

# ACCED-I Fall Summit 2011

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## Understanding and Managing the Millennial Generation: *Attracting, Maintaining and Retaining*

# Who Are They and Why Should We Care?

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We have four generations in the  
workplace



# Millennial Traits

- Special
- Everyone is a winner
- Relationship with parents
- Confident
- Team-oriented
- Affinity for service
- Communicating 24/7
- Redefine 'Multi-tasking'



# Bond With Parents

- Relationship forms stronger - long lasting ties
- Parents have an overwhelming vested interest in every aspect of their children



# Millennial Perceptions of the Workforce

- Willing to work hard
- Immediate gratification
- Work in general is **NOT** the focus of their lives
- Competitive drive in the workplace
- Want the celebration
- Look at other benefits than monetary
- Building a relationship with the boss is important



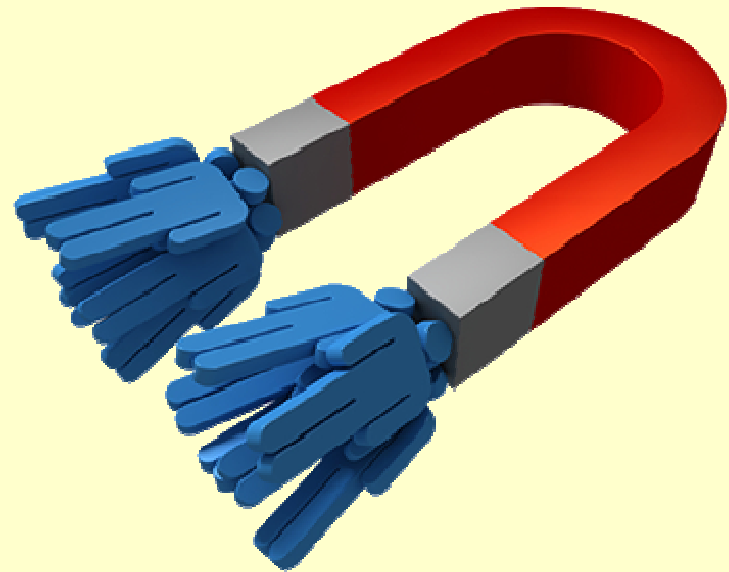
# Attracting the Millennials

First, they are overwhelmed at the prospect of finding a job



# Attracting the Millennials

- It's about selling the company – they want to work there **not** they have to work there
- Make a difference in some aspect
- Benefits take on multiple factors



# Attracting the Millennials

- Yes, technology is important, however so is the human connection
  - Millennials recruiting Millennials
  - Don't forget the influence of parents
- Personalize as much as possible if using technology
- They want to grow with company and will be critical of this aspect\*

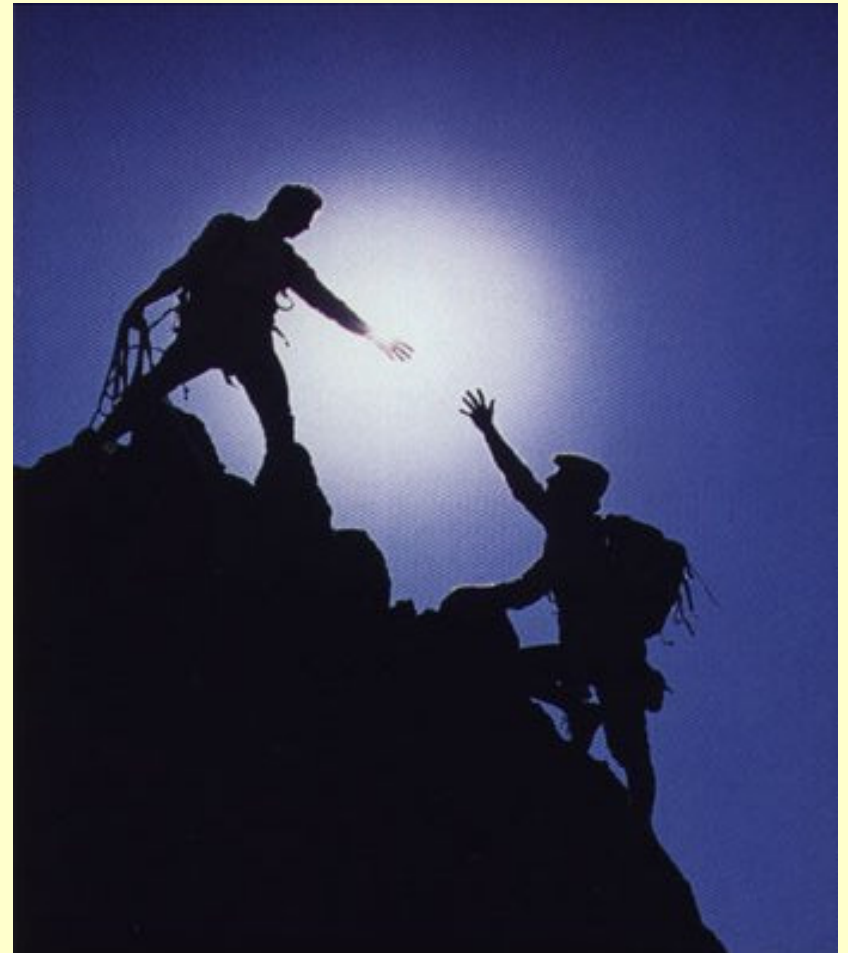
# Maintaining the Millennial Generation

- TRUST (Foster, build, and reinforce)
- Open and transparent
- Praise, praise and praise again



# Maintaining the Millennial Generation

- Harness that competitive drive
- Maintain the interest in the business
- Provide structure and parameters – but more importantly, provide the ‘coach’ aspect



# Retaining the Millennial Generation

*Foundationally, they have been a sheltered generation*

- Feedback is critical
- Encourage the Boomers to teach/mentor the Millennials

# Retaining the Millennial Generation

- **Boundryless Career**
  - There is no stopping point
  - Lateral moves are just as important as upwards
- Method is used at the recruiting and in the maintaining level
- Use this in conjunction to their values



# Retaining the Millennial Generation

- **Loyalty is at the top of their traits**
- **Will typically be more loyal to their supervisor than the company**
- **Boss should be seen as the mentor**



# Use Their Talents!!

- **Generation is of course technologically savvy**
- **Understand and respond to that immediate feedback**
- **Need a bit of a push but will bring foresight into organization**



# SRM

## (Service Recover Management)

- Fully understand the relevance and structure of blogs, tweets, and postings and the effects on business
- Utilize their talents
  - Give them ownership of this
  - Give them parameters of how to respond and create a dialogue with the consumer



# Focused Marketing Plans

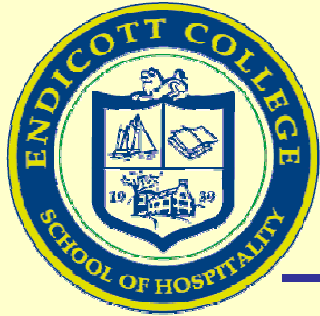
- Understand the dialogue on social networking sites
- Generation does not want to be wrong – some training required
- They fully know that we need to talk **with** customers - not **at** them
- Able to pinpoint potential future clients



# Hybrid

- Based on their learning styles – this generation will enhance the idea of adult learning, especially at meetings
- They want technology, but need traditional means of learning
- Can help build the bridge with these traditional/technological endeavors





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**Thank you for your attention!**

**Please enjoy your time here on  
our beautiful campus –  
*Welcome***