



# NEXT GENERATION EMPLOYEES

**PRESENTER:**

Cindy Remen, Managing Partner  
Excelsus Strategic Consulting and Creative Services



# EXCELSUS

Strategic Consulting and Creative Services

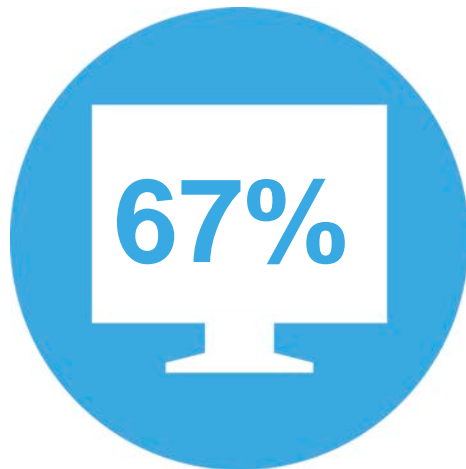
*Bringing out the best in others is how you find the best in yourself.*



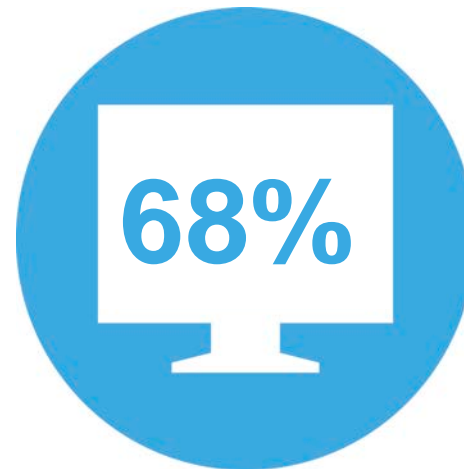


# ENGAGEMENT

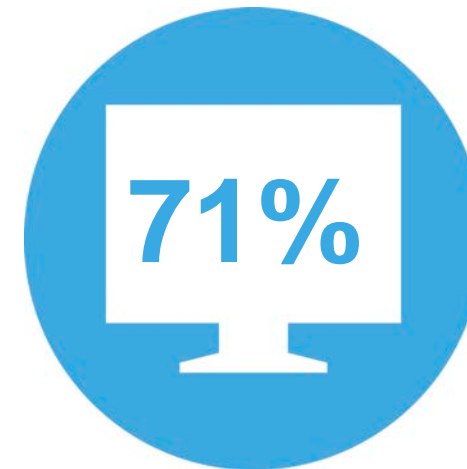
## IN THE U.S. WORKFORCE (GALLUP)



**BABY BOOMERS  
ARE DISENGAGED**



**GEN X ARE  
DISENGAGED**



**MILLENNIALS ARE  
DISENGAGED**



### **FACTOID:**

Employees with the longest tenure (10+ years) tend to be the least engaged.



