



2/3 MILLENNIALS DON'T WANT TO WORK FOR YOU

Gaynor Strachan Chun

Generational Transition Not New

The Great Generation

Silent Generation

Boomers

Gen X

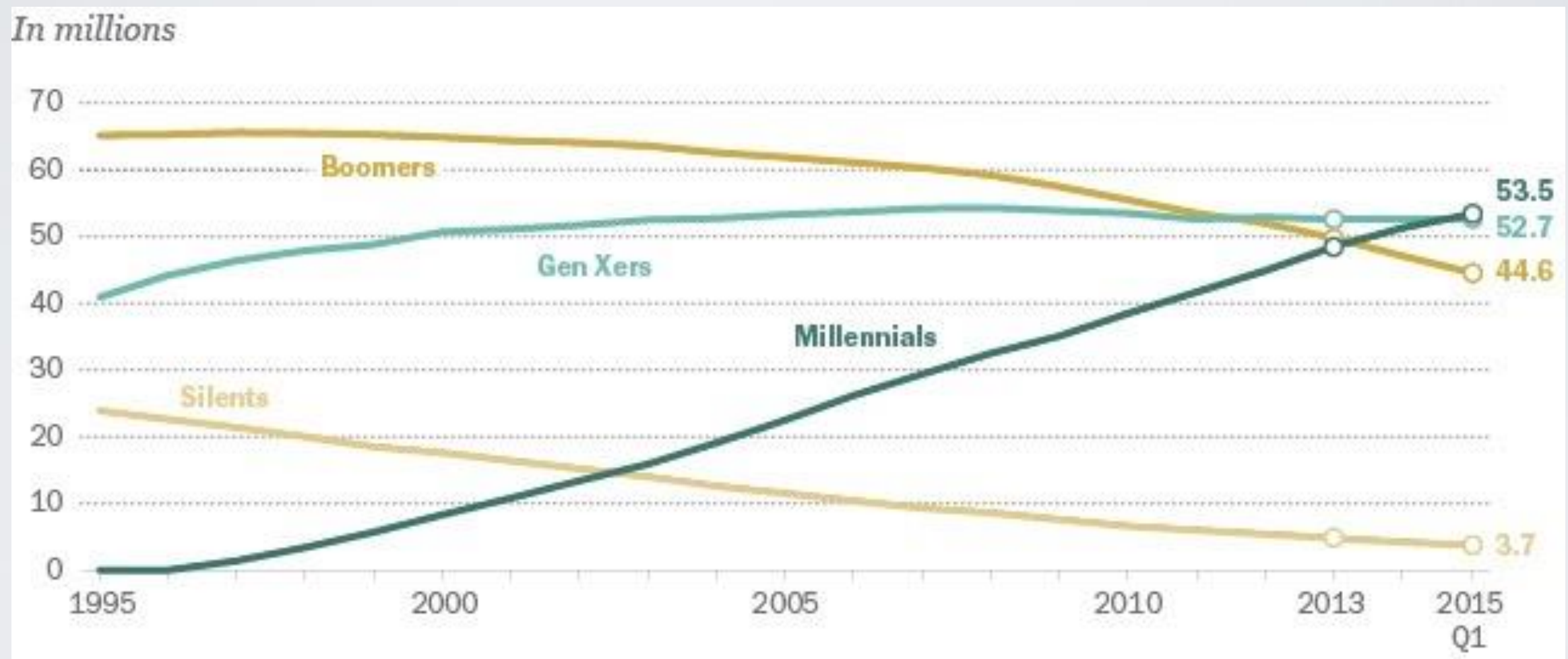
Millennials

(Plurals / Gen Z)



Millennials Are Your Businesses' Future

Now the largest generation in the U.S. work force



Source: Pew Research Center Tabulations of Monthly 1995-2015 Current Population Surveys, Integrated Public Use Micro Data Series (IPUMS)

Solving The Puzzle

- Who Are They Really?
- How Different Are They?
- How Do You Work With Them?
- Q & A





WHO ARE THEY REALLY?

