



JEFF BUTLER



Multigenerational Management And Communication With Millennials

GEN Xers 1961-1981



Skeptical about authority?

Tend to see the glass half empty?

Go at it alone?

Baby Boomers 1946-1964

Are you a rule follower?

Out of touch?

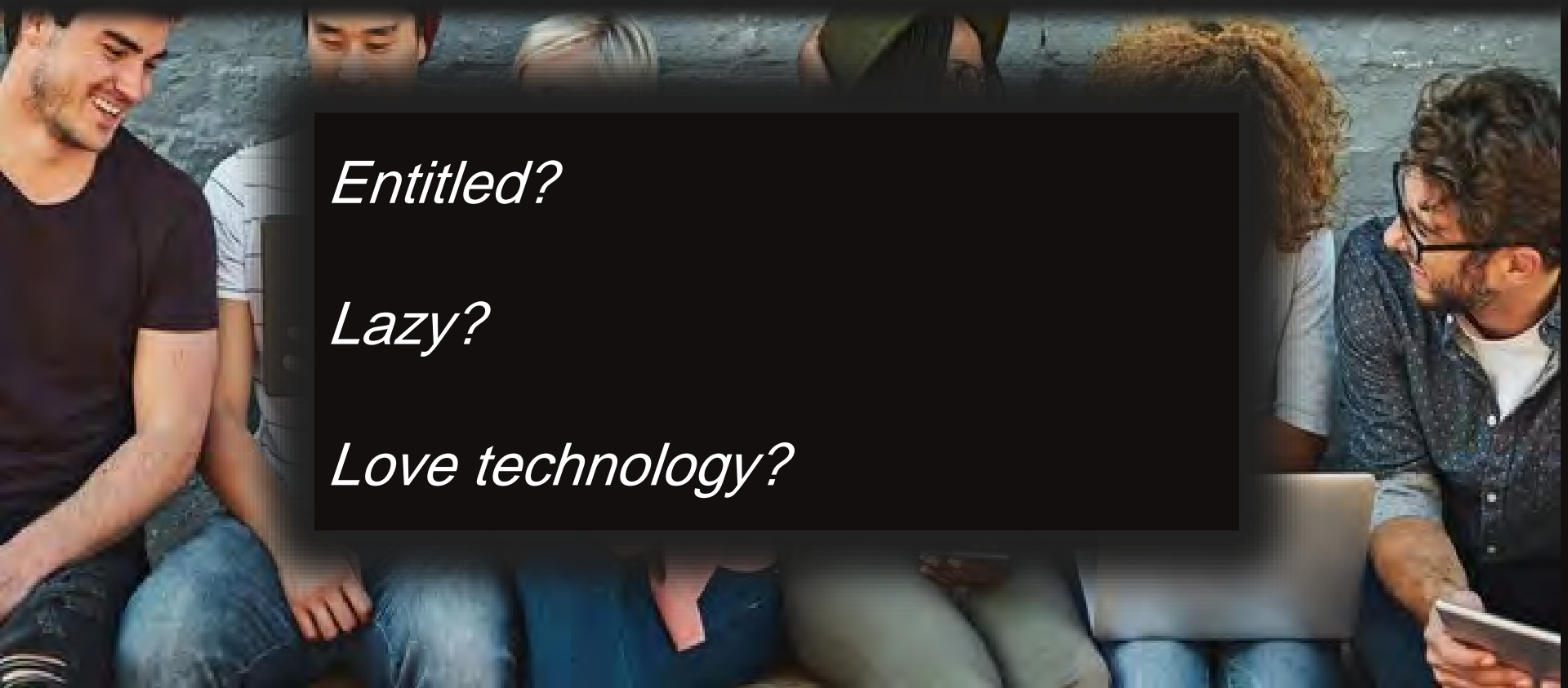
Are you loyal and self-sacrificing?

Millennials 1982-2001

Entitled?

Lazy?

Love technology?