# ENGAGEMENT

COST OF DISENGAGED EMPLOYEES  
TO U.S. ECONOMY

\$30B



LOST  
REVENUE



TURNOVER/  
RECRUITMENT



PRODUCTIVITY/  
INNOVATION



SAFETY  
INCIDENTS



ABSENTEEISM



THEFT



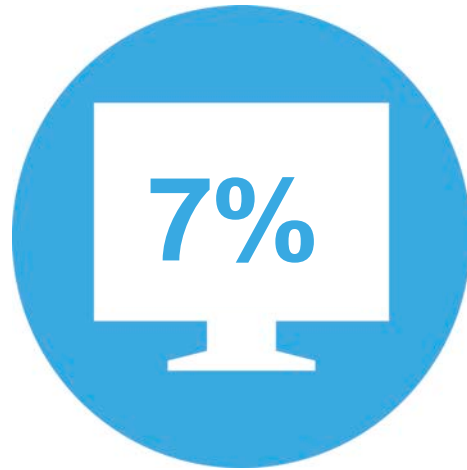
# WORKFORCE

IN EIGHT YEARS, 75% OF WORKFORCE WILL BE MILLENNIALS

2025



DEPARTMENT HEADS



SENIOR MANAGEMENT



OPEN TO NEW JOB OPPORTUNITIES



DON'T CONNECT W/ COMPANY MISSION



# WHAT MOTIVATES ME AT WORK?





# BOOMERS

## MOTIVATIONS



FINANCIAL  
SECURITY



RESPECT



RECOGNITION





# GEN X

## MOTIVATIONS



WORK-LIFE  
BALANCE



FAIR PAY FOR  
FAIR WORK



INDEPENDENCE



FLEXIBILITY







# MILLENNIALS

## MOTIVATIONS



**PAYCHECK &  
PURPOSE**



**SENSE OF  
BELONGING**



**PROFESSIONAL  
DEVELOPMENT**



**WORK FOR A  
“COACH” – NOT  
A BOSS**





# MILLENNIALS

## MOTIVATIONS



CONSTANT  
COMMUNICATION



ACCOUNTABILITY



CLEAR  
EXPECTATIONS




COLLABORATION





# TOP 5 DRIVERS FOR MILLENNIAL ENGAGEMENT





I feel valued  
at work

I have confidence  
in the leadership

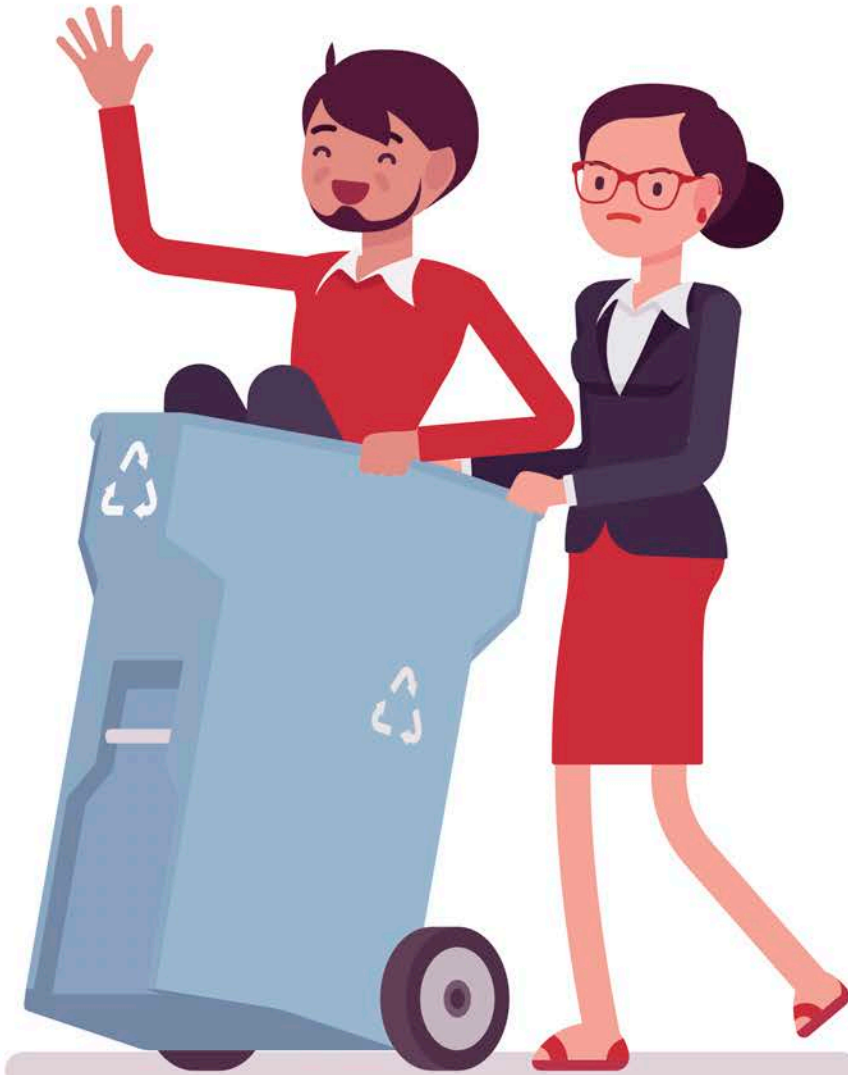
Most days,  
I feel  
productive

I'm treated like  
a person, not a  
number

**I like the  
work I  
do...**



# WHAT ATTRACTS MILLENNIALS TO JOBS?





# WHAT ATTRACTS

MILLENNIALS TO JOBS?

**employer's reputation**

peer reviews

**mission, vision, values**

promised behaviors exemplified

**intentional communication**





# WHAT ATTRACTS

## MILLENNIALS TO JOBS?

What matters is the mortar not just the bricks. Take time and intentionally bond, build trust and loyalty. If you care about the experience you're creating for your customers, talk with your frontline!





