

The Art of Engaging Millennials

Lee McEnany Caraher

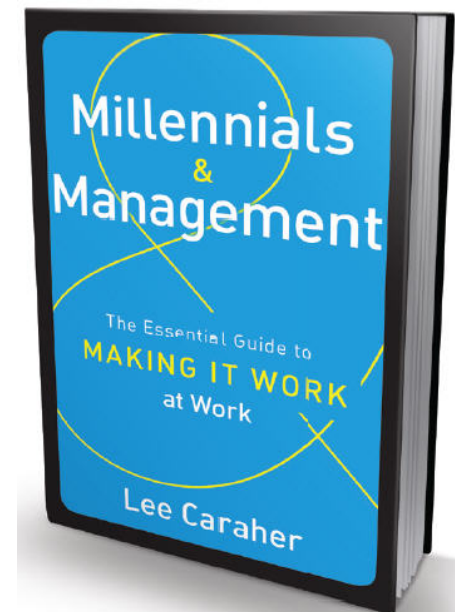
CEO, Double Forte

*Author Millennials & Management:
The Essential Guide To Making it Work at Work*

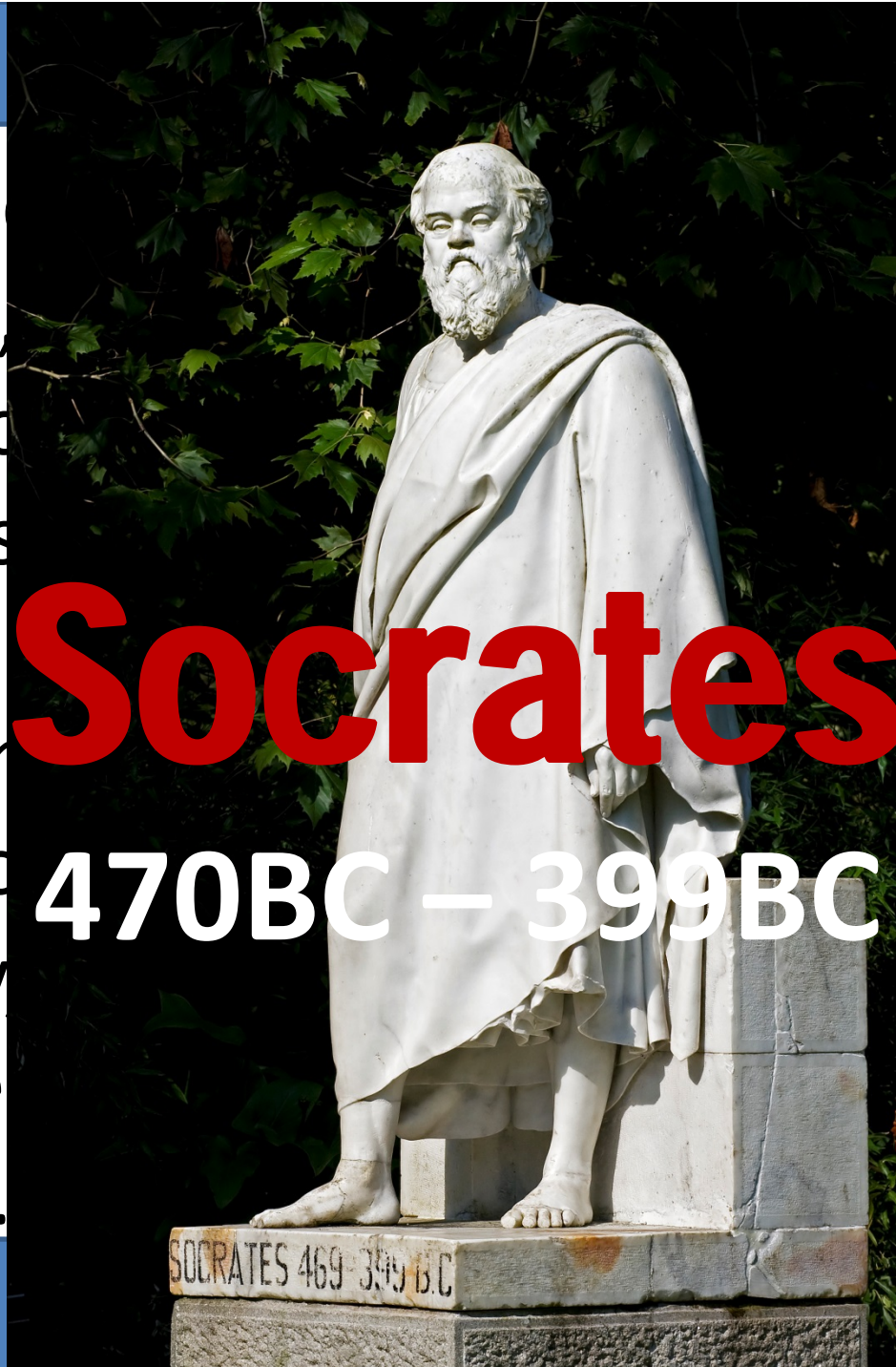
@LeeCaraher

www.rocksarehard.com

lcaraher@double-forte.com



“The children
manners,
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servants
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company
cross the
teachers.



Socrates

470BC – 399BC

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Boomers

- Many displaced in 2008
- Most aren't prepared financially
- Working longer than they planned 
- Boomer  make less
