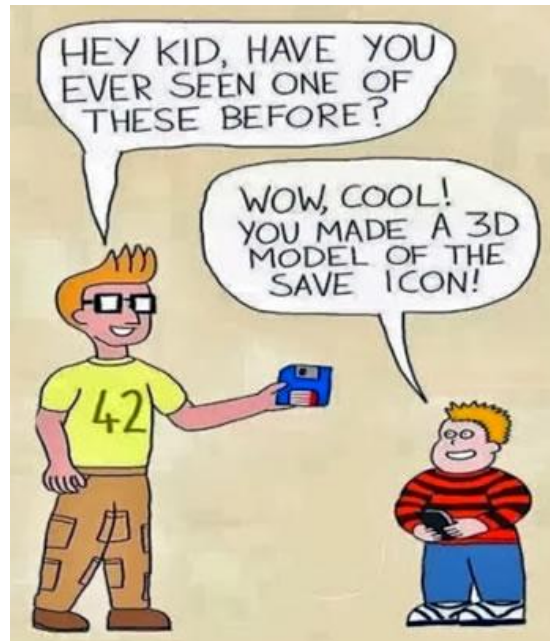


Geeks, Geezers, and Googlization

Millennial Myth-Busting 101

Presenter: Ira S Wolfe

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The Intern

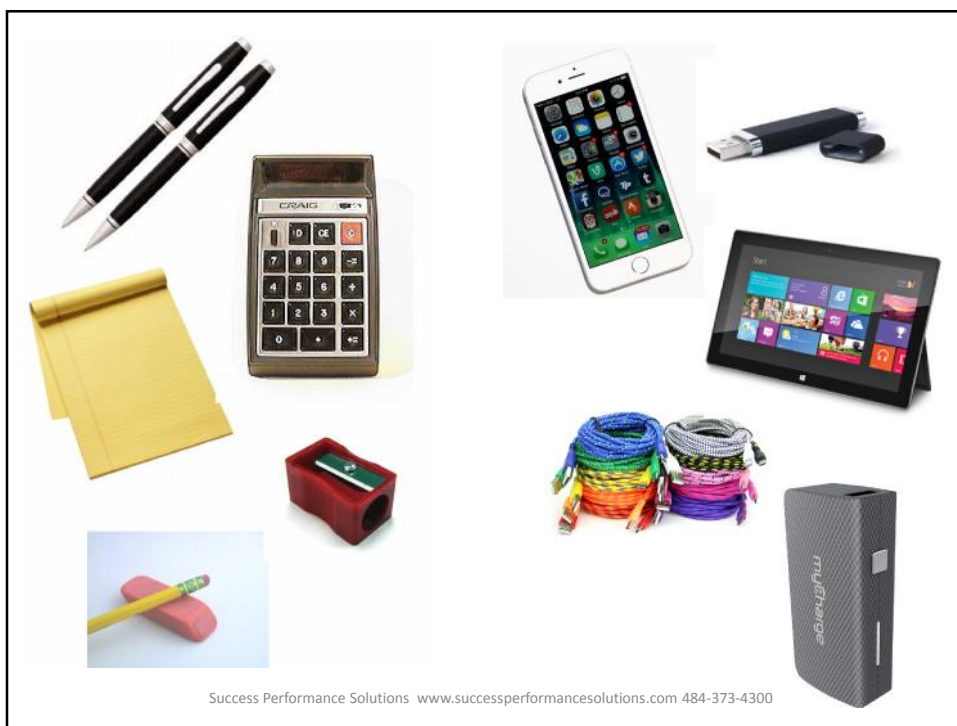


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Then vs Now



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Now



Then

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Then vs Now

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WHO ARE GEN Y?

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Gen Y

- ✓ Born between 1980 and 1996/2000
- ✓ Millennials number approximately 75.3 million and became the biggest living generation this year (2015)
- ✓ 1 out of 2 workers by 2020
- ✓ 75 percent of workers by 2025

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Jennifer Deal (CCL) & Alec Levenson (USC)

Most generalizations about millennials as employees are “inconsistent at best and destructive at worst.”

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Myths

Poor work ethic:

- Millennials who have been in a job for a couple of years have much more conventional attitudes to work than those of the same age who *are* still at university.

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Myths

Trophy Kids:

- Millennials realize this isn't youth soccer anymore
- Yes, they do seek feedback on what they're doing, but that's more to ensure they can work efficiently and only do tasks once than a need for constant affirmation.
- Managers need to meet with them more than once a year, but you don't need to go out of your way to say nice things either.

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Myths

Job Hoppers:

- Young people in every generation change jobs more frequently than older people because they are looking for the right one.

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Myths

Millennial Workers Come Cheap:

- No. BAD millennial workers come cheap.
- This generation actually has more access to information about what they're worth, and they know it.

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Myths

Millennials Can't Write or Communicate Well:

- Texting gets much of the blame. Don't forget cursive writing hasn't been taught for almost 2 decades.
- A Bentley University study, showed that more than half of [millennials prefer to talk to a co-worker](#) in person, and only 14% chose texting as their preferred method of communication.

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WHAT THIS MEANS FOR EMPLOYERS

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Raising the Bar



- Technology, Globalization, Internet, Aging Population, Generational Shift and other factors forcing structural change to work and society.
- Companies must manage people and resources better.
- Millennials are often the scapegoat for these universal and dramatic changes.

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What We Know

- Millennials' attitudes are not poles apart from other generations
- Every age group contains introverts and extroverts, high-flyers and low-riders.
- Commonalities trump both individual differences and generational variations.
- Different generations want roughly the same things:
 - interesting work
 - rewarded on the basis of their contributions
 - chance to work hard and get ahead.

Source: <http://www.economist.com/news/business/21660110-businesses-should-beware-dubious-generalisations-about-younger-workers-myths-about>

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Succeeding in the New Normal

- Unprecedented pace of change
- Ubiquitous technology
- Globalization
- Structural change of labor
- New definition of work
- Evolving work-life expectations
- Traditional rules about recruitment, retention, training, and career development don't work

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Expectations

Then

- What is the right answer?



Now

- What is the right question?



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Contact Me with Questions and Comments

Ira S Wolfe

- President, Success Performance Solutions
- www.successperformancesolutions.com
- iwolfe@super-solutions.com
- Phone: 484-373-4300



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