



# Getting the most out of your millennial workforce

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VANITY

CODE





- Introduction
- Explore the various generations and their characteristics
- Explore the Millennial generation – what they are, what they are not and why
- How would you work with the Millennial generation
- Various strategies you could deploy



# Generations

- Usually a 20 year span
- Has a unique set of values
- Reacts to the generation before them
- Looks at their generation as the standard
- Views the next generation sceptically
- Those born on the cusp have blended characteristics





## Millennials

- Born 1981 – 1995  
(age 18-32 as of 2013)
- Represent 11% of total giving
- 32.8 million donors in the U.S.
- 60% give
- \$481 average annual gift
- 3.3 charities supported



## Boomers

- Born 1946 – 1964  
(age 49-67 as of 2013)
- Represent 43% of total giving
- 51.0 million donors in the U.S.
- 72% give
- \$1,212 average annual gift
- 4.5 charities supported



## Generation X

- Born 1965 – 1980  
(age 33-48 as of 2013)
- Represent 20% of total giving
- 39.5 million donors in the U.S.
- 59% give
- \$732 average annual gift
- 3.9 charities supported



## Matures

- Born 1945 and earlier  
(age 68+ as of 2013)
- Represent 26% of total giving
- 27.1 million donors in the U.S.
- 88% give
- \$1,367 average annual gift
- 6.2 charities supported

from on "Generational Fundraising Tips" by Andrew Shoaff

**GENERATION Z:  
CONNECTED FROM BIRTH.**

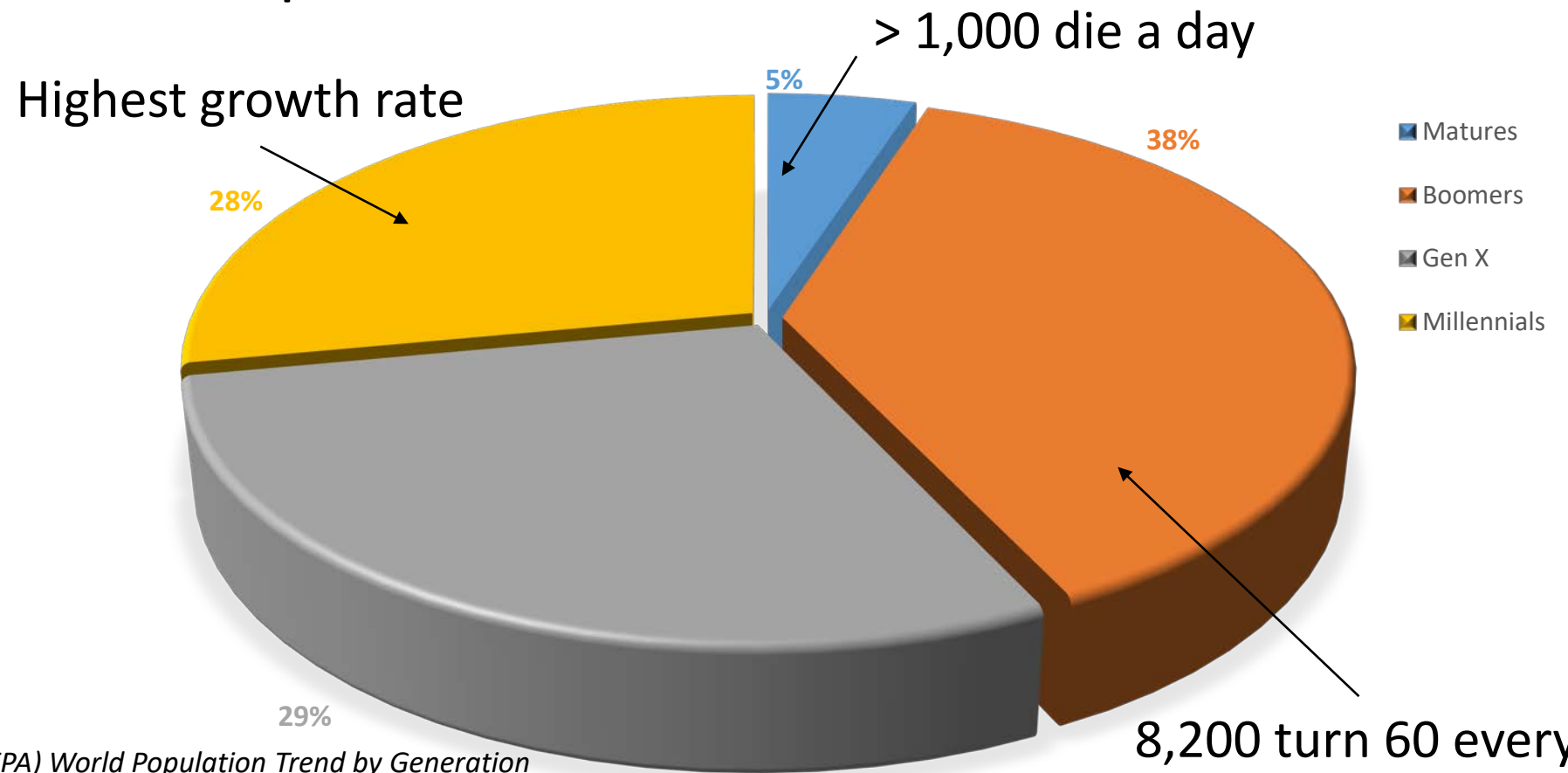
Born mid-1990s to 2010.