# iGEN/GEN Z

## FUTURE WORKPLACE

In the next five years, they will become the fastest-growing generation in both the workplace and the marketplace. Pay attention and plan for this demographic **now**.







# iGEN/GEN Z

WHAT WE KNOW ABOUT THEM

**goal-oriented; competitive**

innovative

**early adopters**

socially responsible

**self-reliant**

practical/pragmatic

**online learning**

diverse

**less work experience**





# ENGAGEMENT

## RECIPE FOR AN ENGAGED WORKFORCE

**positive intent**  
extraordinary HR team  
**meet basic requirements**  
don't make excuses  
**trust/hold managers**  
**accountable**  
use recognition as  
encouragement  
**develop action plan**  
measure progress





# WHAT CHANNELS SHOULD WE BE FOCUSING ON?



VIDEO



TWO-WAY  
CONVOS



MOBILE



PERSONAL  
RELATIONSHIPS



**85% of Millennials access the Internet from their phones—more than all previous generations.**





# MILLENNIALS USE

THE INTERNET FOR MORE THAN NEWS



PAY BILLS



SHOP ONLINE



WATCH  
CONTENT



MANAGE  
SOCIAL LIVES



# TV, NEWSPAPERS, RADIO, OR MAGAZINES AS A NEWS SOURCE?





# INTERNET AS A NEWS SOURCE?



30%



51%



71%



# MAGAZINES

## AS A NEWS SOURCE?



0%



1%



0%





# NEWSPAPERS AS A NEWS SOURCE?



10%



4%



3%



# TELEVISION AS A NEWS SOURCE?



50%



31%



15%



# RADIO

AS A NEWS SOURCE?



9%



12%

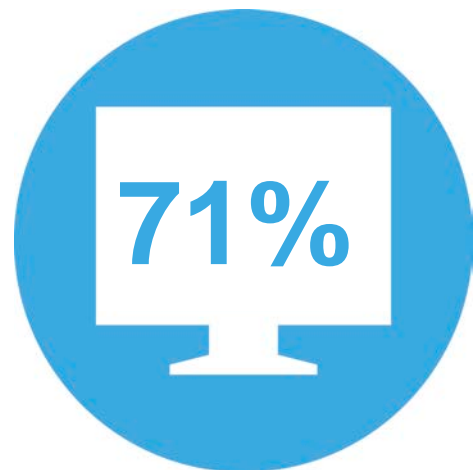


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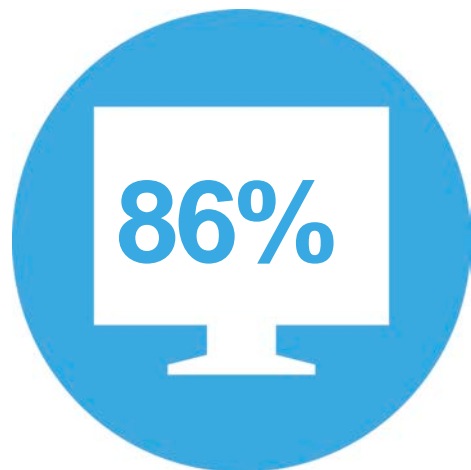