Millennial Facts

77 million Millennials, 18-34

Most educated generation --
61% attended college (46%
Boomers)

Expansion of education
among, Asian, Hispanic,
African American and low
income families

Many under or unemployed
-- 90% of jobs created in the
last 6 years part-time

Most diverse generation ever
-- 42% identify ethnicity as
other than white --1980 22%

First generation of digital
natives

City dwellers -- 40%. Highest
concentration in Western
portion of country

Single, only 21% married – at
same age, Boomers, 42%

By 2020, 75% of the workforce

Attitudes and Values

Gender Rights

Eager to Learn

Self expression / DIFY

Informal

The Environment

Social Justice

Impatient

Income Equality

Optimistic

Achievement Focus

Cohort / Tribes

Entrepreneurial

Community / Family

Meaningful / sustainable Life

Challenges They Face

- Educational shortcomings
- Student loans
- Lack of soft skills
- Responsibility / accountability
- Need for supervision / structure
- Dealing with criticism / handling issues
- TMI
- Stress



New Millennial Anthem

Stressed Out: 224+ Million Views

My name's BLURRYFACE
and I care what you think...

Wish we could turn back
time to the good old days.

When our momma sang us
to sleep but now we're
stressed out.





HOW DIFFERENT ARE THEY?

Don't Discount Age

18-23: Transitioning to adulthood

24-27: If went to college, finding their way in the world

28-34: If lucky, have their first full-time job under their belt and may be in a managerial position

Or New Definitions of Career

Entered workplace during recession = distrust of the system, business included and creatively cobbling part time work together to survive

Entrepreneurial spirit “trying on” careers or own business

Slash generation comfortable having multiple part-time jobs

Generation Gap...



"HAVEN'T YOU
YOUNG PEOPLE
FOUND JOBS,
YET?"

"HURRY IT UP!
SOMEONE NEEDS
TO KEEP FUNDING
OUR SOCIAL SECURITY
AND MEDICARE."

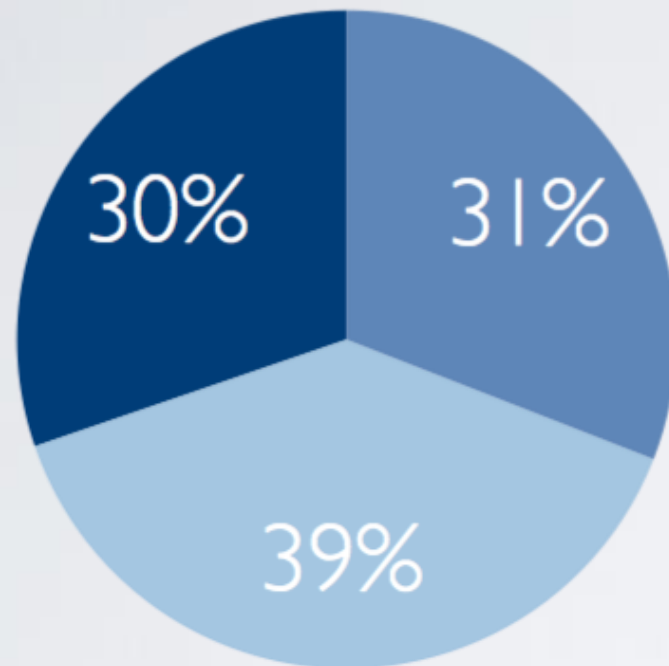


SURVEY RESULTS

GBA Highlights

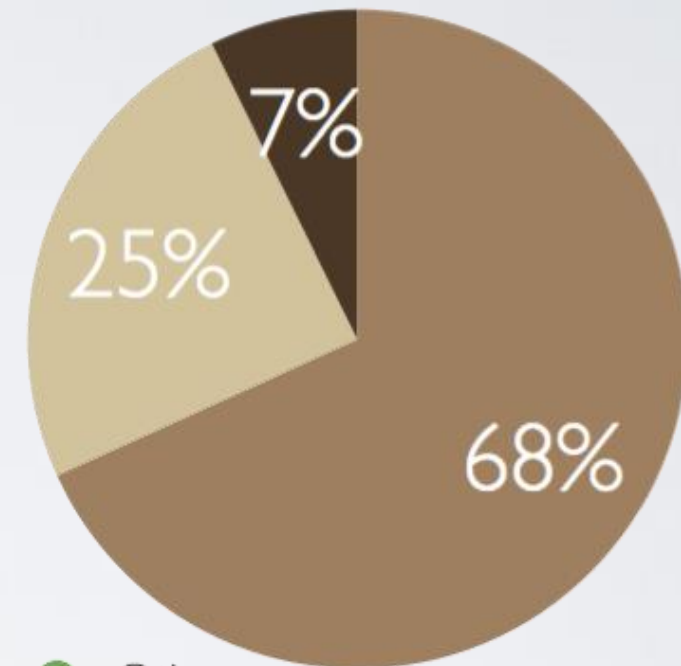
Does your personal social media identity represent who you are?

