

ATTRACTING AND RETAINING MILLENNIALS

AND SOME THOUGHTS ON POST-MILLENNIALS AND GEN X



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GOALS FOR TODAY

- Discuss and learn about generational differences
- Myths and reality about Millennials
- Ideas for attracting and retaining Millennials / Post-millennials
- The importance of Gen X

DEFINING THE GENERATIONS

Baby Boomers
Born 1946-1964
Currently 54-72



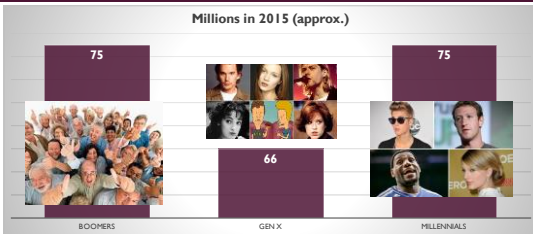
Generation X
Born 1965-1980
Currently 38-53

Millennials
Born 1981-1996
Currently 22-37



iGen
Born 1977 and beyond
Currently 21 & under

DEFINING THE GENERATIONS



GENERATIONAL DIFFERENCES

- Generational differences as a cause of workplace conflict – Conrad & Poole 2012
- Three generations currently dominate the workplace
 - Baby boomers
 - Gen X
 - Millennials (also called Gen Y)
- Differences:
 - Background
 - Attitudes toward employment, authority
 - Interactive styles

ACTIVITY

- Jot down your notes on the handout:
 - What generation do you belong to?
 - What are the characteristics of your generation?
 - Pick another generation (not yours) – what are the characteristics of that generation?
 - We'll discuss

GENERATIONAL DIFFERENCES

	Baby Boomers	Gen X	Millennials
Work style	Whatever it takes	Efficient	Goal-directed
Work/life balance	Work comes first	Balance a must	Blended lifestyle
Interactive style	Individual contributor	Entrepreneurial	Team player
Loyalty	To the profession	To the individual	To co-worker friends
Leadership	Respect for power	Freedom is key	Collaboration is key
Technology	Grudging acceptance	Embrace its utility	"Tech dependent" – Scott Hess
Characteristics	Question authority, driven, optimistic, success-focused	Latch-key kids, skeptical, self-reliant, independent, do it my way	Asks why, structured, supportive, creative

MILLENNIALS – THE WORST?

- "I am about to do what old people have done throughout history: call those younger than me lazy, entitled, selfish and shallow. But I have studied! I have statistics! I have quotes from respected academics! Unlike my parents, my grandparents and my great-grandparents, I have proof!"
- Joel Stein, TIME, 2013
- Higher scores on narcissism scale: 58% scored higher in 2009 than in 1982
- Growing up in a "world of abundance"
- Positivism, inclusive, earnest, optimistic
- "Pragmatic idealists", "life hackers"

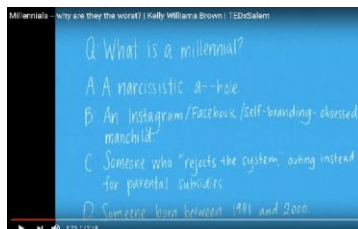
<http://time.com/247/millennials-the-me-me-me-generation/>



MILLENNIALS – THE WORST?

- <https://www.youtube.com/watch?v=yg8hgnjlk>

- Kelly Williams Brown TEDxSalem 2014



MILLENNIALS – THE WORST?



- Hurdles of "adulthood"
- 1960: 77% of women and 65% of men had cleared all five hurdles
- 2010: 13% of women and 10% of men had done so
- Same roadmap – different timetable
- Robin Marantz Henig, *New York Times*, 2010

MILLENNIALS – MYTHS VS. REALITY

MYTH	
Millennials are slackers	
Millennials feel entitled	
Millennials aren't loyal	
All Millennials are computer literate	
Millennials waste time at work on their phones and social media	
Millennials would rather talk to a screen than a person	

Pat Garofalo, *US News* 2015; Vivian Giang, *Business Insider* 2013; David Grover, *Urban Bound* 2016; Brian Havig, *Forbes* 2013

MILLENNIALS – MYTHS VS. REALITY

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MILLENNIALS –

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Millennials waste time at work on their phones and social media	ft Office
Millennials would rather talk to a screen than a person	thing – not everything

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MILLENNIALS – REALITY, CONTINUED

- Based on my experience teaching Millennials, they:
 - Respect authority
 - Are hard working. Yes, really!
 - Speak up for themselves – want opportunities
 - Are optimistic and enthusiastic
 - Are *not necessarily* computer literate – you will have to train them on Microsoft office
 - Need direction
 - Need direction
 - NEED DIRECTION!

ACTIVITY

- Answer questions 4 and 5 on your handout – we'll discuss

ATTRACTING AND RETAINING MILLENNIALS

- "Flexibility and fun"^{**}
- Positive feedback^{*}
- Career guidance^{**} and career opportunities^{*}
- Job satisfaction is more important than money^{***}
- Work-life balance^{***}
- Company culture^{**}

* Doug & Polly White, Entrepreneur 2014; ** Workday online magazine; *** WhatIs.com

ATTRACTING AND RETAINING MILLENNIALS

- Make peace with "blended" work - and - lifestyle
- Give them opportunities to work on teams/collaborate
- Tell them "why"
- Don't misunderstand their intentions – they aren't trying to be insubordinate!
- Give them more direction than you think they could *possibly* need
- Remember, most of what makes them the "worst" is simply youth!
- Also remember, positive feedback and work/life balance make ALL employees happy!

IGEN, GEN Z, POST-MILLENNIALS

- Diversity – most diverse generation in US History
 - "they only notice diversity when it's NOT there" – Jason Dorsey TEDxHouston 2015
- Idealistic – 74% believe work should have meaning – compared to 70% of Gen Y
- Benefits – how they will learn and grow in your organization; health insurance
- Branding your company: "transparent, adaptable, personable and memorable"
 - - Mark Wilhelms, LinkedIn 2017



THE IMPORTANCE OF GEN X

EY 2013 survey of 1,200 professionals across industries and generations. Opinions about Gen X:

- Most effective managers (70%) vs. Boomers (25%) and Gen Y (5%)
- Revenue generators (58%)
- Problem-solvers (57%)
- Collaborators (53%)
- Adaptable (49%)



THE IMPORTANCE OF GEN X



- At 38 to 53 years old, they are in the prime of their careers
 - As baby boomers retire, they are your senior staff
 - Organizational "memory"
- Interpreters between boomers and millennials – makes them good managers
- Entrepreneurial, great problem-solvers, flexible
- Millennials not yet "ready"
 - - Natalie Burg, Forbes 2016

RETAINING GEN X

- Tailor your brand:
 - Job postings – 401 K, not ping pong tables
 - Genuineness and honesty
- Understand their needs
 - Parents and caregivers for their parents
- Development, not instruction
 - Development of individual skills
- Ask how they're doing
 - Tendency to work "heads-down"
 - Natalie Burg, *Forbes* 2016



PARTING WORDS



We have an opportunity to "...work across generations to unlock all of our strengths"

- Jason Dorsey TEDxHouston 2015

THANK YOU!