# CORPORATE EMAIL

## USAGE

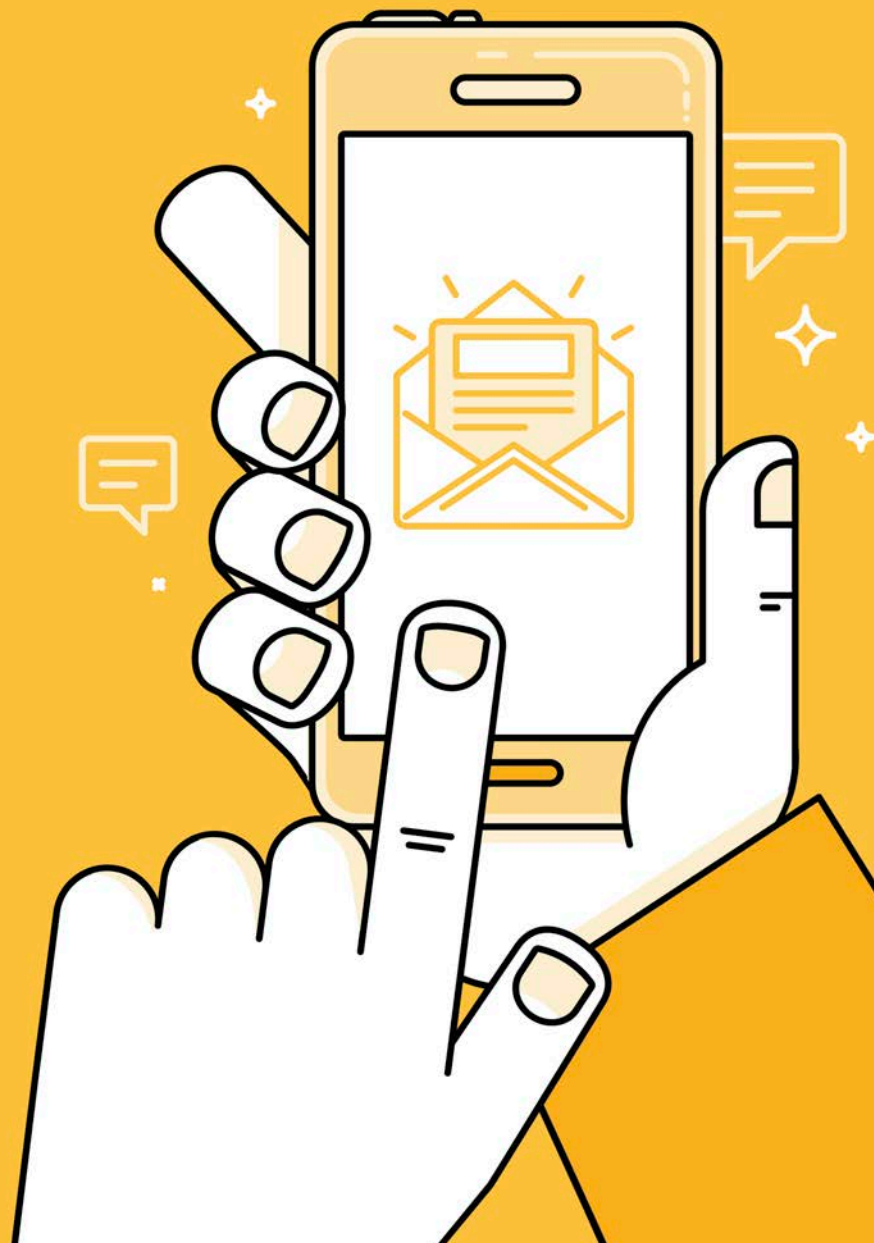


DON'T READ  
COMPANY EMAIL



SAID A MOBILE  
APP WOULD BE  
BETTER

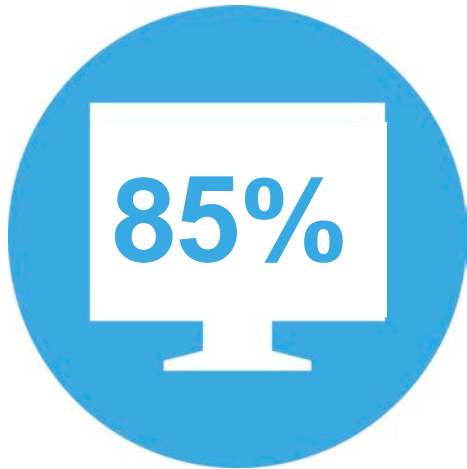
**SOURCE:** Dimensional Research for Social Chorus





# INTERNET CONTENT

## VIDEO



OF INTERNET  
CONTENT IN THE  
U.S. WILL BE  
VIDEO

SOURCE: Cisco





# DISTRIBUTED WORKFORCE

## CHALLENGES



COMMUNICATING

**timely information especially during crisis or periods of change**  
absent information, employees will fill the gaps with the worse possible scenario  
**trust in leadership**