# Workforce composition



United Nations Population Fund (UNFPA) World Population Trend by Generation  
(List based on 2014 data, published in 2016)



# MILLENNIALS

Do you currently have Millennials on staff?

# The Matures

- Also known as “Traditionalists”
- Born prior to 1946
- Life is work
- Loyal
- Fiscally conservative
- Faith in institutions
- Self-sacrificing





# The Baby Boomers

- Born between 1946 and 1964
- Live to work
- Competitive
- Optimistic
- Professional
- Eager to put their stamp on the world



# The Gen-X

- Born between 1965 and 1979
- Independent
- Resourceful
- Sceptical
- Entrepreneurial





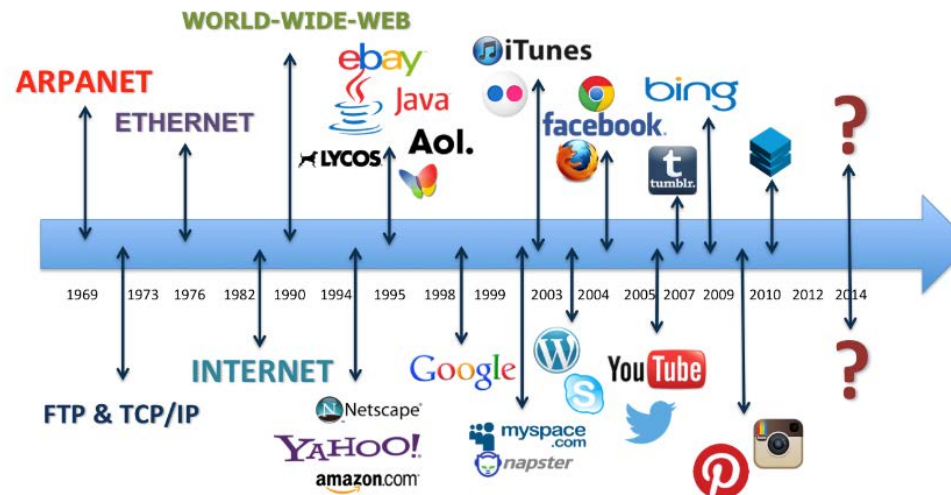
# The Millennial

- Also known as “Generation Y”
- Born between 1980 and 1995
- Collaborative
- Tech-savvy
- Diversity
- Adaptive