REUTERS



The New York Times

Bloomberg
TELEVISION

THE WALL STREET JOURNAL The Washington Times

The Washington Post Los Angeles Times

CHICAGO SUN-TIMES

THE WALL STREET JOURNAL
RADIO NETWORK

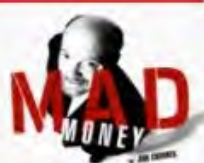
AP



Chicago Tribune

BusinessWeek

CNN



WOR
RADIO 710 HD
Parents
HEALTHY KIDS | HAPPY FAMILIES

SCIENTIFIC
AMERICAN™

FT
FINANCIAL TIMES



VANITY FAIR

*“The children now love luxury;
they have bad manners,
contempt for authority; they
show disrespect for elders and
love chatter in place of
exercise.”*



SOCRATES, 399 B

GENERATION Y vs MILLENNIALS

HARVARD



STRAUSS & HOWE



THE MAKING OF A GENERATION

- Technology Changes
- Common Age Location in History
- Identity Cycle
- Common Beliefs and Behaviors
- Perceived Membership

Why
Change?

Company
Unable to
Compete

Ineffective
Management

THE
NEGATIVE

Company
Less
Attractive

Lower
Engagement/
Productivity

Turnover

Downward
Spiral Culture



14 Different Techniques to Work With Anyone

True or False?

Millennial and Generation Y cover the same generation years?

False

True or False?

Written Generation polarization has been occurring for over 2,000 years?

True

True or False?

Avocado Toast is one of the reasons why
Millennials are slow to buy homes?

True, Washington Post



Nick Confessore 

@nickconfessore



If I forego my daily avocado toast and save \$50 a week at 5% interest, I can save \$33,644 in just a decade!

 92 1:56 PM - May 15, 2017



 32 people are talking about this



THE ABCs OF MULTIGENERATIONAL MANAGEMENT

1

Alignment

2

Build

3

Communicate



CHILD'S SOCCER GAME

THE GENERATIONAL RESPONSE

Baby Boomer
Bob



- Stick to work regiment
- Request day off

Generation X
Jill



- Work schedule to attend
- Check email

Millennial
Mark



- Never considered work around
- Work=Life

ADAM'S EQUITY THEORY



ADAM'S EQUITY THEORY CONSEQUENCE

- Decrease Output
- Push for More Authority
- Go into survival (9-5) mode
- Become Resistant




BIG BANG THEORY

A composite image featuring Leonard Nimoy. On the left, he is depicted as the character Spock, with his characteristic pointed ears and a serious expression, wearing a dark Starfleet uniform. On the right, a larger, more detailed portrait of him as an older man with a grey beard and hair, looking directly at the camera with his hands clasped. The background is a dark blue space scene with a white Star Trek starship and a planet. The text "Leonard Nimoy" is written in a white serif font across the middle, with a thin white line underneath it.

Leonard Nimoy

1931 - 2015

- 
- An aerial, high-angle photograph of an airport tarmac. The scene is dimly lit, possibly during dawn or dusk. In the foreground and middle ground, several white cargo containers are stacked on pallets. To the right, a piece of ground support equipment, possibly a mobile stair or belt loader, is visible. The tarmac surface is marked with white lines. In the far distance, a few small figures of people can be seen on the tarmac. The overall atmosphere is quiet and industrial.
- Work/Life Balance
 - Work Ethic
 - Organizational Culture
 - Communication Protocol
 - Performance Expectations

EXPECTATION SETTING AREAS

93%



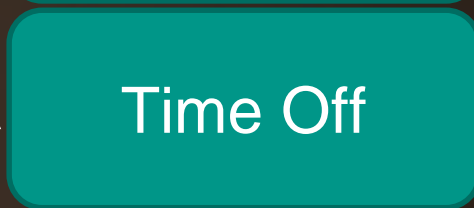
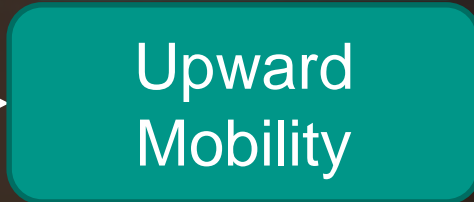
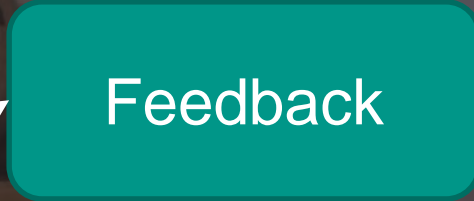
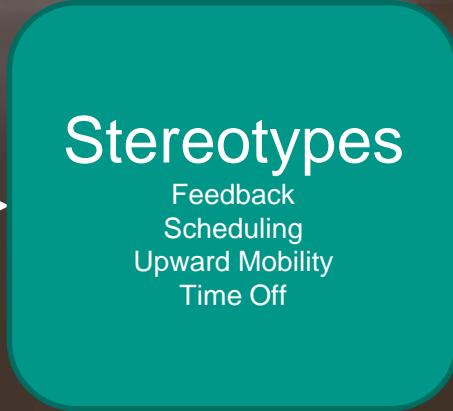
Video Communication