**SOURCE:** Dimensional Research for Social Chorus

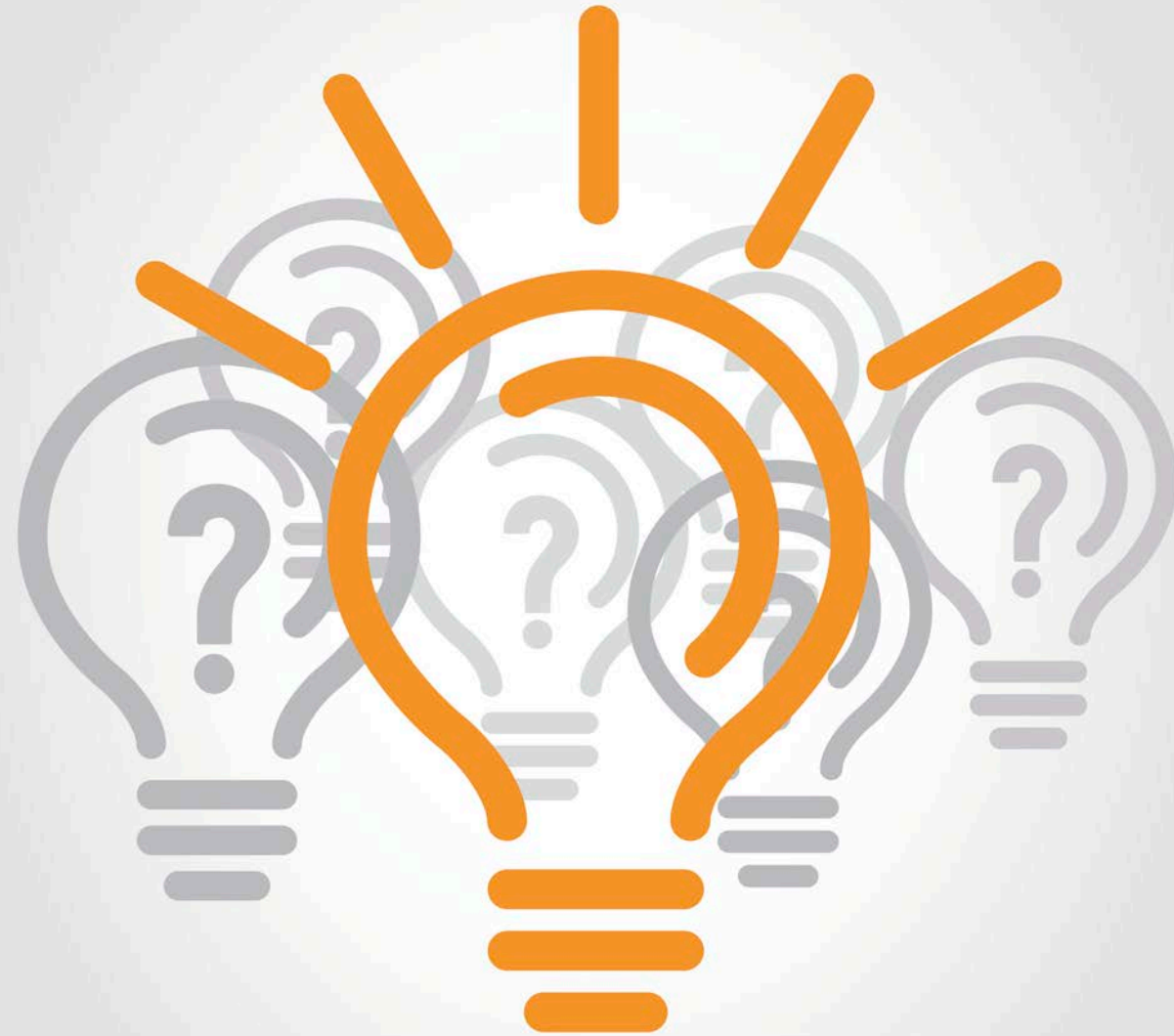


# QUESTIONS

TO NOODLE

**Is your communication strategy a written plan that supports the business strategy or execution of assignments/tactics?