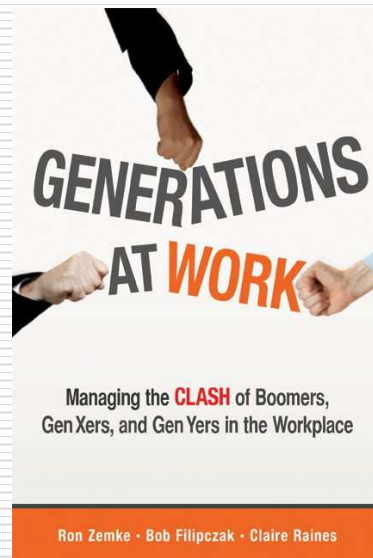
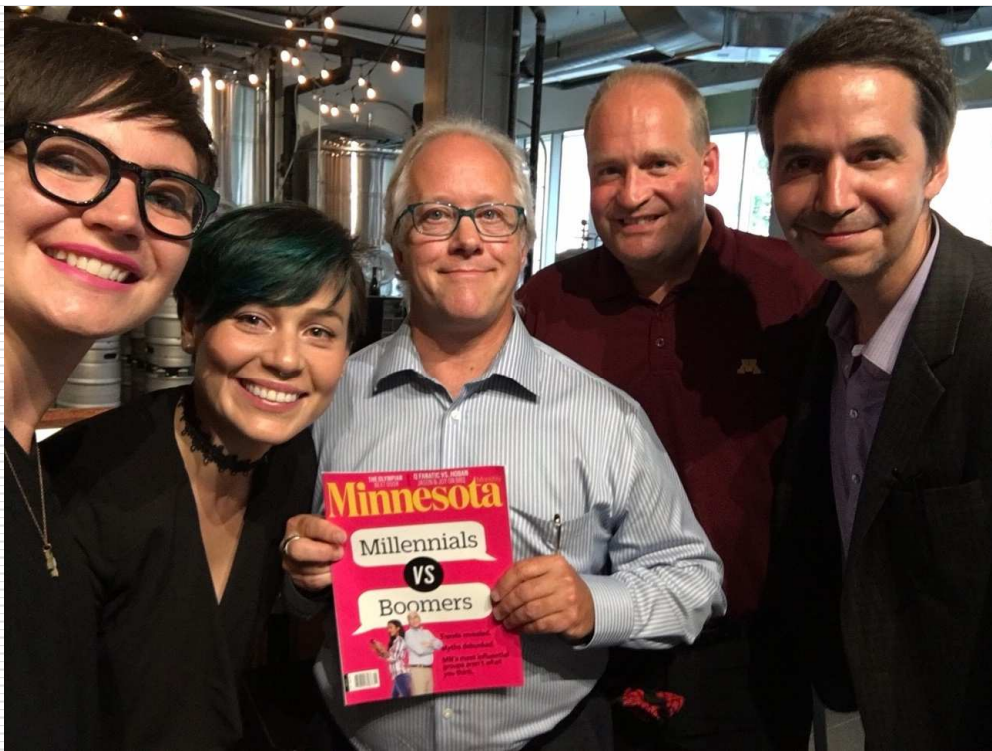

Millennials: Employees and Customers







Caveats

- **Generation generalizations**
- **“Each generation seeks to remedy the *perceived* excesses of previous generations.”**

www.lifecourse.com (Neil Howe, Bill Strauss)

“Every generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.” –George Orwell

Who are we talking about:



Boomers (Ages 55 and up)

Generation X (Ages 33-54)

Millennials (Ages 11-32)



Core Characteristics

Millennials
Team-Oriented



In the workplace that means:

- Teamwork even when it doesn't make sense
 - Fairness and equal treatment
 - Self-sacrifice over personal gain
-

Millennial Customers:

Sharing Economy

Uniform behavior

One size fits all

Assignment 1

Come up with one strategy for Team Oriented--

Employees

Or

Customers

Core Characteristics

Millennials

Sheltered



In the workplace that means:

- Safety is not negotiable
 - Safety also means security—income security, benefits, healthcare
 - Are any of your managers bullies?
-

Millennial Customers:

Is your product safe?

Is your company involved in safety initiatives around drinking,
e.g. Toward Zero Deaths?

Are there safety messages in your stores?

Assignment 2

Come up with one safety strategy for --

Employees

Or

Customers

Core Characteristics

Millennials
Special



In the workplace that means:

- Generational Destiny
 - Make a difference
 - What does your rewards/incentive strategy look like?
 - Feedback on steroids
-

Millennial Customers:

What can we learn from soccer dinners?

Selfie is not just a way to take pictures (Mankato DMV)

Let's talk about Selfies for a minute.