Work Ethic

Entitlement

ADDRESSING ENTITLEMENT CONC



**MANAGEMENT
THEORY**

Vertical text on the right side of the slide, with 'MANAGEMENT' on top and 'THEORY' below it, both in white capital letters.

TIME OFF



WORK LIFE FLEXIBILITY





WORKPLACE PERSONALIZATION

T/F Quiz

Entitlement solely comes from Millennials in
workplace?

False



T/F Quiz

Adam's Equity theory focuses on making sure
there is demographic inclusion?

False, maintaining fairness



T/F Quiz



Millennials find enjoyment playing with out

True



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2

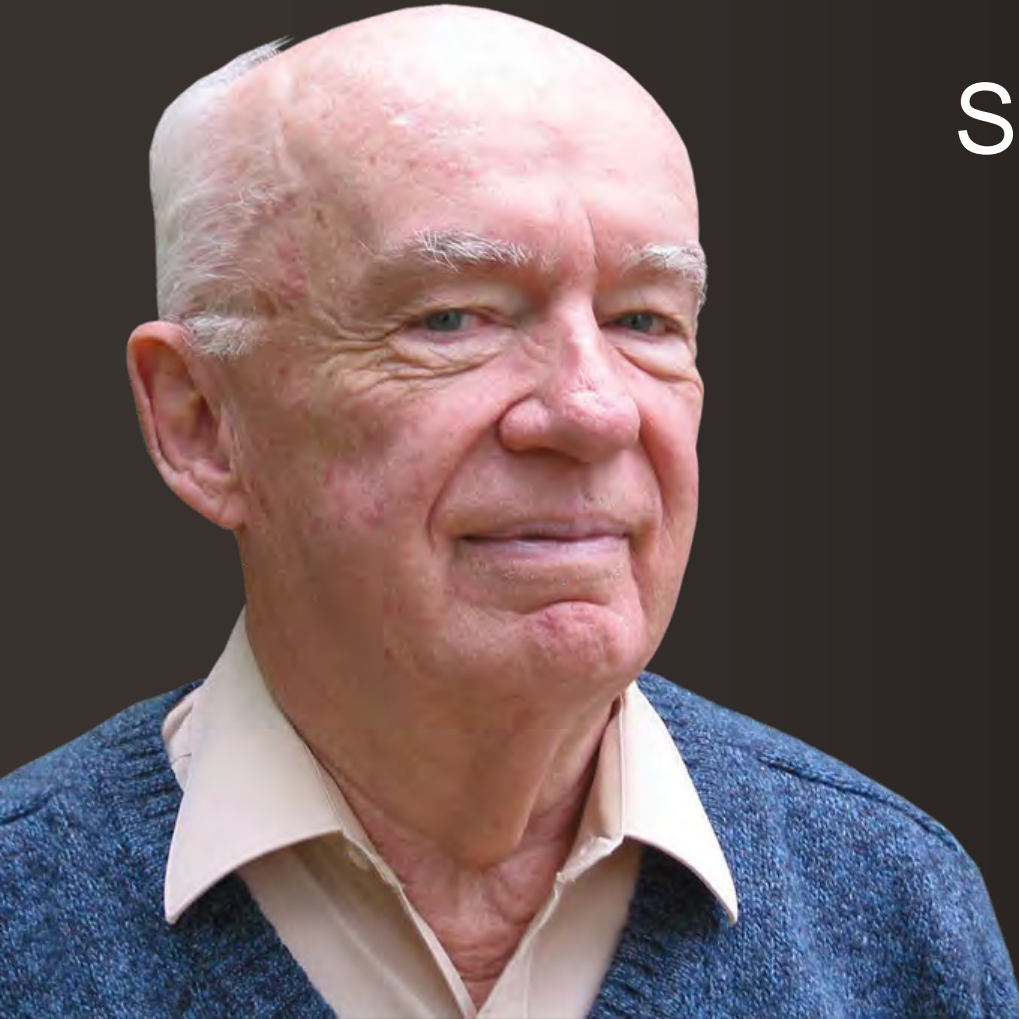
Build

3

Communicate



VALUES AND BELIEFS



SOLVING INTERGRO CONFLICTS

THOMAS PETTIGREW

Research Professor of Social
Psychology at the
University of California



EMOTIONAL CONNECTION



ALL PORT CONDITIONS

Equal Status

Common Goals

Intergroup Cooperation

Institutional Support



Volunteering Time Off



PROJECT ROI

- 20% ↑ Employee Morale
- 7.5% ↑ Employee Engagement
- 13% ↑ Productivity
- 50% ↓ Turnover



ALL PORT CONDITIONS

Equal Status

Common Goals

Intergroup Cooperation

Institutional Support