What Personal Social Media Yes No



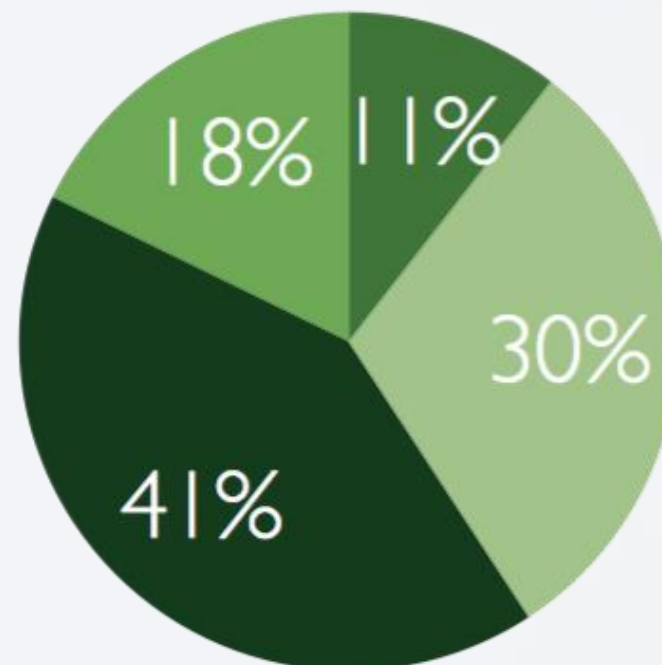
Do you trust your boss (or are you) completely transparent about the business?

Yes No Other



How long should you have to work at a company to be considered a loyal employee?