Assignment 3

One idea to:

Motivate Special Millennial Employees

Reward Millennial Customers

Core Characteristics

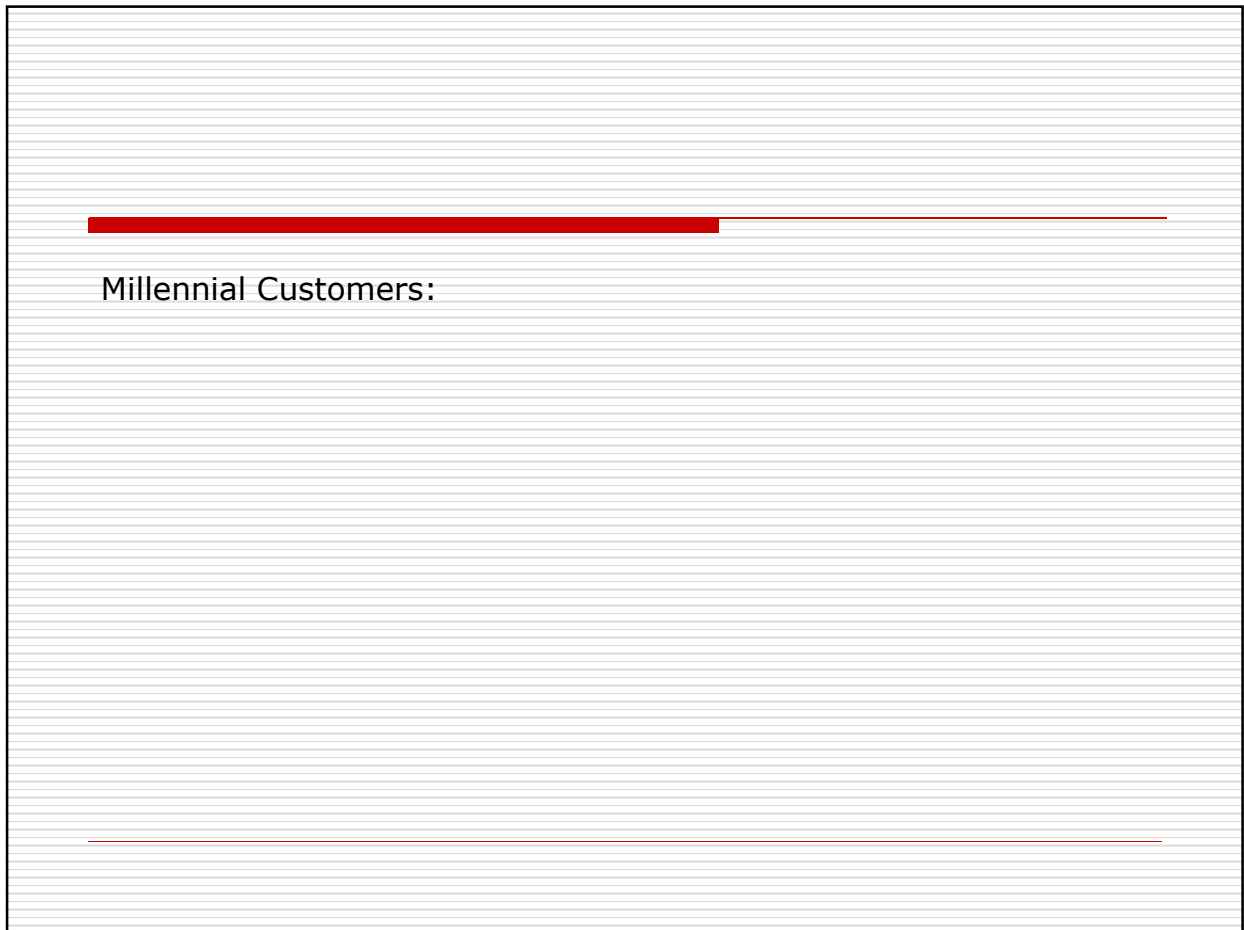
Millennials

Confident



In the workplace that means:

- Are you ready for their level of optimism?
 - What do you want to do with that optimism?
-



Assignment 4

How to do you market to Confident Customers?

Core Characteristics

Millennials

Conventional



The screenshot shows a web browser window displaying a news article on the KSTP.com website. The browser's address bar shows the URL `kstp.com/news/stories/s3988405.shtml`. The website header features the '5 EYEWITNESS abc NEWS' logo and a navigation menu with categories like News, Weather, Traffic, Sports, Video, Digital Extras, KSTP TV5, KSTC 45TV, Events, Contact Us, and Links. Below the header, there are quick links and a weather widget for Minneapolis/St. Paul showing a temperature of 43°F. The main article title is 'Fewer Teens are Driving Drunk, National Survey Says', with a sub-header indicating it was created on 12/10/2015. The article text discusses a government survey showing a decline in teens and young adults driving drunk. A photo of two beer cans is included with the caption 'KSTP File Photo'. To the right of the article is an advertisement for 'ANIMAL EMERGENCY & REFERRAL CENTER OF MINNESOTA' featuring a photo of a woman with a dog. The browser's taskbar at the bottom shows several open tabs, including 'Hootsuite' and 'Fewer Teens are Driving D...'. A red horizontal line is drawn across the bottom of the screenshot area.