**

What channels are you using; what's the frequency, voice and tone?

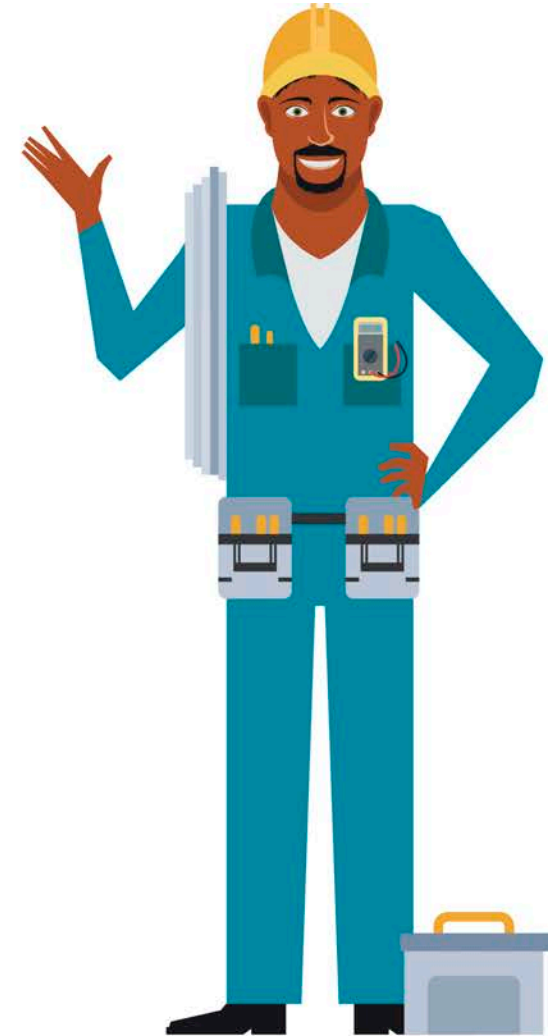




# QUESTIONS TO NOODLE

**What percentage of your employees are non-desk employees?**

How is their voice heard?