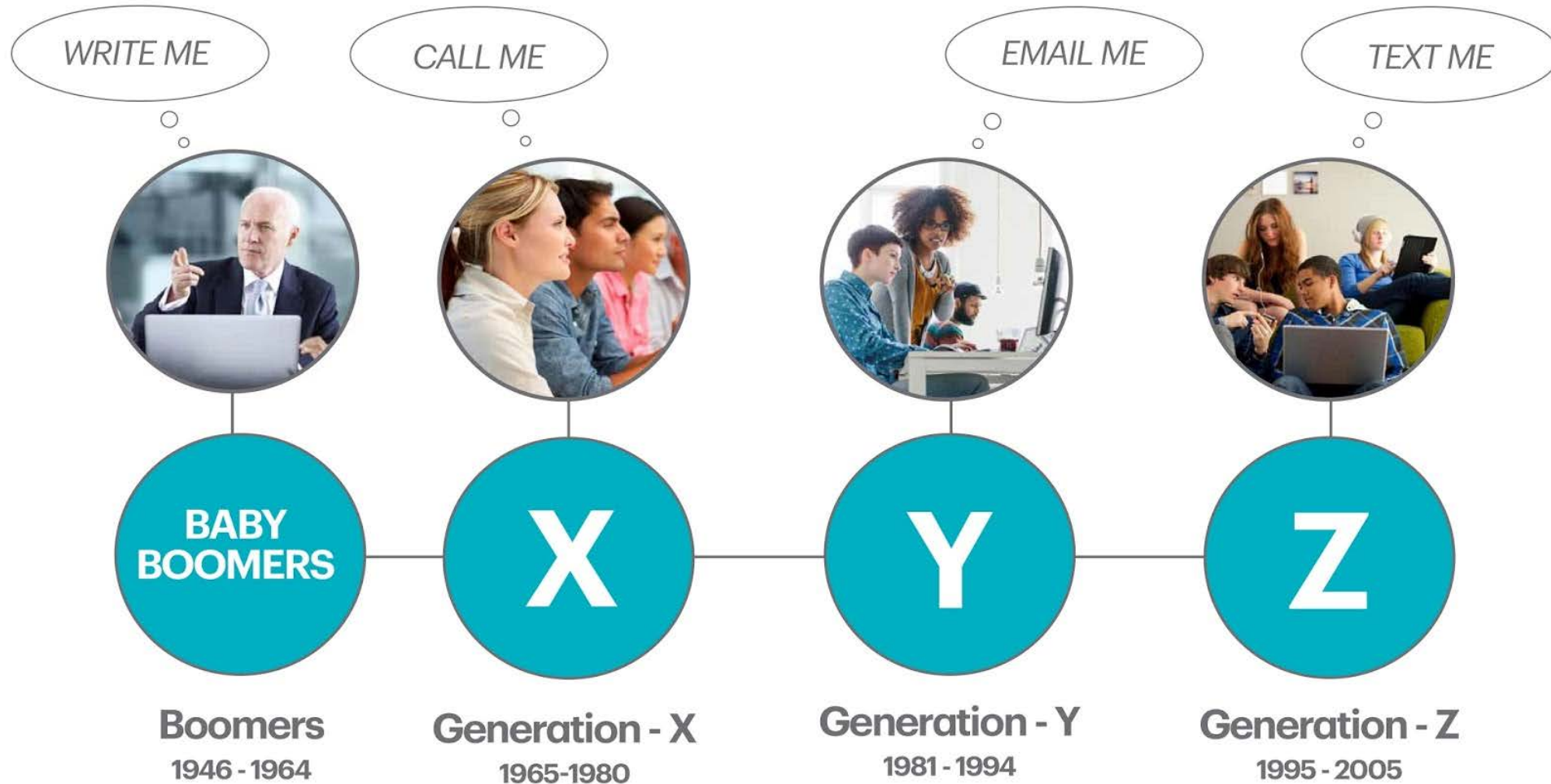
# The Generation Edge

- Also known as “Gen-Z”
- Born after 1996
- Pragmatic
- Resilient
- Self-reliant
- Tech-innate