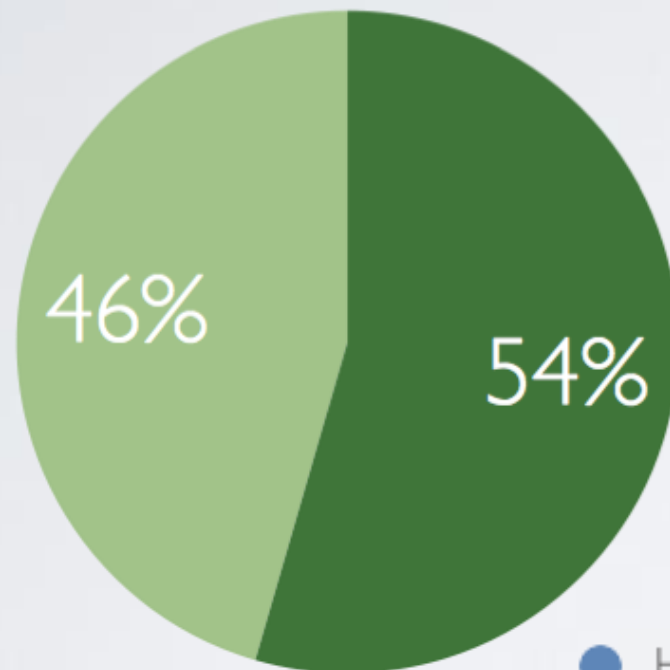
1 yr. 3 yrs. 5+ yrs. Other



GBA HIGHLIGHTS

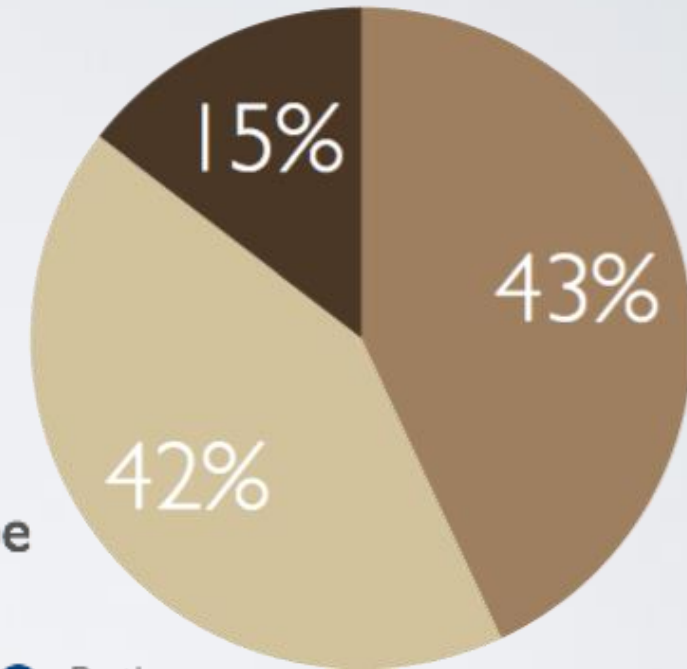
When you consider your friends, are they a diverse group, or very similar to you?

- Diverse, come from a variety of backgrounds and ethnicities
- Pretty much the same as me



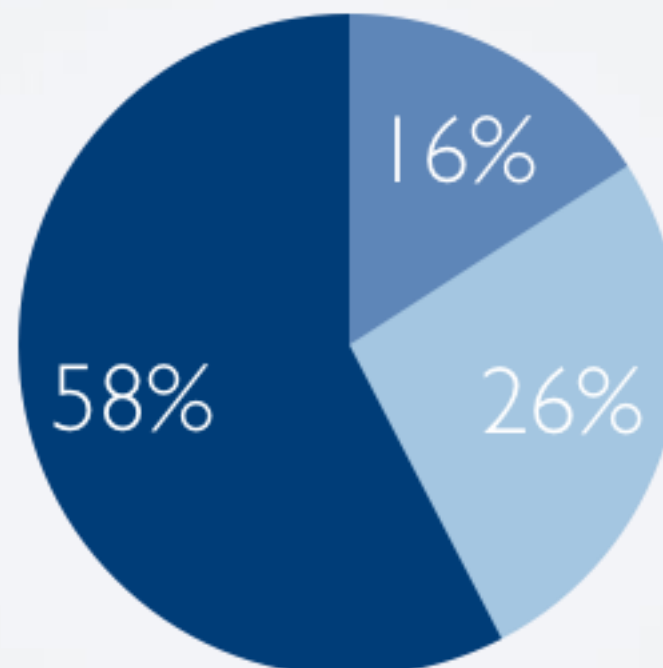
Do you consider yourself to be tech savvy, dependent or reluctant?

- Savvy
- Dependent
- Reluctant



In life would you rather be happy or right?

- Happy
- Right
- Both



Millennial
POV

Street
Interviews

GAPS/DIFFERENCES

- Diversity of your close friends and what diversity means
- Company culture:
 - Millennials very clear and consistent.
 - GBA members a variety of answers and POVs around consistency.
- Happy versus right. Millennial optimism plays a huge role, as well as Boomer drive and need for control



