




Growing Gen Y

Minnesota Family Support & Recovery Council
October 2017

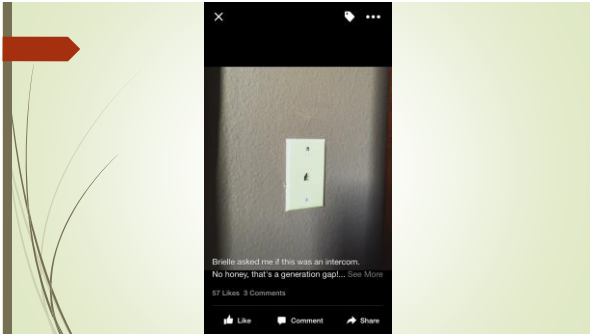


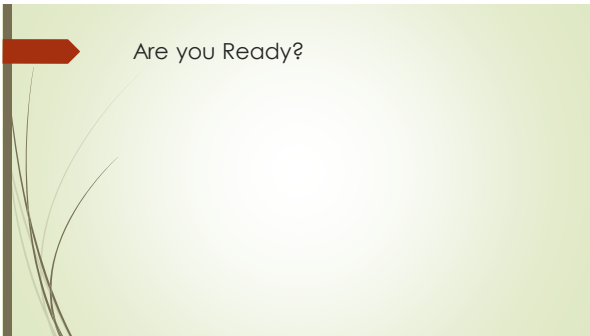
Do you think leadership affects employee retention?



Leadership and Culture

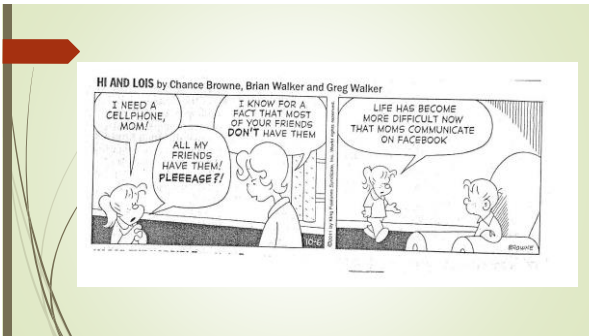
- Creating Engagement
- Culture of Communication
- Generational Differences in the workplace











Creating Engagement


- Who are you trying to engage
- What do they value?
- Do Generational Differences play a role?

The Generations

- Traditionalists
- Baby Boomers
- Gen Xers
- Millennials "Gen Y"

Traditionalists: "Greatest Generation"- Tom Brokaw


- Born 1922-1943
- Wealthiest Generation,
- Respect Seniority/Chain of Command,
- Childhood of Hardship and Struggle
- Courageous, Loyal, Dedicated



Adapted from Duluthian March/April 2008

The Music (Top 10 1940)

- 1) Artie Shaw, "Frenesi"
- 2) Glenn Miller, "In the Mood"
- 3) Tommy Dorsey, "I'll Never Smile Again"
- 4) Bing Crosby, "Only Forever"
- 5) Glenn Miller "Tuxedo Junction"
- 6) Glenn Miller, "Woodpecker Song"
- 7) Glenn Miller, "Careless"
- 8) Glenn Miller, "When You Wish Upon a Star"
- 9) Bing Crosby, "Trade Winds"
- 10) Andrews Sisters, "Ferry Boat Serenade"



The Products 1950's

- 1950
- The first credit card(Diners) invented by Ralph Schneider.
- 1951
- Charles Ginsburg invented the first video tape recorder (VTR).
- 1953
- Transistor radio invented by Texas Instruments.

The Parenting

- Children were seen and not heard
- They were left to figure it out for themselves
- High school diploma was the expectation
- Work/First job was at a very young age
- Play time was not a structured event.

Baby Boomers: "Me Generation"

- Born 1943-1960
- Workaholics
- Confident/Team Players
- Social Consciousness
- Highly Competitive
- Value Respect,
- Youth, Individuality
- They Live to work



The Products 1960's

1962

- The audio cassette invented.

1967

- The first handheld calculator invented.

1969

- The ATM invented.
- The bar-code scanner invented

The Music (Top 10 of 1970)

- 1. Layla - Derek and the Dominos
- 2. Bridge Over Troubled Water - Simon and Garfunkel
- 3. Let It Be - The Beatles
- 4. Your Song - Elton John
- 5. Get Up (I Feel Like Being A) Sex Machine - James Brown
- 6. Lola - The Kinks
- 7. Who'll Stop the Rain - Creedence Clearwater Revival
- 8. Fire and Rain - James Taylor
- 9. Paranoid - Black Sabbath
- 10. All Right Now - Free



The Products

1970

- The floppy disk invented by Alan Shugart.