## GENERATIONS WORKING SIDE BY SIDE IN 2020



# Common Misconception





# Common Misconception

- Parenting
- Technology
- Impatience
- Environment

*“Find Your Why” by Simon Sinek*



# What do we know about Millennials

- The largest generation at present
- They are the most educated
- Very diverse
- Earn less and spend less
- More socially responsible
- Want access but don't want to own
- Value experience than material



# Characteristics

- Tech savvy
- Multi taskers
- Work life balance and flexibility are important
- Prefers to collaborate
- Recognition and gratification
- Transparency

A background image showing a woman with dark curly hair, smiling and holding up a glass in a toast. She is in the foreground, and other people are blurred in the background. The scene appears to be outdoors at dusk or night, with warm lighting and bokeh effects from lights in the distance.

How do we work with Millennials  
when they are so different?



# How Similar or Dissimilar Are You?

Baby Boomers working with Millennials



- You are both optimists, rally behind big ideas, favour brain storming, prefer mission driven organisations



- Boomers define work by effort while Millennials by results, measure of time and sense of dressing different

# How Similar or Dissimilar Are You?

Generation X working with Millennials



- You are both seek transparency and honesty from your leader above all else



- Gen X take pride in personal work while Millennials take pride in team wins, Former prefer to work alone and the latter in teams and groups



# How Similar or Dissimilar Are You?

Millennials working with Millennials



- You are comfortable being yourself and you find it easy to bond with other Millennials



- You are now the “boss” and can no longer be one of the “guys”, a line needs to be drawn that did not exist before and it is not easy

# Tips to Manage Millennials

- Give feedback – accomplishment not participation or recognition
- Reward – motivate (experience and impact)
- Focus – flexibility not rules based
- Coach not instruct
- Communicate



# One Size Doesn't Fit All

- Tailor your approach with each of your millennial staff
  - How do they want to receive feedback
  - Engage one on one
  - Where, when and how do they work best
  - How do they like to be rewarded

# Expectations Up Front

- When do they need to check in
- How and at what point do they check in
- How are deadlines tracked
- How are outputs delivered
- Setting direction vs micromanaging



# Invite Input

- Get 360° feedback
- Two way communication
- Build trust

**#BestBossEver**

# Take Advantage of Tech-Innate

- Technology is second nature
- Early adopters of new technology
- Short learning curve
- Two way mentorship

