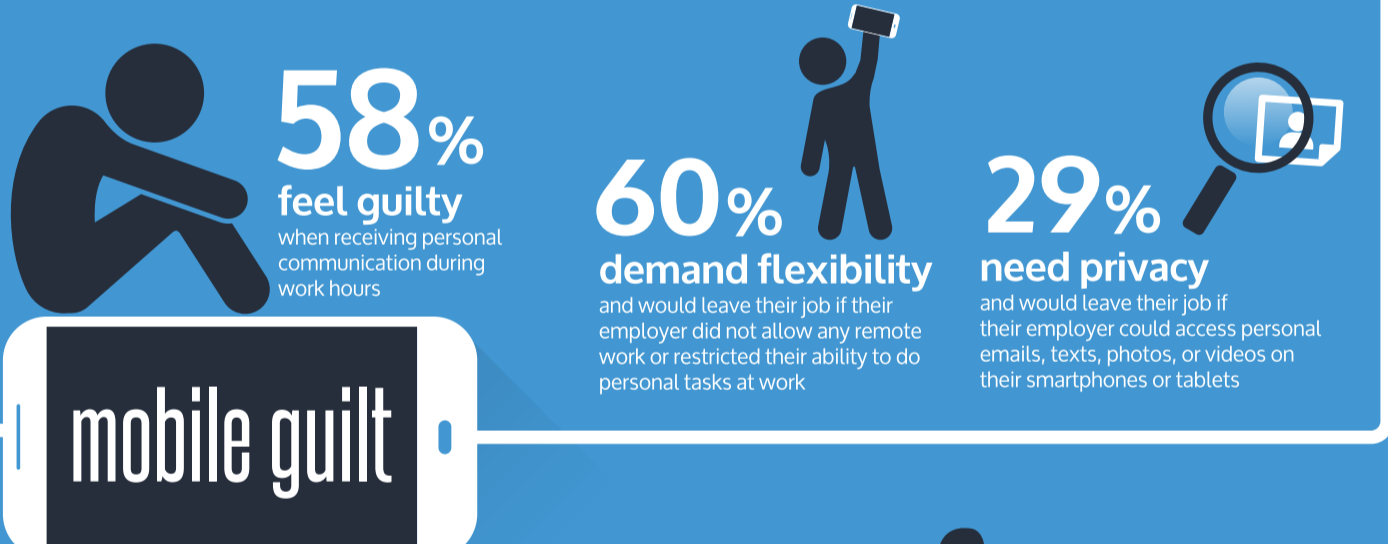
A Global Phenomenon

Where does gen m rely the most on mobile for work?

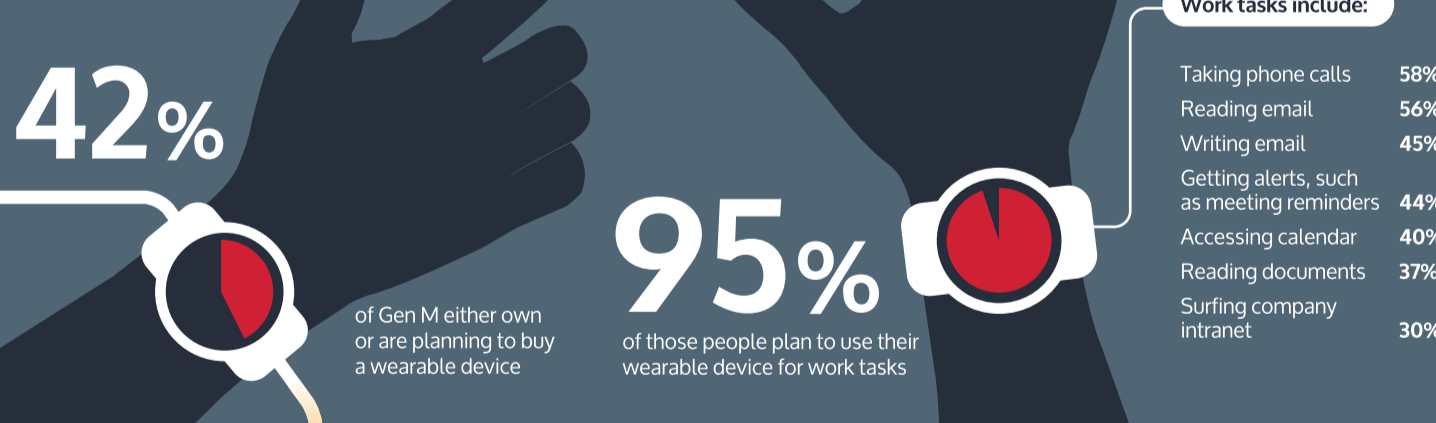


Professionals around the world blend their work and personal lives differently:

- Spain most likely to do mobile work while using public transportation
- France most likely to do mobile work while driving
- Germany most likely to feel guilty when receiving personal communication at work
- UK most likely to use mobile to monitor their home during the work day
- U.S. most likely to do mobile work while using the toilet
- Japan least likely to do mobile work while watching TV



Wearables will increase connectedness



gen m requires new policies

We live in a connected culture. Companies must support the Gen M work style without guilt and with high standards of quality and fairness:

- Accept shifting work styles**
Understand in detail the actions employees are taking to be productive so that you can improve their experiences.
- Focus on goals**
Managers and employees should agree on what needs to get done so the employee can hit mutually agreed targets, regardless of when or where the work happens.
- Set top-down boundaries**
If the CEO is sending emails at 2 A.M., employees will be bound to work at all hours and their personal lives will suffer.
- Offer reimbursement stipends**
In Bring Your Own Device (BYOD) environments, employees should feel encouraged to use the tools they need to get the job done. Employers can show their support by offering reimbursements for mobile data plans and other tools, which enable employees to integrate work and personal activities throughout the day.
- Secure data selectively**
Protect business data without compromising the privacy of personal data no matter who owns the smartphone or tablet.

MobileIron Gen M Study Methodology
From December 17, 2014 to January 22, 2015, Harris Poll conducted an online survey on behalf of MobileIron of 3,521 full- or part-time workers who use a mobile device for work purposes in France (502), Germany (501), Japan (503), Spain (500), UK (503), and US (1012). Gen M (1,702) is defined as those who are male aged 18-34 or those with children in the household under 18. The sample was weighted to the populations in each country by age, race/ethnicity, education, region, and household income data.



About MobileIron
MobileIron provides the foundation for companies around the world to transform into Mobile First organizations. For more information, please visit www.mobileiron.com.