Work Ethic Mirrors Experience With Tech

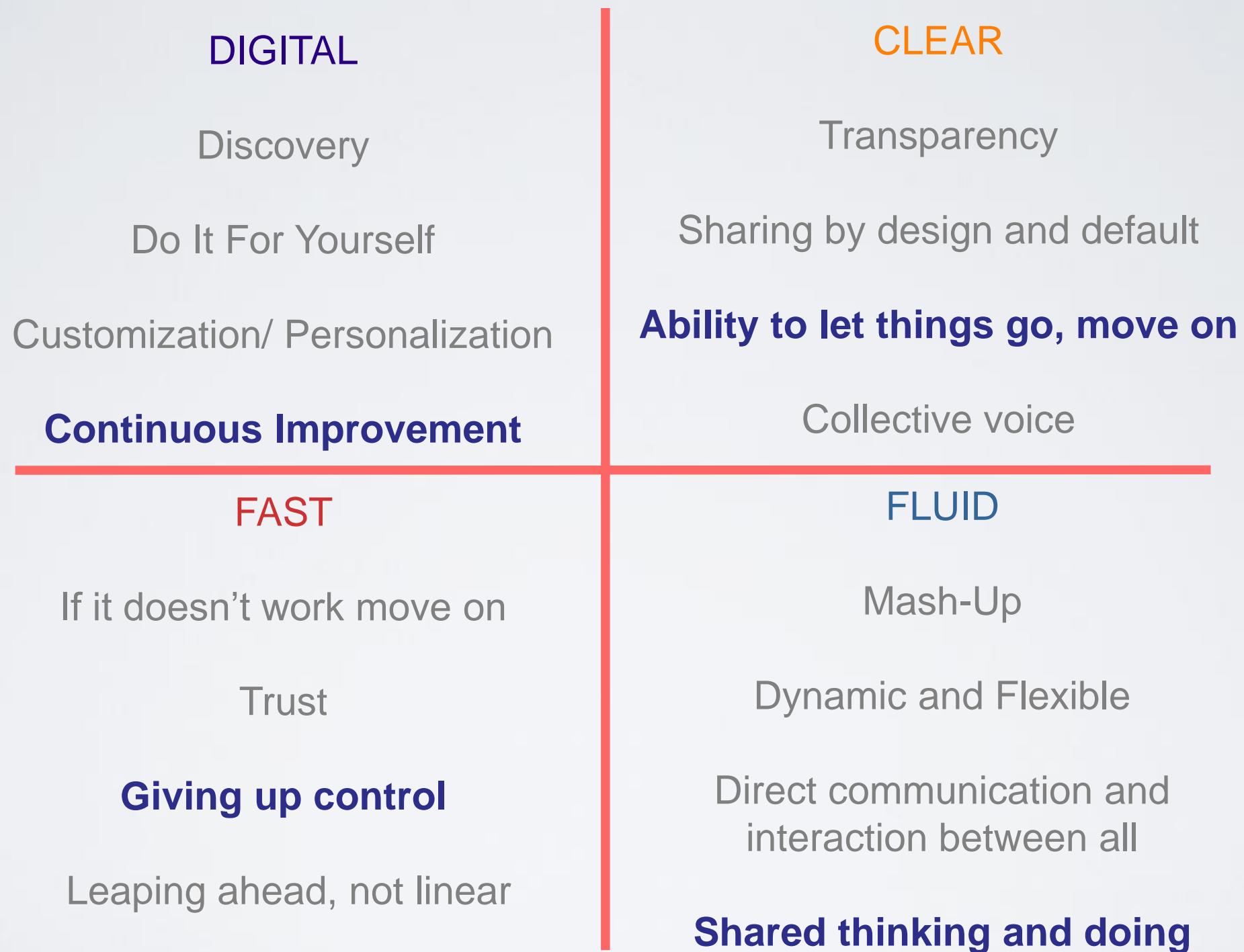


- Quick advancement
- Access to all levels of management
- Bottom up, not top down
- Social
- Achievement focus
- Customer value, not perfection
- Collaborative

Work Style = Digital Lifestyle



Work Style = Digital Lifestyle



Ideal Work Culture

- Trusting
- Transparent
- Social
- Creative
- Open
- Flexible
- Fun



seeeeriously cool!