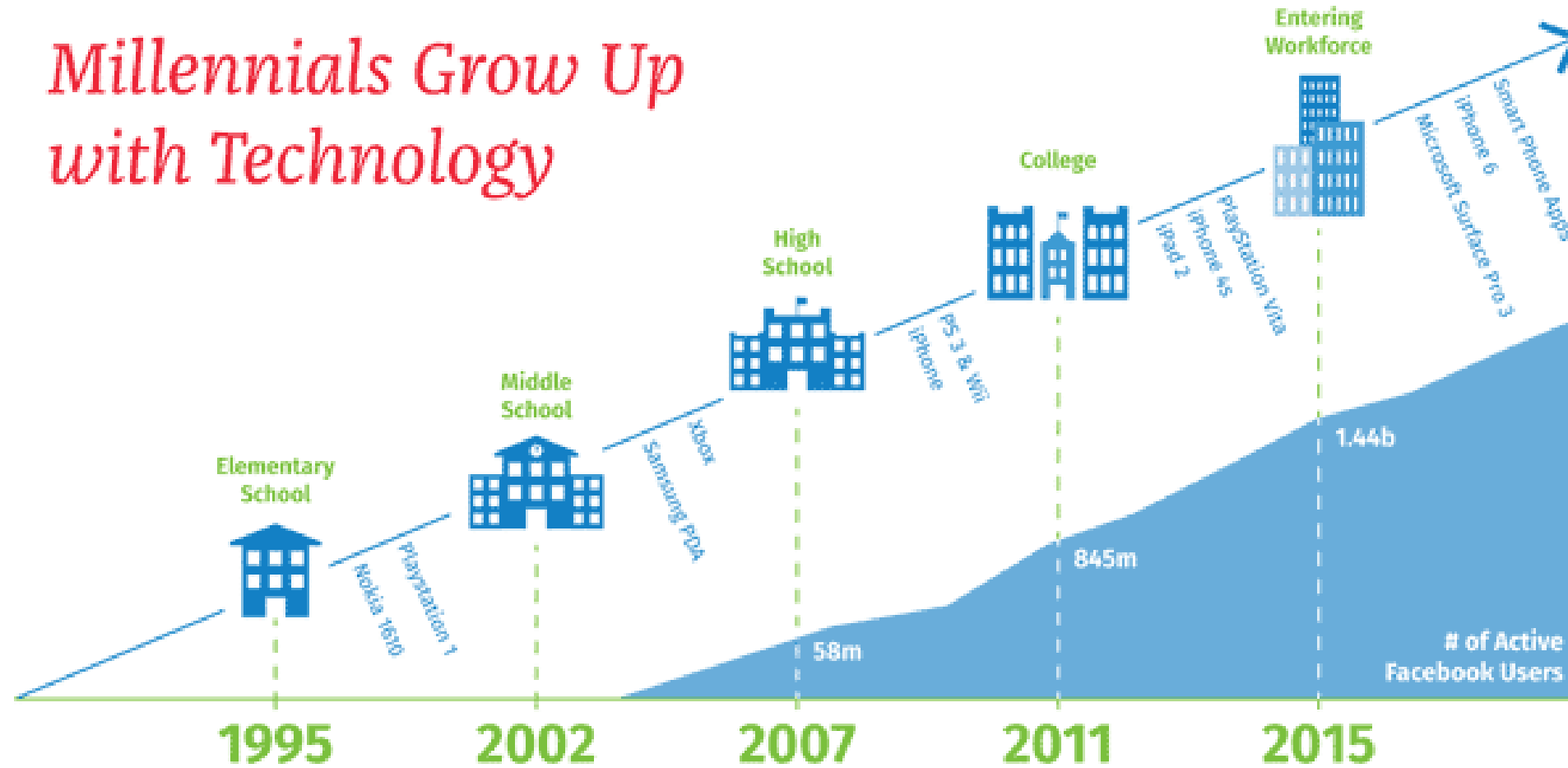
*“Know what you don’t know and allow the Millennials to fill in the gap”*





# Ride on the Innovation Curve

*Millennials Grow Up  
with Technology*



# Work life balance

- Life and work equally important
- Play hard and work hard
- Won't sacrifice personal life for career
- Flexible work environment
- Flexible work conditions
- Prefers remote working

# Impact of Technology

- Commute – impact on when and where they work
- Wearable technology – impact on what data is collected and why
- The workplace – when work starts and when work ends



# Trends

	Baby Boomers	Gen X	Gen Y (Millennials)	Gen Z
Language	Cool	Fresh	Whatever! Emoticon Acronyms	Hashtag
Fashion	3 pc Suits and tie	2 pc suit tie optional	Low cut Hip huggers	Leggings Skinny Jeans
Music	Rock & Roll The Beatles	Hip Hop Alternative Rock	Teen Pop K Pop Boy/Girl Band	Mashups Electromusic

# Coach

- Remove negative sentiment
- Pass on your wisdom and experience
- Provide tools
- Be a proud leader

*“The best gift that you can give your Millennial is the gift of generational training, wisdom and know-how”*



# Summary

- Five generations
- What makes each generation unique
- Similarities and dissimilarities
- How to work with Millennials
- Detailed strategies on how to get the best for both you and your Millennial



# Help Them Find Meaning

*“Millennials are not apathetic, they are just indifferent until they find a reason to care about something. In this respect, they are easy to motivate. They want to know why before what. Try to make them see that the organisation’s goals are an extension of their personal goals.”*

“Core Competencies for Managing Today’s Workforce” by Chip Espinoza, Mick Ukleja & Craig Rusch