



Gen Smart: Managing Millennials

Are your leaders ready for the biggest shift in the workforce in the last century?

TRAINING PLUS DEVELOPMENT SESSION

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Businesses are struggling to keep pace with a new generation of young people entering the workforce, who have starkly different attitudes and desires than employees over the past few decades.

– USA Today

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How do you recruit Millennials, communicate with them, lead, teach, and motivate them?

How do you effectively manage the uniqueness and interpersonal dynamics between generations?

The biggest shift in thirty years is happening right now in the workforce with Millennials. They will make up nearly 50% of your employees and customers within a few years, and your ability to attract, mentor, train and retain them is critical to the future of any organization.

The challenge is that Millennials' values are different from older generations. Meaning and flexibility are generally more important to them than money – and they are far more likely than older workers to quit a job that doesn't work for them. In fact, it may not be competition that kills your business, it may be turnover.

The Millennial generation grew up with a very different value system than they face in the workplace. From their perspective, effort and participation were valued and rewarded, but at work, results are what matters. Many Millennials find the modern workplace frustrating and confusing. Promotions and rewards seem few and far between. They encounter disinterested or even hostile managers who view them as entitled, unrealistic and don't know how to communicate.

Managing the Millennials workshop helps leaders and managers understand their Millennial employees and focus on some fundamental areas that have been shown to make a difference. This workshop focuses on specific skills that managers at any level can use to improve the effectiveness of their changing work force.

Participants will learn to:

- Become aware of generational differences in the workforce.
- Learn what really works and what doesn't with Millennials
- Increase job satisfaction and retention for Millennials.
- Give appropriate structure, explanation and direction.
- Empower Millennials to take initiative and have a sense of ownership.
- Communicate with Millennials.

JASON YOUNG

Speaker and Facilitator



Jason Young has been called a “rare breed” when it comes to developing leaders, teams and customer service initiatives. As a former senior-level manager at Southwest Airlines, Jason learned the value of a successful workplace culture. During his 10-years with the airline consistently rated No. 1 in customer service and employee satisfaction, he was a key driver in creating and developing the company's innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today. Jason captured his philosophy of creating high performance cultures in his popular book, *The Culturetopia Effect* and extends the fine art of exemplary customer service in his newest book, *Servicetopia*.