



# Working With the “Y” Factor; Managing Millennials

*Presented by:*

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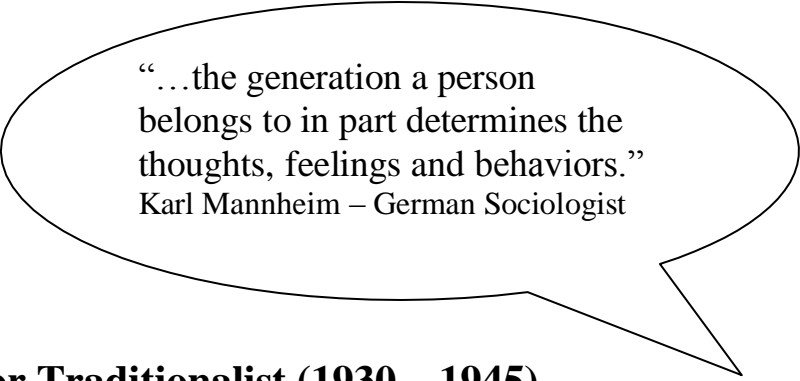
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“...the generation a person belongs to in part determines the thoughts, feelings and behaviors.”  
Karl Mannheim – German Sociologist

### **Silent or Traditionalist (1930 – 1945)**

- **Outlook:** practical. Things were scarce. “Make do or do without”. Watchful, and careful, “loose lips sink ships”
- **Work ethic:** dedicated. Many got a job with a company and retired there. *Live to Work*
- **Leadership by:** hierarchy. Value a military style of management. Leaders lead, troops follow. Need-to know basis of information flow

### **Baby Boomers (1946 – 1964)**

- **Outlook:** optimistic. The postwar economy gave this generation a sense that anything was possible
- **Work ethic:** driven and very competitive *Live to Work*
- **Leadership by:** consensus. Work together to succeed

### **Generation X (1965 – 1979)**

- **Outlook:** skeptical. Every American Institution has been the subject of some investigation or scandal and it usually ended badly.
- **Work ethic:** balanced. Flex time. 4-day work week, telecommute *Work to live*
- **Leadership by:** competence

### **Generation Y Millennial (1980 – 1996)**

- **Outlook:** hopeful yet realistic. Show traits from other generations: loyalty; confidence; skepticism.
- **Work ethic:** ambitious, *work, live, whatever*
- **Leadership by:** collaboration. Included in decisions since birth, tough to bully because they know how to stick up for themselves

### **Generation Z Millennial (1997 –)**

- **Outlook:** pessimistic. With the majority of their life being spent during an economic downturn and America has always been at war and dealing with the threat of terrorism.
- **Work ethic:** necessity, work to live...literally
- **Leadership by:** individualism. Technology allows everyone to be a leader.

## Gen Y (Millennials) & Gen Z

They are the true digital natives – nearly all waking hours they are “connected”

Typical teenager sends & receives over 3000+ text messages per month.

Rather text than talk

- bosses, friends, coaches, teachers, parents...

Rarely use \_\_\_\_\_



<http://www.slideshare.net/jwtintelligence/f-external-genz041812-12653599>

They only know globalization, diversity, and tolerance.  
How does that fit into your organization?

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**Who are you transferring institutional knowledge to?**

### **Current Millennial Employment Trends**

- There are over \_\_\_\_\_ million twenty-something's worldwide.
- By 2006 the millennial generation comprised 21% of the \_\_\_\_\_ in the United States alone. Currently there are 32 million “Y” workers and by the end of the decade, they will be “all-in”.

### **Today's Employment Trends**

- \_\_\_\_\_
- Next 5 years, \_\_\_\_\_ of company executives will retire and
- \_\_\_\_\_ 2 – 5 with companies will be right behind them.

## **Recruitment**

**“Today is the tomorrow that you worried about yesterday”**

Use recommendations from employees

Can you offer a successful referral bonus?

- Are you just wanted to get a job done or do you want to build an \_\_\_\_\_work staff?
- Stay true to your \_\_\_\_\_while recognizing what attracts the “Y”

**Consistently Share Your Mission!**

## **Is your organization “Cool”**

(Recruitment Hot Buttons for Millennials)

Fun – Creativity – Opportunity – Ethics – Entrepreneurship – Lifestyle – Diversity – Technology – Mission

## **Applicant Process**

- If possible, interact with each young person who turns in an application?
  - Opportunity to have current employees give their assessment.
- Have a review process.
  - Criteria for application/resume’ review
- Make every effort to thank all who apply by card, letter, email or text.



## **Positive Hiring Practices**

- When hiring a teen or twenty-something employee, be \_\_\_\_\_as to \_\_\_\_\_.
  - Connect their talents or your impression of their gifts to the mission of your organization

## Positive Recruiting/Hiring Processes

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## Now that you've hired them what do you do?

Nationally, one of the top complaints of Millennial employees is the lack of a \_\_\_\_\_ with their immediate \_\_\_\_\_.



## Rationale Based Leadership versus Emotional Based Leadership:

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## **What they are saying**

In a recent survey of 16 – 24 year old employees; on their top three reasons for leaving a job:

- 31% Did not like working with \_\_\_\_\_ or obnoxious co-workers.
- 37% Would leave if they did not feel supported by their immediate supervisor.
- 48% Said being reprimanded in \_\_\_\_\_ by their supervisor would cause them to leave.

## **Facilitating Success**

- Millennials desperately want \_\_\_\_\_ or career advocates.
- They are constantly \_\_\_\_\_ about ‘how they are doing’

### **Can you provide;**

- 90 day “stay reviews”
- Creative challenges
- Small \_\_\_\_\_ with \_\_\_\_\_ deadlines

Millennials are high performance (and a possibility of high potential) with high maintenance. For some managers, the high maintenance clouds the potential.

## **What is your hook?**

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**Training:**

Colorado Park and Recreation District, the number one complaint from employees 16-24 was a lack of \_\_\_\_\_.

**Training is successful when it is thorough and inclusive**

- Explain what your work ethic is and find out how similar it is to theirs.
- Job responsibilities need to be \_\_\_\_\_ and \_\_\_\_\_.
- Work to increase employee ownership.
  
- All expectations with the organization and the job should be \_\_\_\_\_ rather than implicit.

**Policies, Procedure and Practices**  
**Help or a Hindrance?**

- Dress code
  
- Decision making practices
  
- Scheduling
  
- Reporting practices
  
- Evaluations



**Your policies, procedures and practices:**

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### **References and Resources:**

- Schulz Consulting – Corporate Psychologist
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