- Working Mother pioneers

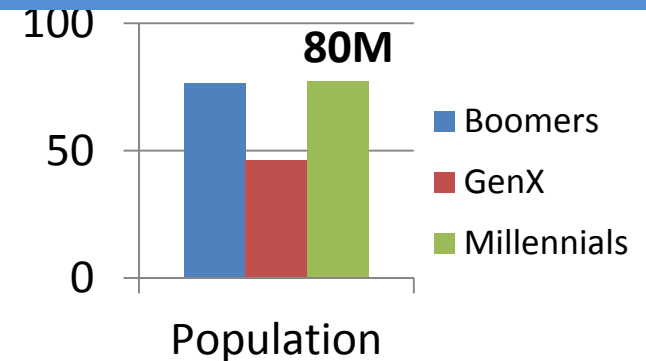
Gen-Xers

- Smallest Generation
- Squeezed
- Advancement compression impact
- Most demanding of the generations

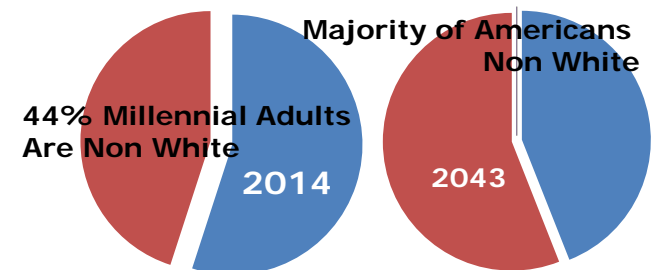
Gen-X

Millennials At A Glance

- **Millennials Biggest Generation**
- **Three Distinct Groups**
28-35 23-28 15- 22
- **36% Millennials 18-31 live at home**
 - 18% college graduates live at home
 - 16% 25-31 yr olds/56% 18-24 yr olds
 - 29% **employed** Millennials live at home
- **Most educated generation**



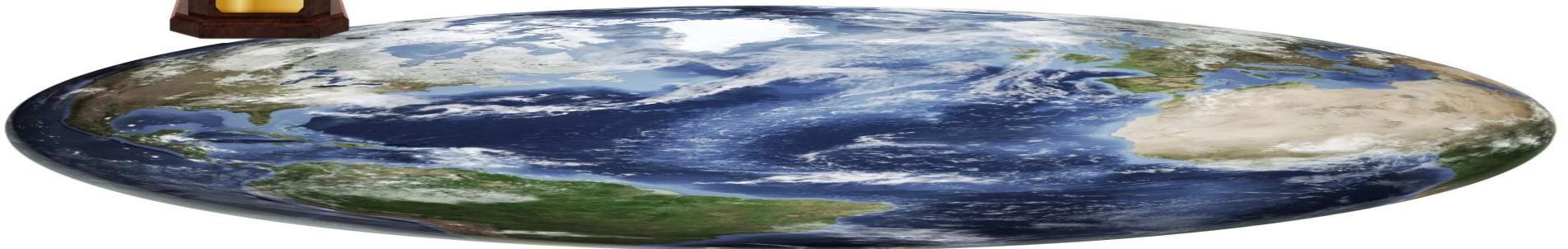
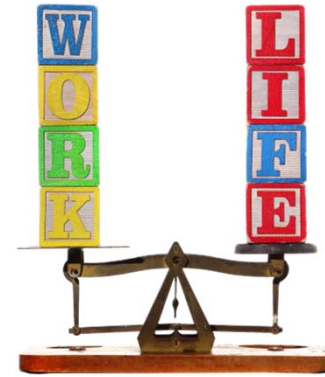
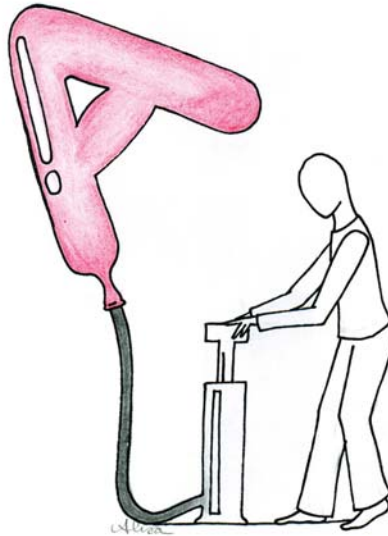
**Highest % in
4 Decades**



