

New Media, Communications & Human Resources Workshop  
A Focus on the Customer  
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## So What? Now What?

*The Myths and Magic of Working With  
Four Generations of Employees & Customers*

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## In a nod to Social Media needs

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## Promise



- Increase awareness
  - Ideas perhaps not on radar today
- Provoke new thinking/discussion
- Suggest an expanded approach,  
not necessarily the roadmap



## We can talk all we want about four generations, but face it



### the challenge is those darn Millennials!





## What's different about Millennials??

- Have grown up in a world:
  - ~of instant, infinite information & limitless options
  - ~where collaboration is the way the world works
- Most praised and “taken care of” generation in history (*helicopter parents*)
- Will work very hard – but must understand payoff
- May “disconnect” if they feel unconnected, unchallenged, or unappreciated

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## Who is Gen Y?

- 75% of the 2025 workforce
- more MBAs than no degree
- \$2bn US spending power
- 30% 25-34s living with family
- 36% have a tattoo

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## Generation Y

## Generation WHY?

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**My kid's great, but your kid? A pain in the...**

*millennials*

**baby boomers**

What the analysts say

**THE MILLENNIAL MOVEMENT**  
The generation born between 1980 and 2000 will make up 75% of the workforce by the year 2030 and they are already changing the way we work.

**What Shifts are Millennials bringing to work?**

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Infographic credit: <http://digitalbostonblog.co/2015/07/26/millennials/>

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**Loyalty: "Huh?" have never known it**

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## Multi-tasking




**Traditionalist:** I will do one job very well over and over again.

**Boomer:** I'm stressed from so much work. Can't we just go back to simpler times?

**Gen X:** If you want me to work here you'll need to give me something interesting

**Millennial:** I'm bored. What more can I do?






## What's Important to:

- Boomers & Traditionalists –
  - Loyalty
  - Hard work
  - Dependability
  - Respect for authority
  - Praise & recognition



## What's Important to:

- Gen X & Millennials
  - Learning new skills
  - Flextime & balance
  - Interesting work
  - Participation in work
  - Attention/Feedback





## Feedback: Rewards & Incentives

**Traditionalist:** A job well done and a good word from the boss

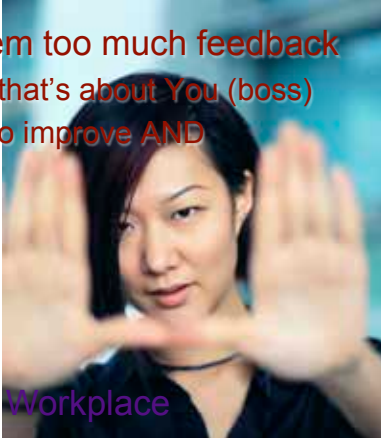
**Boomer:** Make it big, flashy, something I can use right now.

**Gen X:** Time off

**Millennial:** You can be a hero!



- You can never give them too much feedback
  - Don't paint as "needy;" that's about You (boss)
  - Helps them know how to improve AND
  - Know doing a good job
- Help them Balance



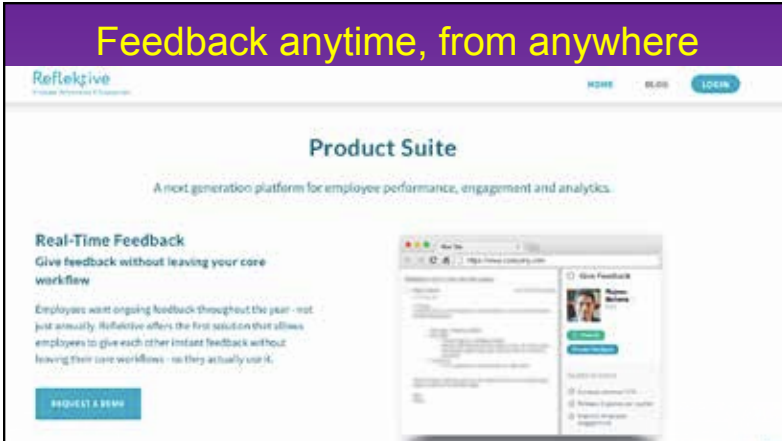
IBTTA **Tips for the Workplace**

## Feedback: Support/Encouragement

- Applies to all generations
- Start where *they* are
- Those who give it nurture loyalty
- Shows respect

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## Feedback anytime, from anywhere



Reflektive  
Product Suite

A next generation platform for employee performance, engagement and analytics.

**Real-Time Feedback**  
Give feedback without leaving your core workflow

Employees want ongoing feedback throughout the year - not just annually. Reflektive offers the first solution that allows employees to give each other instant feedback without leaving their core workflows - so they actually use it.

REQUEST A DEMO

## Leverage Digital Native Status

- Reverse Mentors
- Ask for input
- Find out what they are using/doing



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## Communication

- One size does not fit all
- Need to ASK: *What works for you?*
- Need to TELL: *Here's what I need...*
- Discuss and agree within the organization
  - Technology protocols
  - Responsiveness



## How are Millennials different as Consumers?

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<http://www.spiral16.com/blog/2014/04/is-your-brand-prepared-to-meet-the-needs-of-millennials/>

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## M's as Consumers

- Use images
- Diversity of communication methods
- Pick a few channels & do well (staff)
- Shorter, more frequent messages
- Treat as equals – don't talk down





### Exercise

## Apply to an HR or Communications Project or Initiative



## It's all about ME!

- What do you now recognize about yourself and your interactions across generations in the workplace?
- How might you increase your effectiveness working across generations?



## The Research Says...

- Traditional workers (Trad/Boomers) will accept an organization geared to the needs of the emergent workers (X/Millennials)
- BUT emergent workers will **NOT** accept an organization geared to the traditional worker