WATER COOLER CHATS

Today

@_funny_chats_
OMG OMG OMG OMG OMG 20:36

what? 20:36 ✓✓

mark just asked me out!!! 20:36

OMG! When? 20:36 ✓✓

@_funny_chats_
Now!! our first date is on
February 30 20:36

ummm.... there is no February 30 20:37 ✓✓



11,251 likes
_funny_chats_ Lol😂😂nailed it
Tag your friends 😂

Absolute SAVAGE



REQUIRES REVE
MENTORSHIP FOR
EXECUTIVES

JACK WELCH
CEO
General Electric

Peerto-Peer Learning



DARE 2 SHARE

80,000
Employees



78 Percent
wanted peer
learning

~\$8.0M

Saved in Time
& Travel Costs

T/F Quiz

VTO can help indirectly improve team mo

True





T/F Quiz

Jack Welch made it mandatory for each executive to have a mentee?

True





T/F Quiz

Mentoring celebrities can have a strong impact on youth?

True



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TEAM CONFLICT



THE GENERATIONAL RESPONSE

Baby Boomer
Bob



- Little Feedback
- Annual Review

Generation X
Jill



- Monthly Feedback
- Tell them during next 1v1

Millennial
Mark



- Immediate Feedback
- Now

HOW TO GIVE FEEDBACK

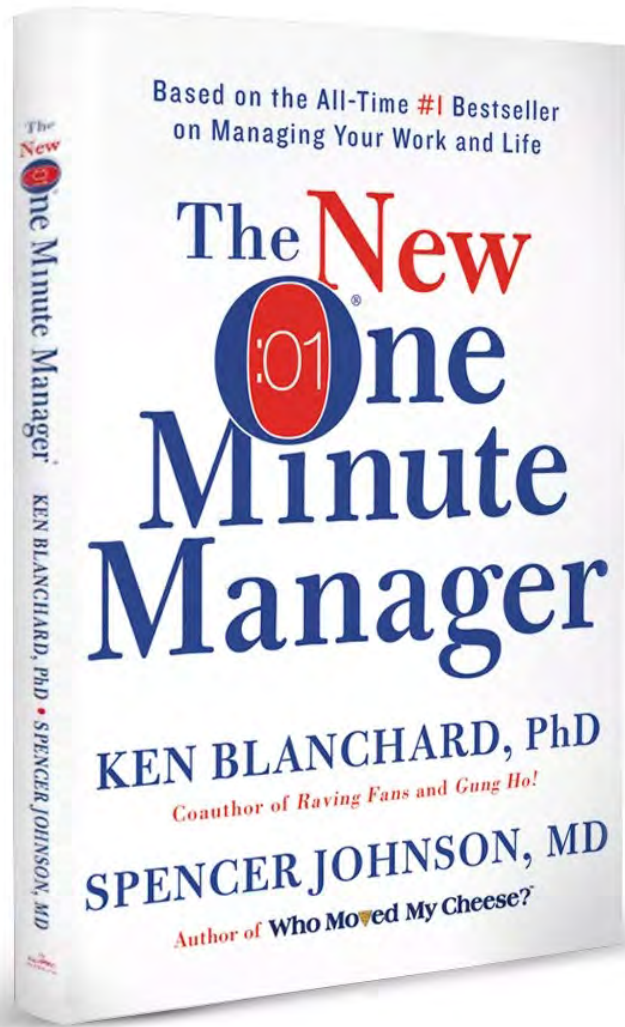


SANDWICH METHOD



I like your hat.
your face is ugly.
But your top is nice.