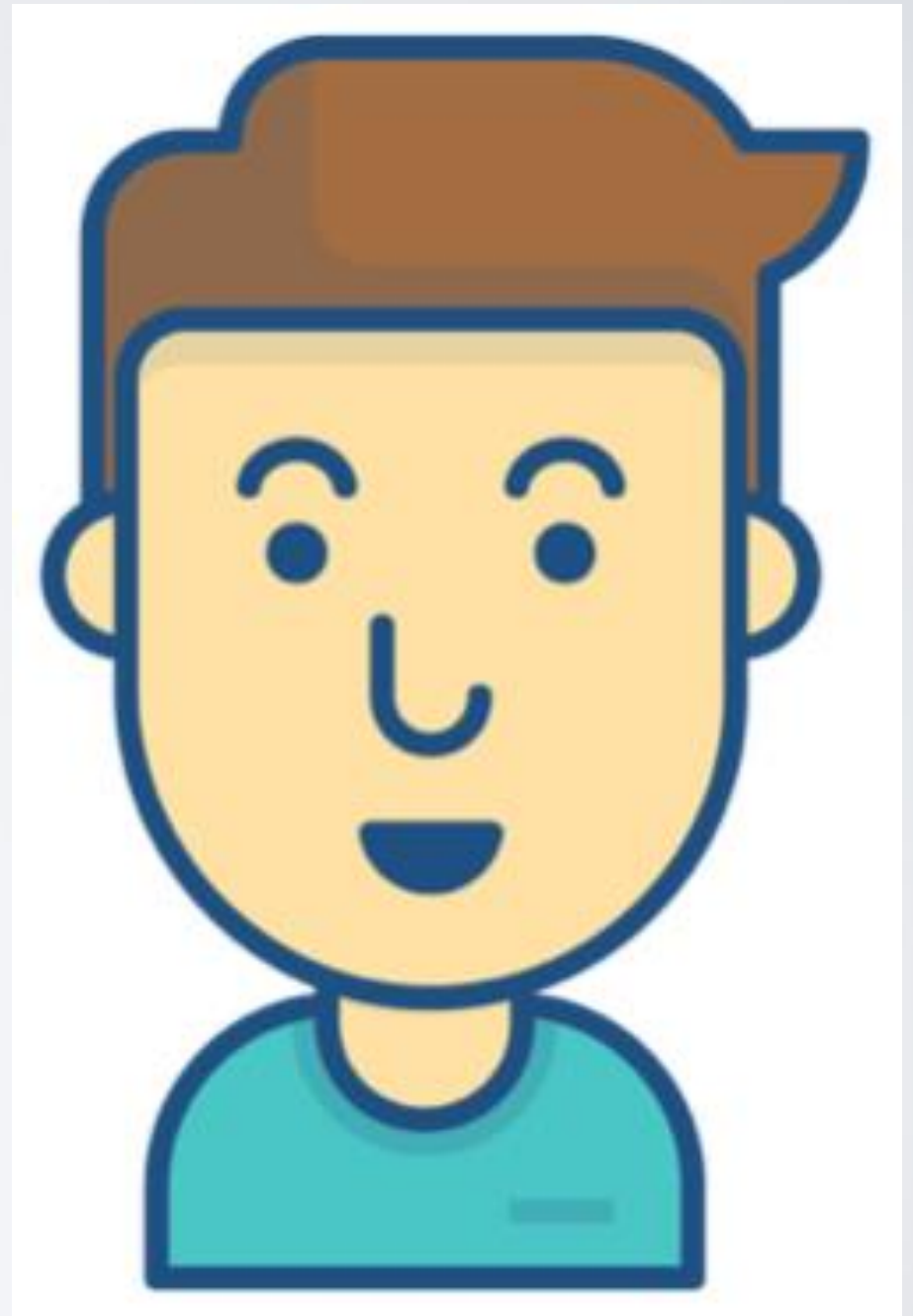
HOW DO YOU WORK WITH THEM?

“I Have No Idea What I Am Doing In My Full-Time Life”

“Working full time is like learning to walk again. Except my legs are made out of pudding, the floor is lava, and there’s a shark in the lava. (I think his name is Bruce.)

But that’s cool. I’ll get into my comfort zone soon enough, and then I’ll get bored with that zone and move outside it again. It’s the circle of life for us career-minded kids.”

Jamie Georgeson,
Jira News. March 21,
2016



The Multi-Generational Office

- New talent respects and assimilates. Established talent adjusts and are flexible
- Diverse points of view, insights, and communication styles encouraged
- Projects tackled by multi-generational teams
- Management intervenes when dysfunction rises -- misunderstandings / generational judgments
- “All company” meetings discuss business, answer questions, build trust



Managing Those You Have

Lean Into Notch In The Belt Achievement Ethic
74% like specific, short-term achievable goals*

- Explain **WHY** something is done the way it is done -- legitimacy
- Give **explicit instructions**
- Set **immediate targets**
- **Context** big picture / impact
- Give **direct guidance**
- Create **constant review** process
- Organize **collaborative projects**
- Develop a **mentoring** program
- Provide **self-learning** resources
- Support **varied career paths**