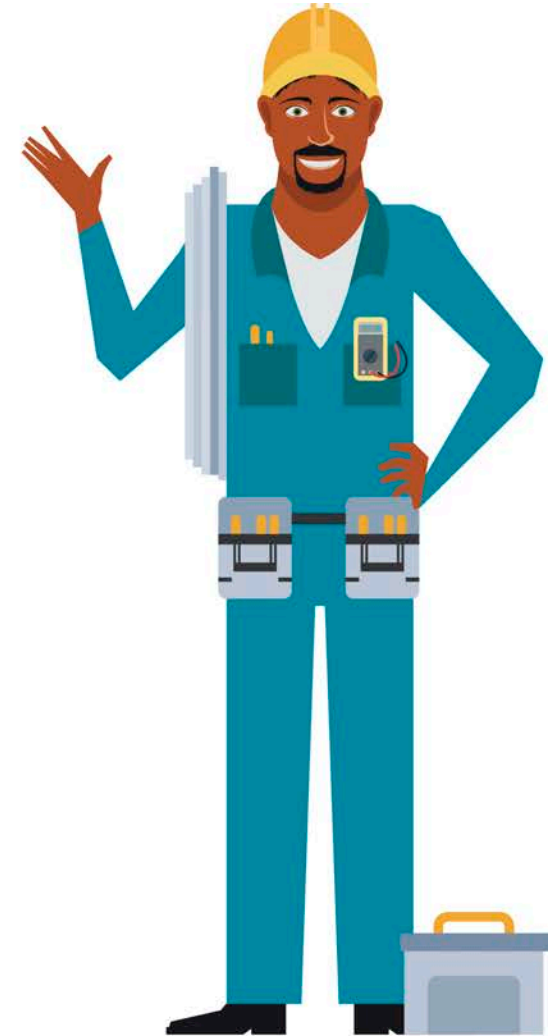


# QUESTIONS

TO NOODLE

**How often is the leadership team interacting with non-desk employees and building relationships?**

Are they actively listening?