In the workplace that means:

They like rules

They don't follow the excesses of previous generations

They may have some concerns with your products and some of your less restrained customers.



Millennial Customers:

Not binge drinkers

Not Illegal Drugs

The All Bad Behaviors Index



Assignment 5

Is Millennial Conventional restraint good for your industry and, if so, what opportunities does it offer?

Core Characteristics

Millennials

Pressured



In the workplace that means:

They need structure

They need rules

They need hands-on supervisors

Millennial Customers:

Acknowledge their stress, show how your product helps (wine)

Help them make choices

Educate them about your product as an authority

Core Characteristics

Millennials
Achieving



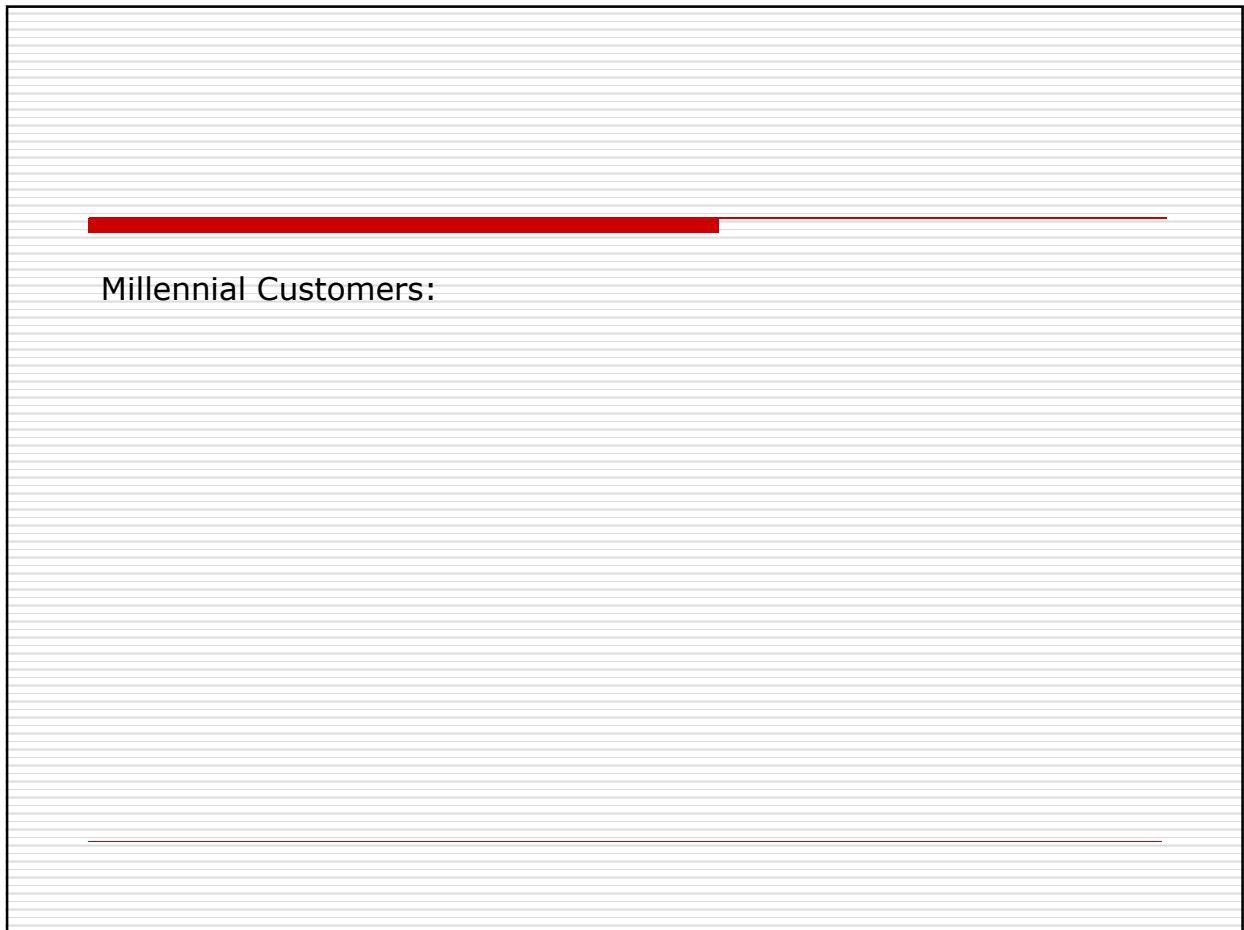
- **Home work**
- **Volunteer work**
- **Test Scores**