Keiko



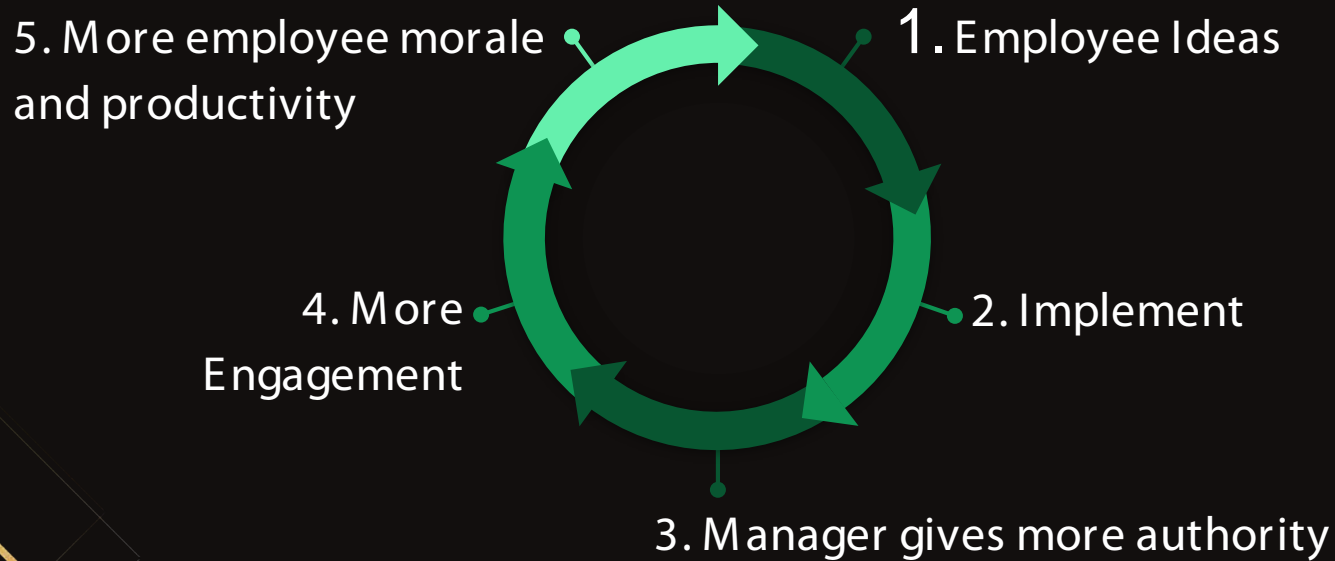


CONSISTENT ONE ON ONES

BENEFITS OF ONE ON ONES

- Backfill Anticipation
- Gathering ideas
- Employees feel heard
- Increasing engagement

EMPLOYEE FEEDBACK LOOP



HACKATHONS



2010 **TE** **DISRUPT**

\$10.6M khosla ventures



Jared Hecht

Steve Marocci

Co-Founders of GroupMe

acquired **\$80M**

370 Days



SUPER BOWL

\$2.6M

1,000 Entries
\$10,000 prize, all expensive
paid trip to Super Bowl XLI





T/F Quiz

Managers should give feedback rates base
generation?

False





T/F Quiz

It costs \$260,000 for airing a 30 second com
during the Superbowl?

False, \$2.6 million



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14 TECHNIQUES

1. Video Communication
2. Handling Entitlement
3. Time Off
4. Work Flexibility
5. Workplace Personalization
6. Offsite Events
7. Water Cooler Chats
8. Reverse Mentoring
9. Peer to Peer Learning
10. Splitting Feedback
11. Increase the Feedback Rate
12. Consistent One on One
13. Hackathons
14. Crowded Sourced Answers



JEFF BUTLER



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