



THE NEW TEAM MEMBERS

*BTA Winter Break
February, 2015*

AGENDA

- Similarities and Differences
- Attracting, Motivating and Retaining Millennials
- A preview of Generation Z

<https://www.youtube.com/watch?v=y4nwoZ02AJM&feature=youtu.be>

WHO AM I?



1. If you have to connect with a customer, which type of communication do you prefer the most?
 - a) Face-to-Face
 - b) Through e-mail
 - c) By phone
 - d) Texting
2. Which type of reward motivates you the most?
 - a) Money
 - b) Vacation
 - c) Title and recognition

WHO AM I?



3. What's most important to you?

- a) Your experience is respected
- b) Do it your way and forget the rules
- c) Being valued and needed in your workplace
- d) Working with other bright and creative people

4. Which type of leadership style do you typically demonstrate?

- a) Chain of command
- b) Hands-off
- c) Collaborative

WHO AM I?



5. How do you typically communicate?
 - a) Emphasis on speed and straight to the point
 - b) Traditional / structured
 - c) Seek out and discuss with others
6. How often do you want feedback?
 - a) Weekly
 - b) During a performance review
 - c) Feedback is not necessary
 - d) Just enough to know I'm on the right track

WHO AM I?



7. How do you feel about work and money?

- a) Work should be meaningful, and money should be spent on something you love.
- b) Work should be short so you can get on to your true interests. Money is not all that important.
- c) Work should be as fun as possible. Life is short so enjoy your money.
- d) Work hard to be financially secure and do not waste money.

WHO IS MY TEAM?



Name	Born	Age
Silent	1927 – 1945	70 – 88
Baby Boomer	1946 – 1964	51 – 69
Gen X	1965 – 1981	34 – 50
Gen Y (Millennial)	1982 – 1994	21 – 33
Gen Z	1995 – 2010	5 - 20

COMMON NEEDS

- Impact
- Recognized
- ***Work Environment***
- Developed
- Consulted
- Remembered

PERCEPTIONS ABOUT GEN Y

Human Resources

People-savvy

- 14%

Tech-savvy

- 86%

Loyal to employer

- 1%

Fun loving

- 39%

Hard working

- 11%

Gen Y

People-savvy

- 65%

Tech-savvy

- 35%

Loyal to employer

- 82%

Fun loving

- 14%

Hard working

- 86%

ATTRACTING, MOTIVATING AND RETAINING



ATTRACTING

Finding



Gaining Interest



MOTIVATING

- Desirable Leaders
 - Empower
 - Expert
 - Role Model
- Environment
- Recognition and Rewards

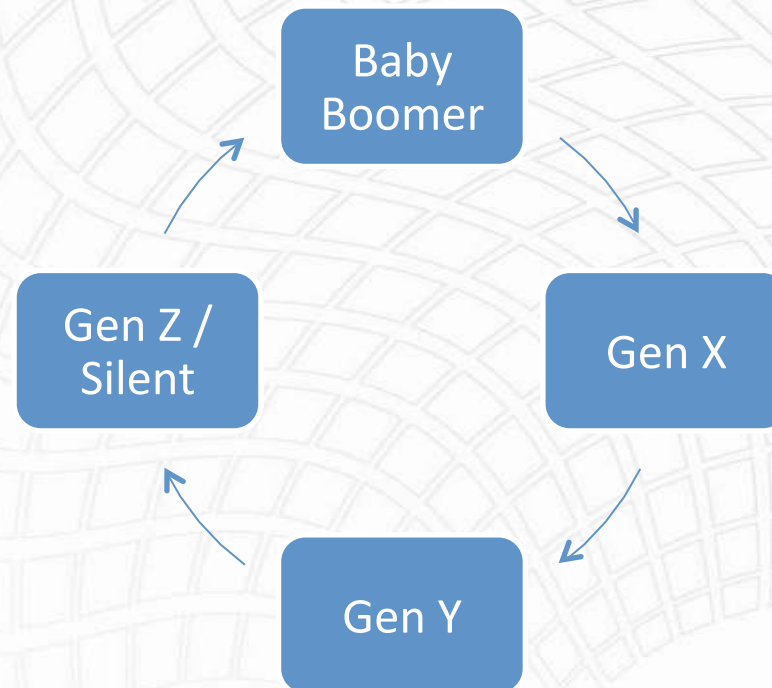


RETAINING

- Career Progression
 - Learning
 - Advancing to Leadership
- Fears*
 - Stuck – no development opportunities
 - Job doesn't match personality
 - Work too much



PREVIEWING GENERATION Z



PREPARING FOR THE FUTURE

- Build/enhance/promote culture
- Stay abreast of latest recruiting strategies
- Develop team members
- Adjust training approach
- Succession planning
- Educate / coach on generational differences

THANK YOU



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