In the workplace that means:

If you give them structure, they will work hard

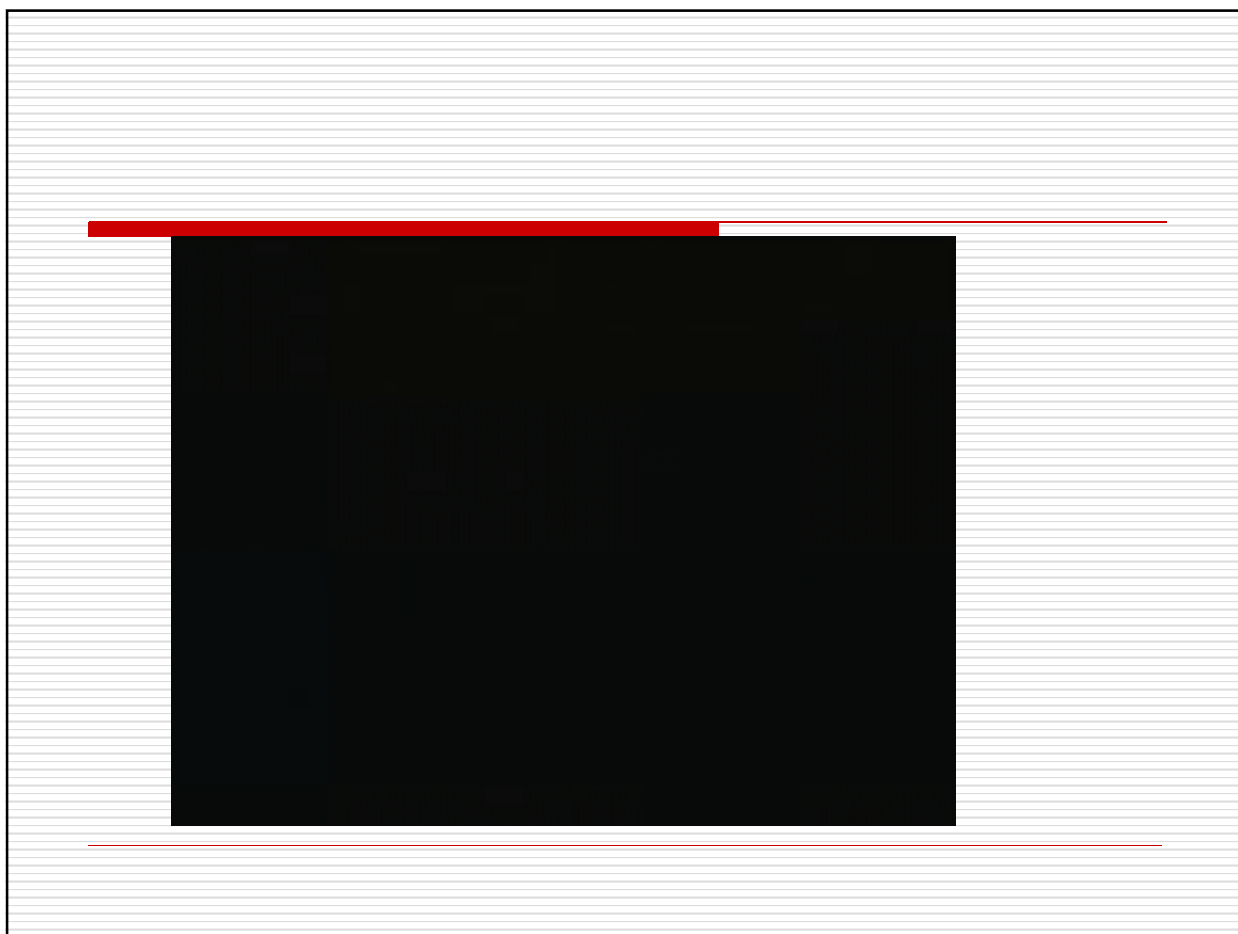
Have you talked to them about work ethic? Have you defined it for yourself?

When they achieve, they expect to be recognized/rewarded (life is fair)



Assignment 6

Again, how might you change your business if you knew your customers valued optimism and achievement?



The Workplace of the Future

- Performance Appraisals**
 - Bring your Mom to Work Day**
 - Anti-bullying migrates to the workplace**
-

-
- Thank you for your time and Attention

 - Send you assignment to Rfilipczak@msn.com. I will summarize the ideas and send them out to the group.
 - Cell 320-761-0603
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