



LEADERSHIP 4 CHANGE
CONSULTING →

**LEADING MULTIPLE GENERATIONS:
MOVING BEYOND FRUSTRATION**


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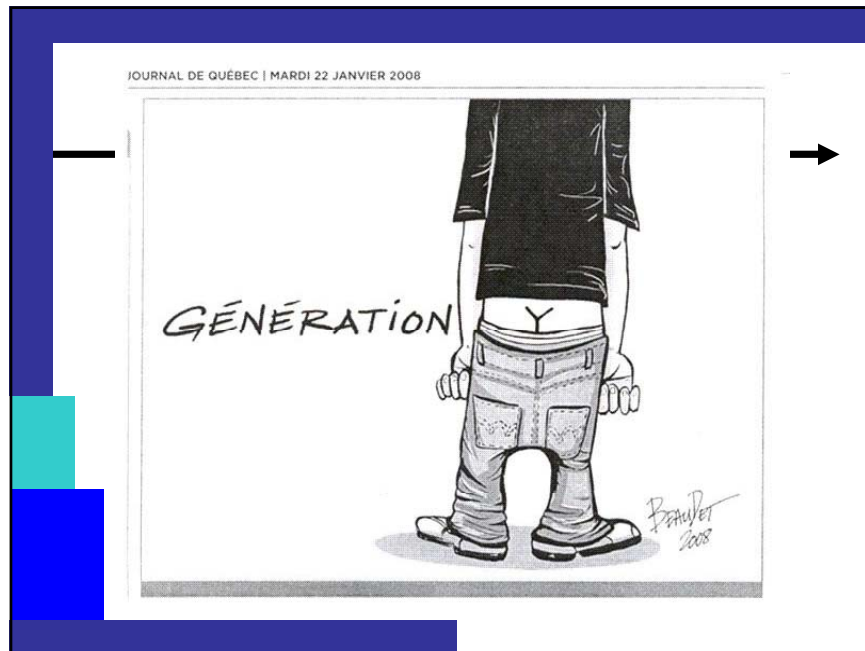
*NAWBO - Baltimore
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TODAY'S REALITY

Multiple Generations...
Multiple Work Ethics...
Frustrated Leaders...






GOALS TODAY

1. Validation (you're not crazy)
2. Understanding /Acceptance
3. Actionable ideas (for you and others)




WHAT WE KNOW...

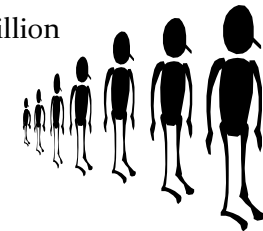
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- Traditionalists/Veterans - born 1915-1945 (ages 66+)
 - Baby Boomers - born 1946 - 1964 (ages 47-65)
 - Generation X - born 1965-1977 (ages 34-46)
 - Generation Y/Millennial - born 1978 - 1996 (ages 15-33)
 - Yet to be named 5th Generation



* Every publication lists different date ranges, but they all are close

AND THE NUMBERS...

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- Traditionalists/Veterans – 30 Million
 - Baby Boomers - 80 Million
 - Generation X - 38 Million
 - Generation Y/Millennial - 80 Million



* These numbers vary depending on source, but are used for comparative purposes

WHAT WE ALSO KNOW...

- Younger workers change jobs on average every 2-3 years
- Overtime is a nuisance - "I have a personal life"
- Flip flops are now business casual
- A.D.D. is now a workplace phenomenon
- Instant gratification rules (download generation)
- Parents are calling in sick for their working kids
- Texting and Facebook are a core means of communicating
- Laptops and Email are old school; Smart phones are it
- Writing skills have been eroded by the texting culture
- Customer Service is a rare commodity



QUIZ

At Your Tables:

What are the key motivators of the Generation Y/Millennials workforce?



1 - RECRUITING / HIRING

- Look in the “right” places - social media tools, referrals, affinity groups
- Make your Ads relevant
- Show them technology - Website? Tour?
- Show them where/how they “fit”
- Move quickly on Decision to Hire
- Hire for culture as much as skill
- Don't be afraid to say “No”



2 – ONBOARDING / INTEGRATING

- Explain Your Expectations & Why (don't assume)
 - Work Rules, Image Rules, Communication
- Don't give them SOPs/Manuals to read
- Plan for at least their first 30-60 days
- Provide Mentoring – but set up the right marriage
- Offer “Customer Service” training (but call it something else)



3 - ENGAGING / RETAINING

- Must leverage their value early (give responsibility)
- Invest in technology!!
- Keep a focus on training & new learning
- Show concern for work/life balance
- Offer flexibility wherever you can
- Provide positive feedback often
- Be “gentle” with constructive coaching (early on)
- Highlight your corporate citizenship – many value giving back



WHAT WE ALL HAVE IN COMMON

1. Desire for Respect
2. Need for Credible Leadership
3. Resistance to Change
4. Loyalty
5. Desire to Learn & Grow

