



Communicating and Motivating Your Millennials

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Disclaimer

- During the course of this presentation, I promise I am going to offend somebody in this room....For that I am sorry.
- I'd rather be informative than politically correct.
- I will try to make it interesting and we will try to have some fun.



WHAT THE HECK IS A MILLENNIAL

- Born between 1980 and 1995
- Raised by over-protective parents
- Were told they were all winners
- Were told they could be anything they wanted
- Technologically savvy
- Multi-task (if it suits them)

What does one look like?





Their Background

- Been to more places than their older counterparts
- Have used computers since they were small
- Didn't take typing, took "keyboarding"
- Childhoods were filled with trophies—just for participating
- Constantly told they were special

Just be thankful this is not your new
shop foreman





Then and Now

- 22 yr. old in 1978
 - Most were married
 - Were buying a house
 - Children were either on the way or being discussed
 - Stayed at the same job for most or all of life
 - Had to be forced to learn how to operate a computer
- 22 yr old in 2008
 - Single, still living at home
 - Using a computer since they were young
 - May have never had a full time job
 - Will not stay at the same job for whole life
 - Grew up where everybody is a winner

We wish we could have this back





What they expect

- Responsibility
- Entertainment
- More time off
- Public recognition
- Immediate Feedback
- Answers to questions
- They want everything NOW
 - Instant gratification
 - "Microwave Society"



What do we have to do?

- CHANGE
 - No more "Pay your dues like I did"
- Let them ask questions
 - They will question you
 - That is a good thing...sometimes
 - Let them be "free thinkers"
- Rewards
 - No more long term incentives, make them shorter with small rewards



What we have to do (cont'd)

- Make work fun
- Entertain them
- Give them immediate feedback
- Coddle them
- Tap into their enthusiasm
- Accommodate their schedules
- Let them fail and make mistakes and learn from them
- Become interested in them and what is important to them



HOW do I talk to that....thing?

- Find the balance between therapist and boss
- They want to feel as if they are on the same plane
- You cannot be harsh with them
- Cannot tell them you are disappointed in them
- And don't ask them to eat and breathe the company....they don't have time for that

Communication techniques that don't work.....anymore





What we have done

- Dangled a carrot in front of them for a small reward
- Given awards they want
- Recognized them in front of others
- Communicating with them about things important to them
- Having an “open door” for their suggestions/complaints
- Allowing them to broaden their horizons
- Keeping them up-to-date with new technology
- Meetings with apprentices to allow them an avenue to discuss things away from work



Ideas for Motivating The Unmotivatable

- Keep them up-to-date with cutting edge technology
- Rewards and incentives with immediate gratification
- Let them know what is going on
- Give them what they need to know in bullet points/bite sized portions
- Provide them with prompt feedback
- Allow them flexibility at work
- Get involved



Up-to-date technology

- This is truly the first “computer generation”—meaning almost all of them have had computers since they were born
- They grew up with IPODS, Playstations, X-Boxes, Laptops and Cell phones that do it all
- Allow them to use the technology they possess, i.e communicating with customers via text messaging and email

This is their comfort zone





Rewards with Instant Gratification

- Instead of long term programs, try one with shorter duration and less reward
- Maybe job specific incentive
- Rewards they want
- Do it publicly



Letting them know what is going on

- They are accustomed to getting their information through the internet, podcasts, and instant messages from their peers
- They want the information immediately
- Give them the information through their means of communicating
- And use multimedia avenues when training



Bullet points

- They respond better to small bits of information
- Let them pick and choose what they want to do
- Let them pick what interests them
- Entertain them—short, strong, and flashy presentations



Prompt Feedback

- They have grown up with video games with instant results
- They order from a box and pull to the second window and get a hot meal
- They want it all....and they want it now.....and that includes feedback
- Let them know it is ok to fail
- Talk to them as an equal, not as a dictator
- Feedback must be clear and prompt



Flexibility

- They will not eat, breathe and sleep the company.....they are too busy with their lives
- They want to fit work in around their schedules
- They want to get the most done in the least amount of time...they have things to do
- This is by far the most difficult for managers
- They are used to having a say so in the scheduling of their lives



Get Involved

- Know what is going on in their lives
- Sitting behind a desk to manage them will most likely be unsuccessful....they want to see you in the daily routine
- Do what you expect them to do



Just some ideas

- Talk to them
- Listen to them
- Work with them
- Train them
- Challenge them
- Reward them
- Try to break the cycle of the “Everybody is a winner” mentality