1971

- The liquid-crystal display(LCD) invented by James Ferguson.
- VCR or video cassette invented.

1970's Continued

1972

- Pong first video game invented by Nolan Bushnell.

1975

- The push-through tab on a drink can invented.

1979

- Cell phones and Walkman invented.

The Parenting

- Children were starting to be "heard and seen"
- Education beyond high school was becoming an expectation
- Play time was still an unstructured event yet organized community sports were emerging in limited numbers
- The dinner table was still relevant

Gen Xers

- Born 1960-1980
- Tech Savvy
- Latchkey Kids
- Economically Conservative
- Skeptical/Survivors
- Highly Individual Workers
- Value Diversity and see risk taking as good.
- They work to live

Flexible, when the job is done they should be able to leave for the day



Adapted from Duluthian March/April 2008

The Music (Top 10 of 1980)

- 1. Call Me, Blondie
- 2. Another Brick In the Wall, Pink Floyd
- 3. Magic, Olivia Newton-John
- 4. Rock With You, Michael Jackson
- 5. Do That to Me One More Time, Captain and Tennille
- 6. Crazy Little Thing Called Love, Queen
- 7. Coming Up, Paul McCartney
- 8. Designer Music, Lipps, Inc.
- 9. It's Still Rock and Roll to Me, Billy Joel
- 10. The Rose, Bette Midler



The Products

1981

- The first IBM-PC invented.

1983

- The Apple Lisa invented.
- First Cabbage Patch Kids sold.
- First Mobile Phones Sold by AT&T



1987 Wall Street





1980's Continued

- **1985**
- Windows program invented by Microsoft.
- Doppler radar invented by Christian Andreas Doppler.
- Prozac invented at the Eli Lilly Company by inventor Ray Fuller.

The Parenting

- Parents and children interaction time is increasing.
- Play time with peers is much more structured and # of activities increased.
- Parents are doing more for their kids rather than allow kids to "figure it out" for themselves.
- Children are starting to learn the concept of "everyone wins" (Medal for Participation!)



Millennials – Gen Y

- Born 1980-2002
- The Internet Generation
- Short Attention Span
- Multifask and Master
- Complex Systems Quickly
- Optimistic
- Highly Collaborative



Adapted from Duluthian March/April 2008

The Top 10 of 1990

- 1. Hold On, Wilson Phillips
- 2. It Must Have Been Love, Roxette
- 3. Nothing Compares 2 U, Sinéad O'Connor
- 4. Poison, Bell Biv DeVoe
- 5. Vogue, Madonna
- 6. Vision of Love, Mariah Carey
- 7. Another Day In Paradise, Phil Collins
- 8. Hold On, En Vogue
- 9. Cradle of Love, Billy Idol
- 10. Blaze of Glory, Jon Bon Jovi



The Products

1990

- The World Wide Web and Internet protocol (HTTP), and WWW language (HTML) created by Tim Berners-Lee.

1992

- The Pentium processor invented.

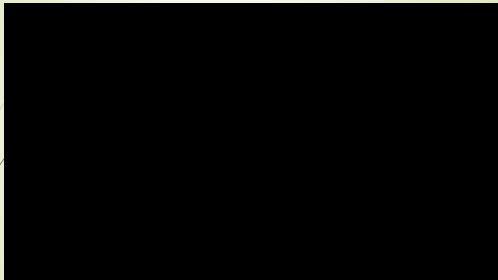
1994

- Public Access Wireless Internet Connection Proposed ("Wi-Fi Hotspot")

1998

- Viagra invented.

The Today Show 1994



The SpooF





The Music (Top 10 of 2000)

- 1. Breathe, Faith Hill
- 2. Smooth, Santana Featuring Rob Thomas
- 3. Say My Name, Destiny's Child
- 4. I Wanna Know, Joe
- 5. Everything You Want, Vertical Horizon
- 6. Maria Maria, Santana Featuring The Product G&B
- 7. Bent, Matchbox Twenty
- 8. Amazed, Lonestar
- 9. I Knew I Loved You, Savage Garden
- 10. He Wasn't Man Enough, Toni Braxton



The Parenting

- "Hover" Parents emerge
- Play time is highly structured; constant activity.
- College is the expectation but how long is extended.
- Children live at home longer or move back.
- The "Sandwich Generation" emerges.
- Social time is no longer face to face it is digital.
- Children look to mom or dad to "figure it out".

