



ATTRACTING AND RETAINING MILLENNIALS

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Gotta Love Millennials

EXPECTED OUTCOMES

- Gain an understanding of the Millennial Generation
- Understand what impact Zonta can have for Millennials
- Understand how to engage, motivate and keep Millennials

“The future promise of any nation can be directly measured by the present prospects of its youth.” John F. Kennedy

GUIDING QUESTIONS



- What are our existing conceptions of Millennials?
- What is different about Millennials?
- How do we attract and work with Millennials?

WHAT DO WE THINK ABOUT MILLENNIALS?

- Millennials are...

- Simon Sinek on Millennials

rw.youtube.com

w & Order: \$  www.gpo.gov/fdsys/t  www2.ed.gov/policy

millenials are |

millennials are **stupid**

millennials are **dumb**

millennials are **killing**

millennials are **the worst**

millennials are **lazy**

millennials are **screwed**

millennials are **ruining everything**

millennials are **having less jknews**

millennials are **useless**

millennials are **idiots**

[illegible]

MILLENNIALS DIFFER FROM OTHER GENERATIONS IN ALMOST EVERY REGARD

- In 1975, 25% of men between 25 and 34 had incomes of less than \$30,000 (adjusted for inflation) per year. By 2016, it was 41%.
- The number of young women ages 25 to 34 in the workforce jumped more than 40% between 1975 and 2016.
- Between 1975 and 2016, the number of young female "homemakers" dropped from 43% to 14%.
- 1 in 3 young Americans lives with a parent or parents. Of those, 1 in 4 does not work or go to school.
- Young adults are increasingly putting off children and marriage.

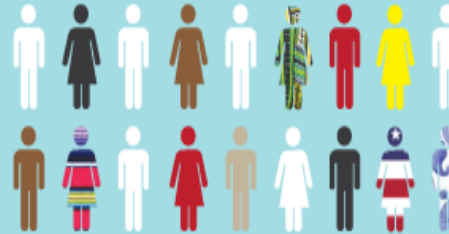
WHO ARE MILLENNIALS?

BORN BETWEEN
1980 2000

GREW UP
ALONGSIDE TECHNOLOGY

"GEN Y"

80
MILLION
IN THE U.S



2.5
BILLION
WORLDWIDE

MOST
ETHNICALLY
& RACIALLY
DIVERSE



DOMINANCE OF
SOCIAL NETWORKS

DO THEY MATTER?

Image from Why Millennials Matter (www.whymillennialsmatter.com)

% OF WORKFORCE
IN THE COMING YEARS

50%
▲ BY 2020

75%
BY 2030



MAKE A
DIFFERENCE
W/ THEIR WORK

- ✓ CONFIDENT
- ✓ HAVE HIGH EXPECTATIONS
- ✓ ACHIEVEMENT ORIENTED

LARGEST GENERATION YET

A GENERATIONAL DIVIDE

- How would you introduce yourself today?
- Where are you on your career path?
- What was the mood of the era you grew up in?
- What compelling programming messages did you get from the media, in school, and at home?
- How did those messages affect who you are on the job today? How did they impact your work ethic?

GENERATIONAL PROFILES

Profile	Outlook	Work Ethic	Leadership	Technology	View of Authority	Perspective
WW II	Practical	Dedicated	By Hierarchy	Adapted	Respectful	Civic
Baby Boomer	Optimistic	Driven	Consensus	Acquired	Love/Hate	Team
Gen X	Skeptical	Balanced	Competence	Assimilated	Unimpressed	Self
Millennial	Hopeful	Ambitious	Achievers	Integral	Relaxed/polite	Civic

IMPLICATIONS

- Millennials are not interested in the corporate “ladder”
 - What are some long-held Zonta beliefs we may struggle with in attracting millennials?
- Millennials want to make a difference.
- Millennials are not as competitive/are more interested in collaborative environments
 - What does this mean for Zonta?
- Millennials are a tech generation
 - How do we find, engage and keep millennials?

- Teamwork – Millennials understand the value of working with a team and enjoy camaraderie. They're comfortable asking for advice and are used to getting responses quickly.
- Social Responsibility – Their access to the world has sensitized them to how hard life can be for the less fortunate. They are involved in social causes, and often volunteer to try and help improve their community or the less fortunate.
- Turn-offs – Cynicism, sarcasm, unfairness, condescension

WHAT CAN YOU DO TO ATTRACT MILLENNIALS?



MUST DOS

- Strong online presence
- Outreach to corporate groups that have staff at varying levels (not the C Suite)
- Emphasize service and advocacy
- Promote Leadership and coaching opportunities (leadership training, leading meetings, mentoring)
- Develop in-between steps and titles
- Create a more casual environment
- Teambuilding – happy hours (can be alcohol free), scavenger hunts, dress up days

MIXED GENERATION TEAMS: HOW THEIR LEADERS DIFFER

Leaders of Poor Performing Teams	<ul style="list-style-type: none">• Prescribe one way of doing things• Expect team members to become carbon copies of themselves• Focus on mistakes and problems• Avoid risk and encourage other to do the same• Ignore positive contributions
Leaders of High Performing Teams	<ul style="list-style-type: none">• Encourage people to create new approaches to the work• Avoid judging ideas until they're fully explained• Allow a variety of behaviors and attitudes unless they violate core values• Emphasize and celebrate personal successes• Encourage risk-taking and learning from mistakes

MIXING GENERATIONS SUCCESSFULLY

- Initiate conversations about generations
- Ask people about their needs and preferences
- Offer options
- Personalize your style
- Build on strengths
- Pursue different perspectives

SOURCES

- USA Today:
<https://www.usatoday.com/story/news/nation/2017/04/19/young-americans-census-report-millennials/100640966/>
- Pew Research Center:
<http://www.pewresearch.org/topics/millennials/>
- Simon Sinek: <https://www.youtube.com/watch?v=As8XkJNaHbs>
- Goldman Sachs: http://www.goldmansachs.com/our-thinking/pages/millennials/index.html?cid=PS_01_18_07_00_02_15_01&mkwid=57QsBkTm
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- <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-deloitte-millennial-survey-2017-executive-summary.pdf>