Common Themes

- 1. Are entitled**
- 2. Are a “Me” generation**
- 3. Expect rewards and promotions for showing up**
- 4. Don’t work hard**
- 5. Are casual and disrespectful**
- 6. Want freedom, flexibility and work-life balance**
- 7. Are job-hoppers**
- 8. Have helicopter parents**

Raised in a Different Time, Differently



Common Themes

1. Are entitled – **CONDITIONED**
2. Are a “Me” Generation – **ARE A WE GENERATION**
3. Expect rewards and promotions for showing up -**YES**
4. Don’t work hard – **WORK DIFFERENTLY**
5. Are casual and disrespectful – **DON’T KNOW BETTER**
6. Want freedom, flexibility and work-life balance –**YES**
7. Are job hoppers – **NOT IF THEY DON’T “HAVE” TO**
8. Have helicopter parents – **SOME DO**

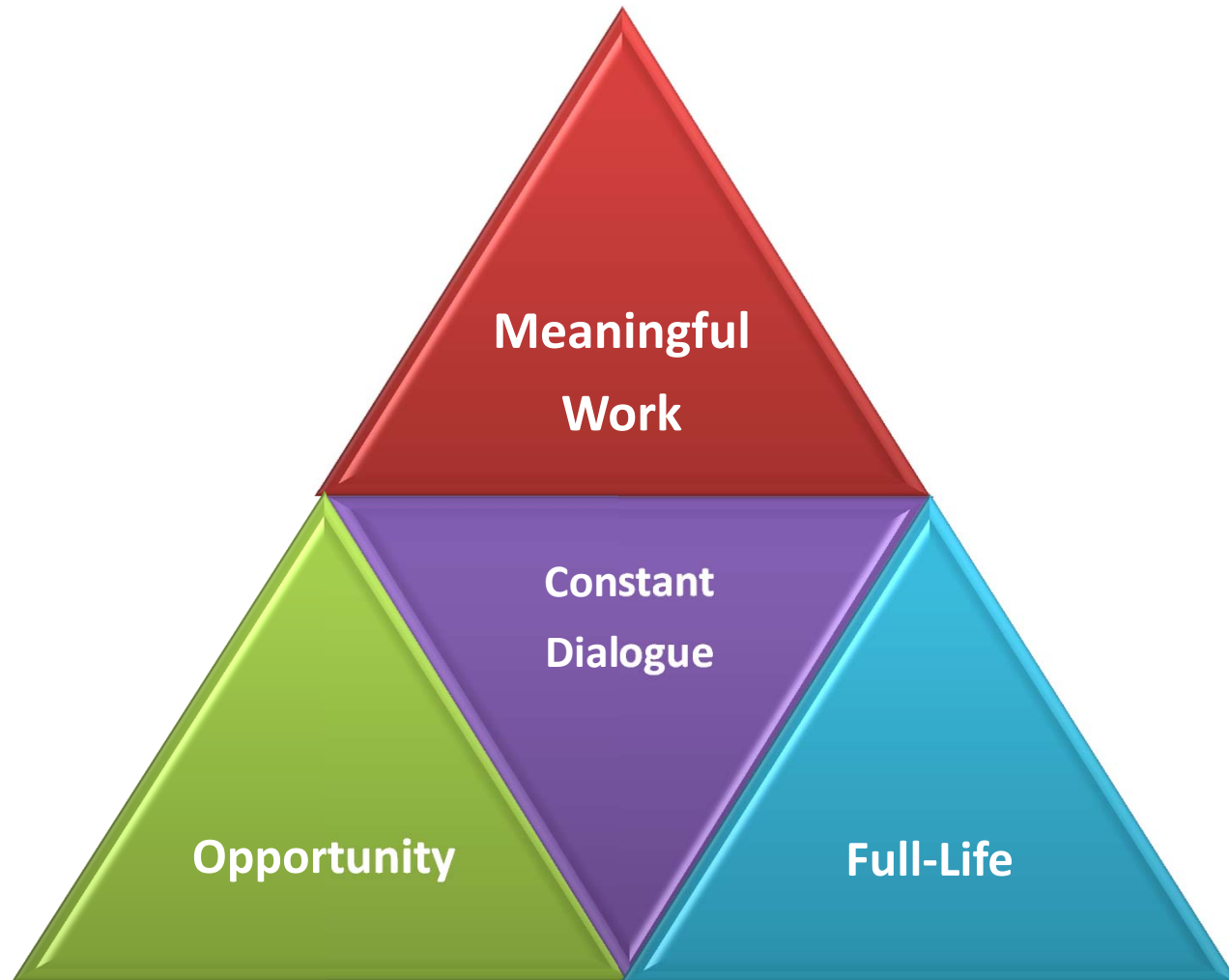
The Mind-Set

- Capable
- Contributors
- Change Makers



CONFIDENT

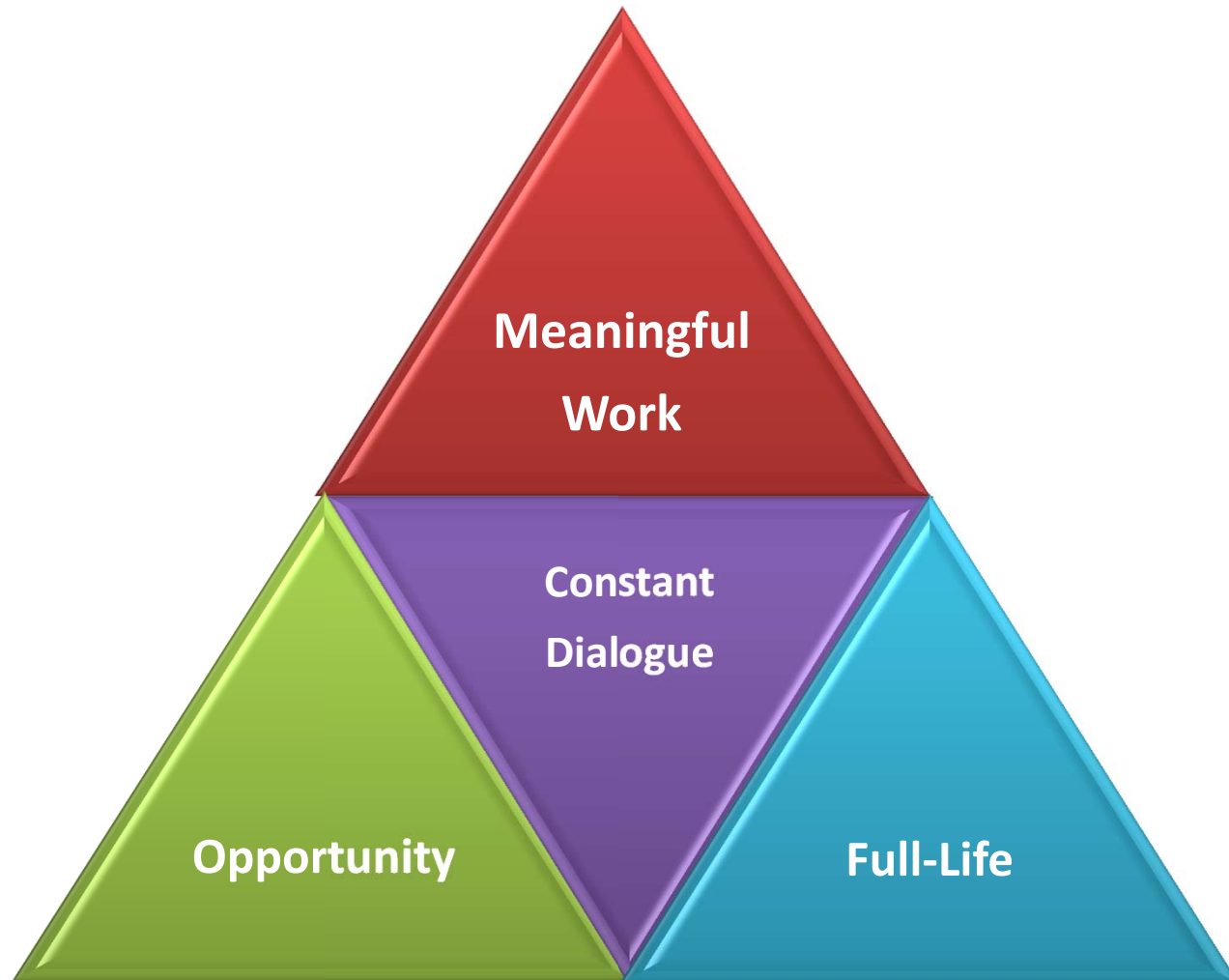
Millennials Want:



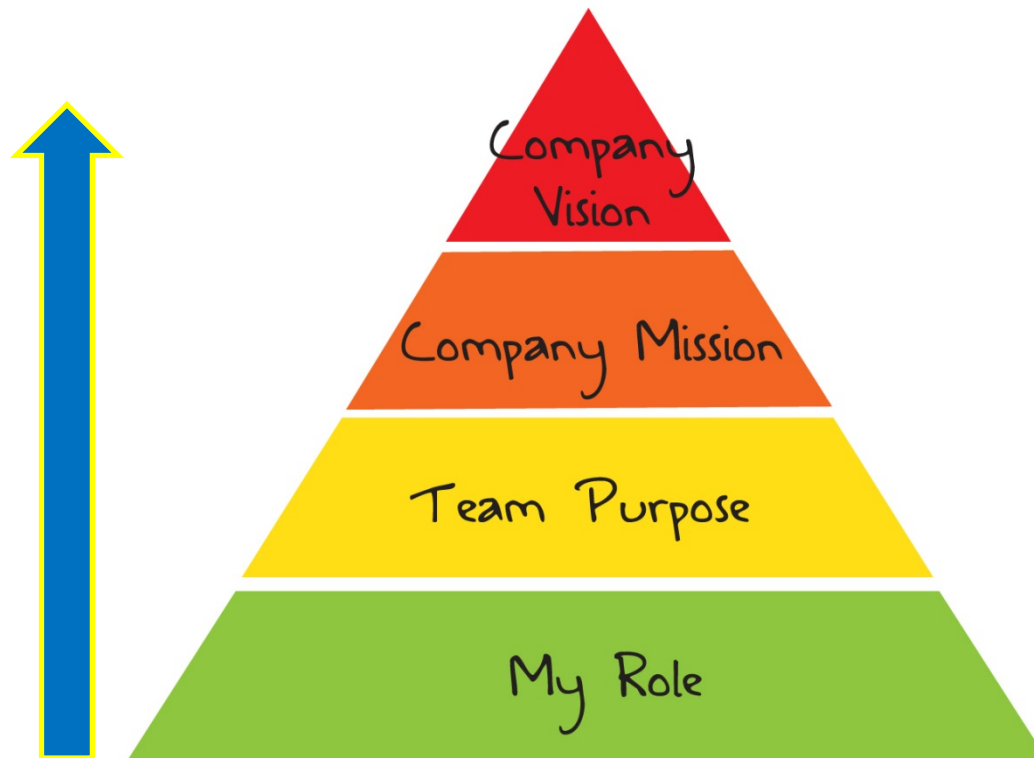


**Millennials Don't Want
Anything Different Than
Boomers & Xers...**
They Just Talk About It

Millennials Want:



Vision Matters: Me, Team, Org



Establish Expectations Day 1

- Do not wait to give feedback
- Establish protocols in writing and re-refer to them often
- Establish check-in milestones and keep to them
- Consequences matter: Make them & Enforce Them

Mentorship is Paramount

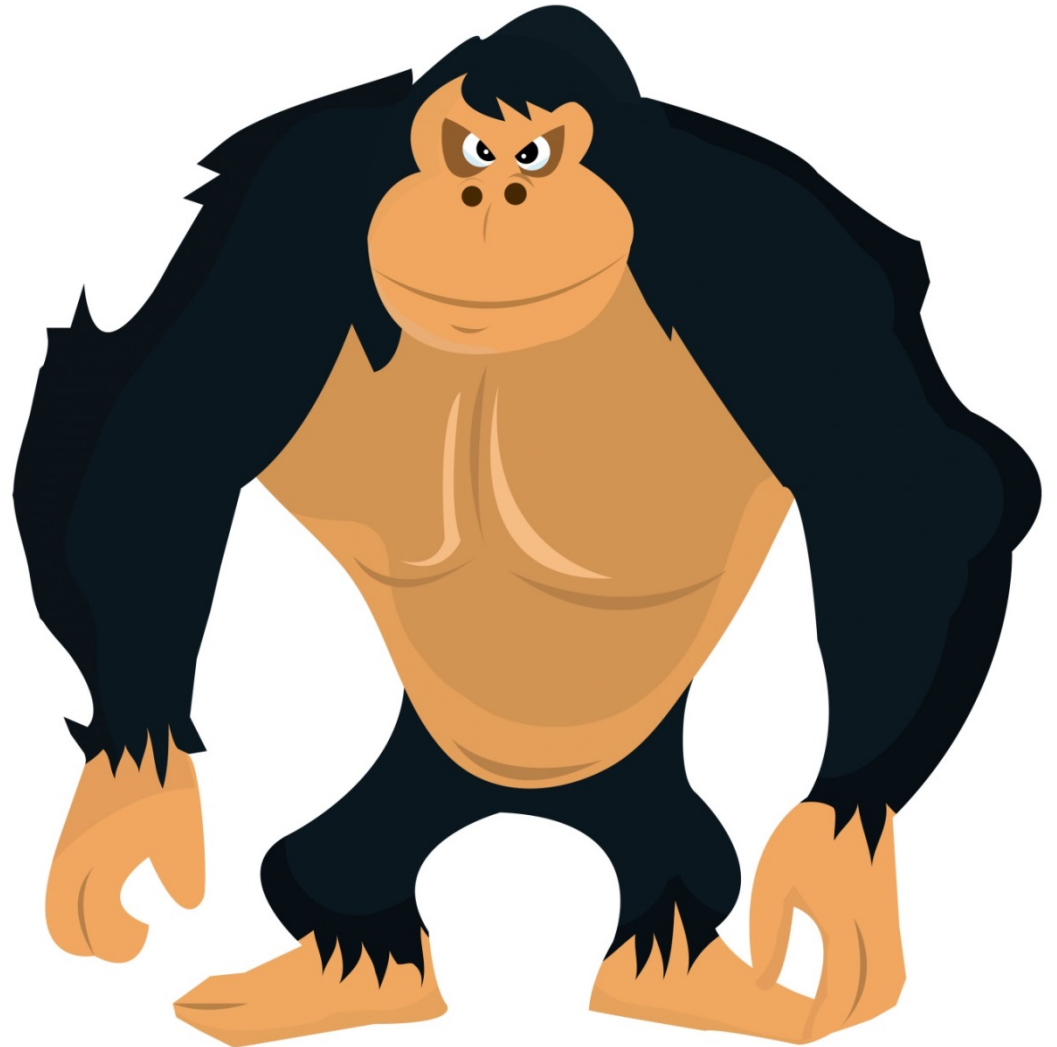


Context is King Kong

START WITH WHY

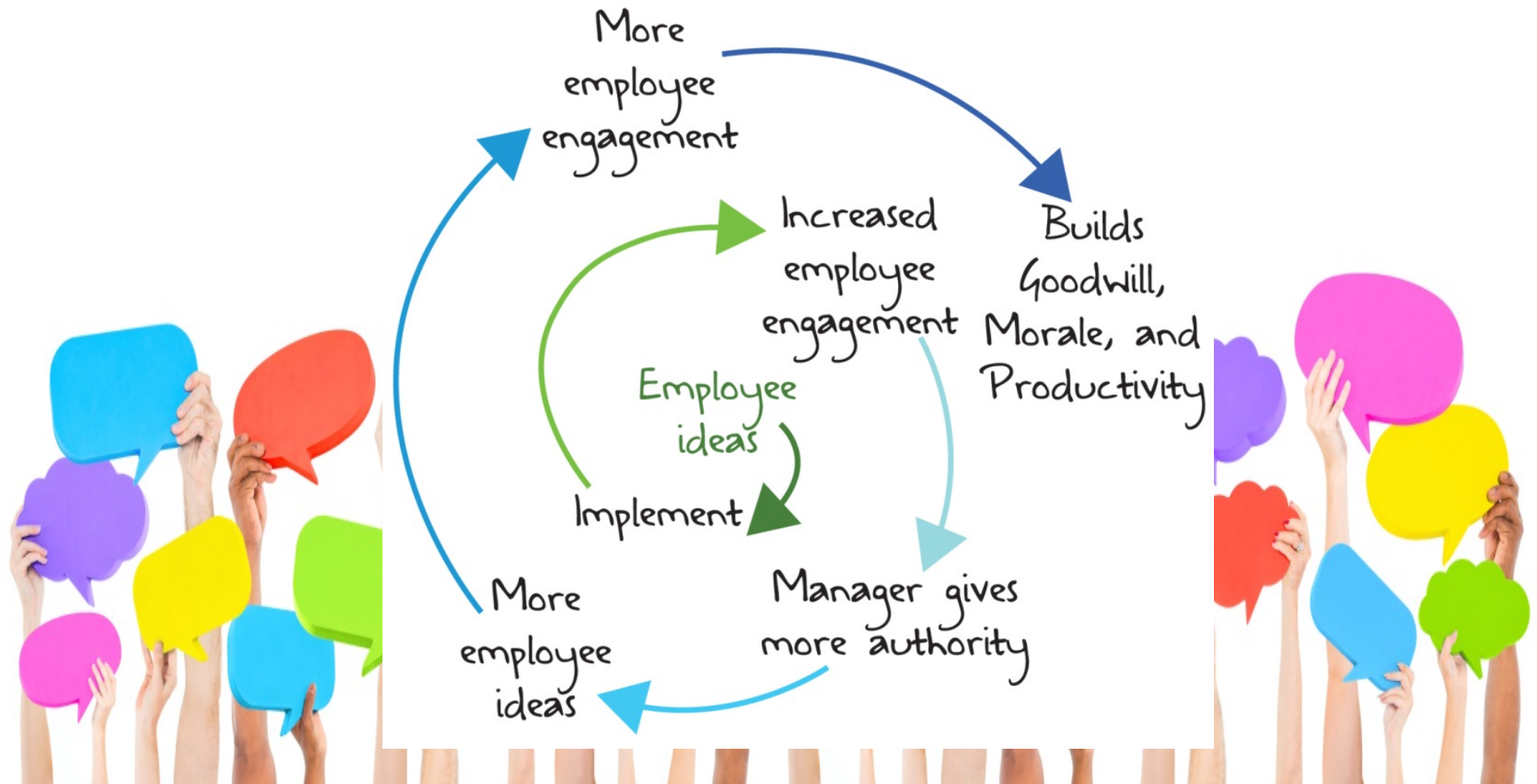
DON'T ASSUME

**IF YOU CATCH
YOURSELF SAYING
SHOULD...STOP AND
START AGAIN**



The Power of Input

“Anyone who has an idea is heard ... I finally found the right job.”



You Cannot Over-Communicate



Drive Ambiguity Out

- The Time Warp Always Gets Us in Trouble
 - When is end-of-day?
 - When is later?
 - When is tomorrow?
- Be Specific
 - What do you need? In what format? For what purpose?
- Give Direction Early and Often
- Don't Know? → ASK

Never

Teams Who Feel Appreciated Outperform Those Who Don't

3:1



Don't underestimate how far "Please" and "Thank You" will take you and the team

The pass-along "Thank you"



**EVERYONE BENEFITS WHEN YOU
MAKE IT WORK FOR MILLENNIALS**