The Products 2000

- 2003: Skype
- 2004: Facebook
- 2005: YouTube
- 2006: Wii video game console
- 2007: Apple iPhone
- 2009: Twitter

The Top 10 of 2010

1. Need You Now, Lady Antebellum
2. California Gurls, Katy Perry Featuring Snoop Dogg
3. Love The Way You Lie, Eminem Featuring Rihanna
4. Hey, Soul Sister, Train
5. OMG, Usher Featuring will.i.am
6. Dynamite, Taio Cruz
7. TiK ToK, Ke\$ha
8. I Gotta Feeling, Black Eyed Peas
9. Just The Way You Are, Bruno Mars
10. Airplanes, B.o.B Featuring Hayley Williams



Generation Y Myths

The Top 10 of 2015

1. Uptown Funk, Mark Ronson FT Bruno Mars
2. Cheerleader, OMI
3. Take me to Church, Hozier's
4. Love me like you do, Ellie Goulding
5. See you again, Wiz Khalifa FT Charlie Puth
6. Hello, Adele
7. Lean on, Major Lazer FT MO & DJ Snake
8. Hold Back the River, James Bay
9. What Do You Mean, Justin Bieber
10. Sorry, Justin Bieber

The Impact

Emerging Adult-hood

"A Theory of Development From the Late Teens Through the Twenties"

Jeffrey Jensen Arnett
University of Maryland College Park

May 2000 • American Psychologist

5 Major Milestones

- Completing School
- Leaving Home
- Becoming Financially Independent
- Marriage
- Having Children

By ROBIN MARANTZ HENIG
Published: August 18, 2010

Milestone Marker Achievement

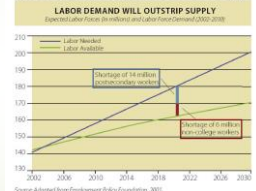
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|--|---|
| <p>1960</p> <ul style="list-style-type: none"> • 77% of women reached all 5 by the age of 30 • 65% of men reached all 5 by the age of 30 | <p>2000</p> <ul style="list-style-type: none"> • Less than 50% of women in their 30's had passed all 5 markers • Only 30% of men in their 30's had passed all 5 markers |
|--|---|


By ROBIN MARANTZ HENIG
Published: August 18, 2010

Gen Y and Numbers




The U.S. Workforce Shortage





The 60,000 foot view

- Current labor force contains large amount of "Gen Y"
- Forecast for the labor force = Shortage of workers!



Recruit and Retain

- Agencies will need to create a culture that attracts and retains.
- Generational differences exist and it is a two way street.
- Need to understand Gen Y and create appropriate HR strategies.



Recruit and Retain Strategies

- Engagement ---Talent training, employment brand & work culture
- Connection---Tied to the people, purpose and mission
- Development---The framework, internal expertise, emerging leaders

Open Minds: Four Ways to Retain and Grow Millennial Employees

October 3, 2016 | Addalena Virtus

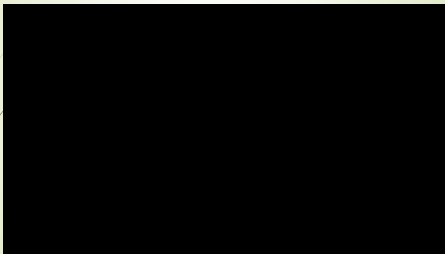


Last month we opened The 2016 *OPEN MINDS* Executive Leadership Retreat with a review of the findings from The 2016 *OPEN MINDS* Executive Compensation & Retention Survey – which showed that about 36% of all health and human service executives (CEOs, other C-suite executives, and managers/directors) are planning to leave their organization within the next five years. The majority of these executives said they'll be retiring.

Open Minds: Four Ways to Retain and Grow Millennial Employees

1. Express the Organization's Mission Early and Often
2. Offer More Than Just A Salary
3. Provide Mentors
4. Don't Focus Exclusively on Younger Staff

Simon Sinek "How to get people to follow you"



Remember

"The challenge for every organization is to build a feeling of oneness...because the question is usually not how well each person works, but how well they work together"

Successories, Inc. 2000

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