* Source: LifeCourse
Associates

Emphasize the Culture As Much As The Position

Personal growth

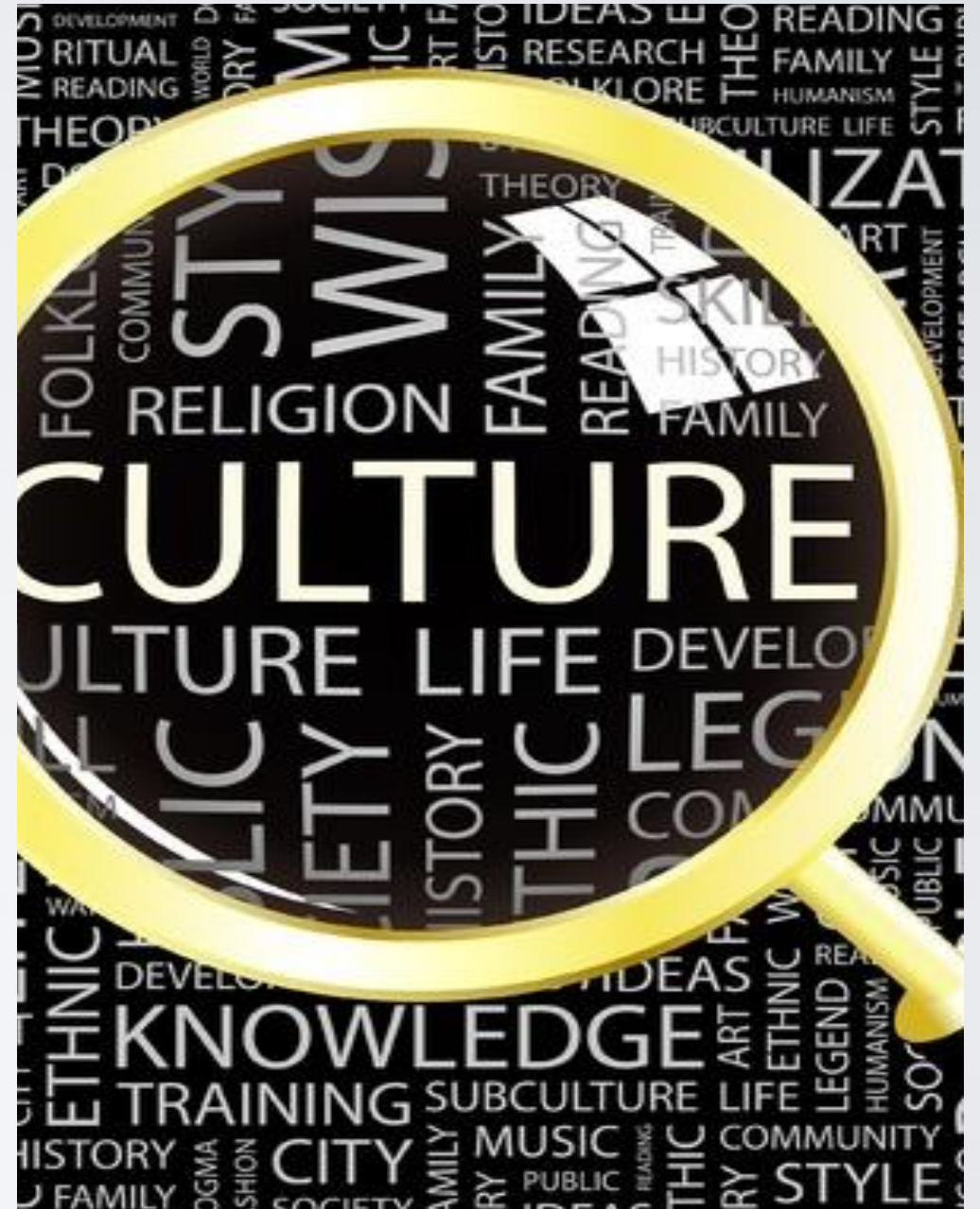
State of the art technology

Productive working arrangements

Social workplace

Community

Flexible benefits / life support systems





Helicopter Parents

a word on this phenomena

Retention

Make a PACCT

They'll Reward You With Their Loyalty

Personal growth

Achievement

Collaboration

Community

Transparency



Back Up PACCT With A Game Plan

- Culture Poll / Evolving Plan
- Executive Development Labs
- Multi-Generational Team Labs
- Skill Development Curriculum
- Mentoring Program
- Community Service

THE MILLENNIAL GAME PLAN





2/3 Millennials **DO** Want
To Work With You!