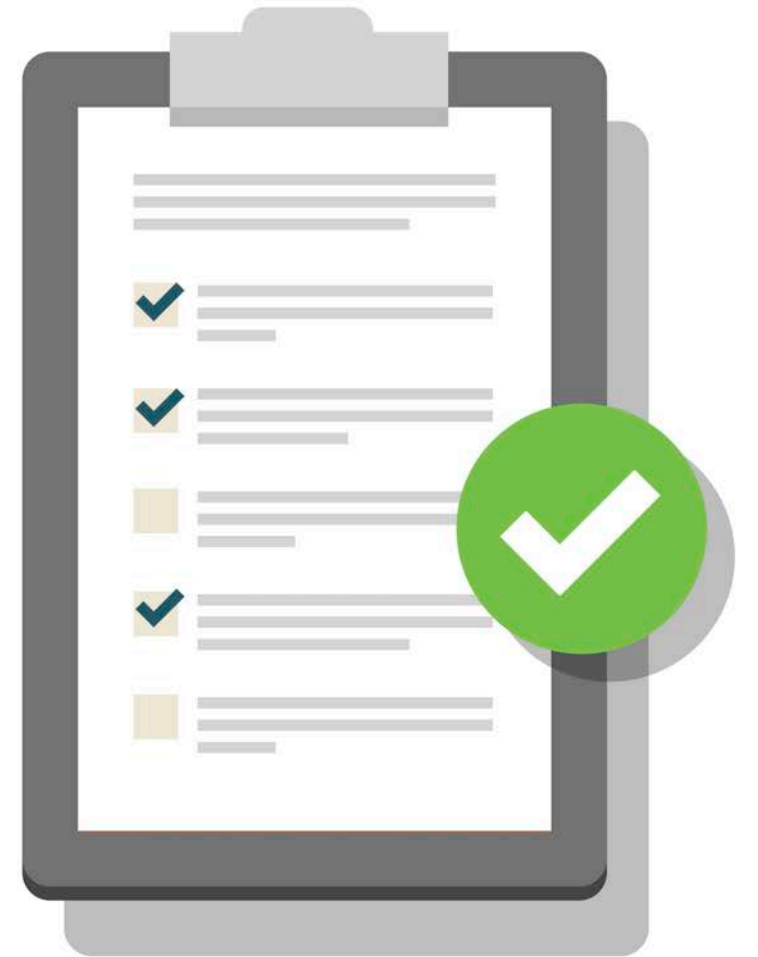


# QUESTIONS

TO NOODLE

**Are you conducting employee engagement surveys or holding periodic focus groups?**

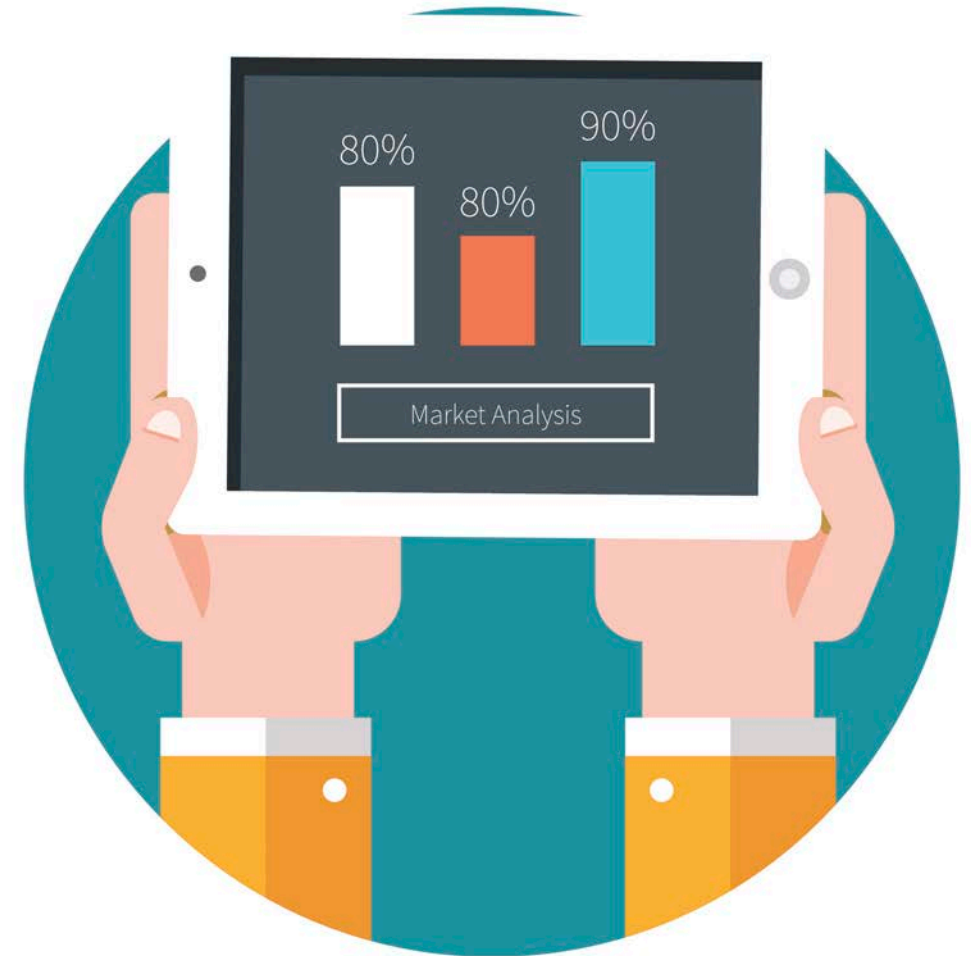
Do your employees trust you enough to open up, or would they fear reprisal, career growth limitations?





# QUESTIONS TO NOODLE

**How are you using that data to develop your strategies and communications plans and more importantly, measure success?**

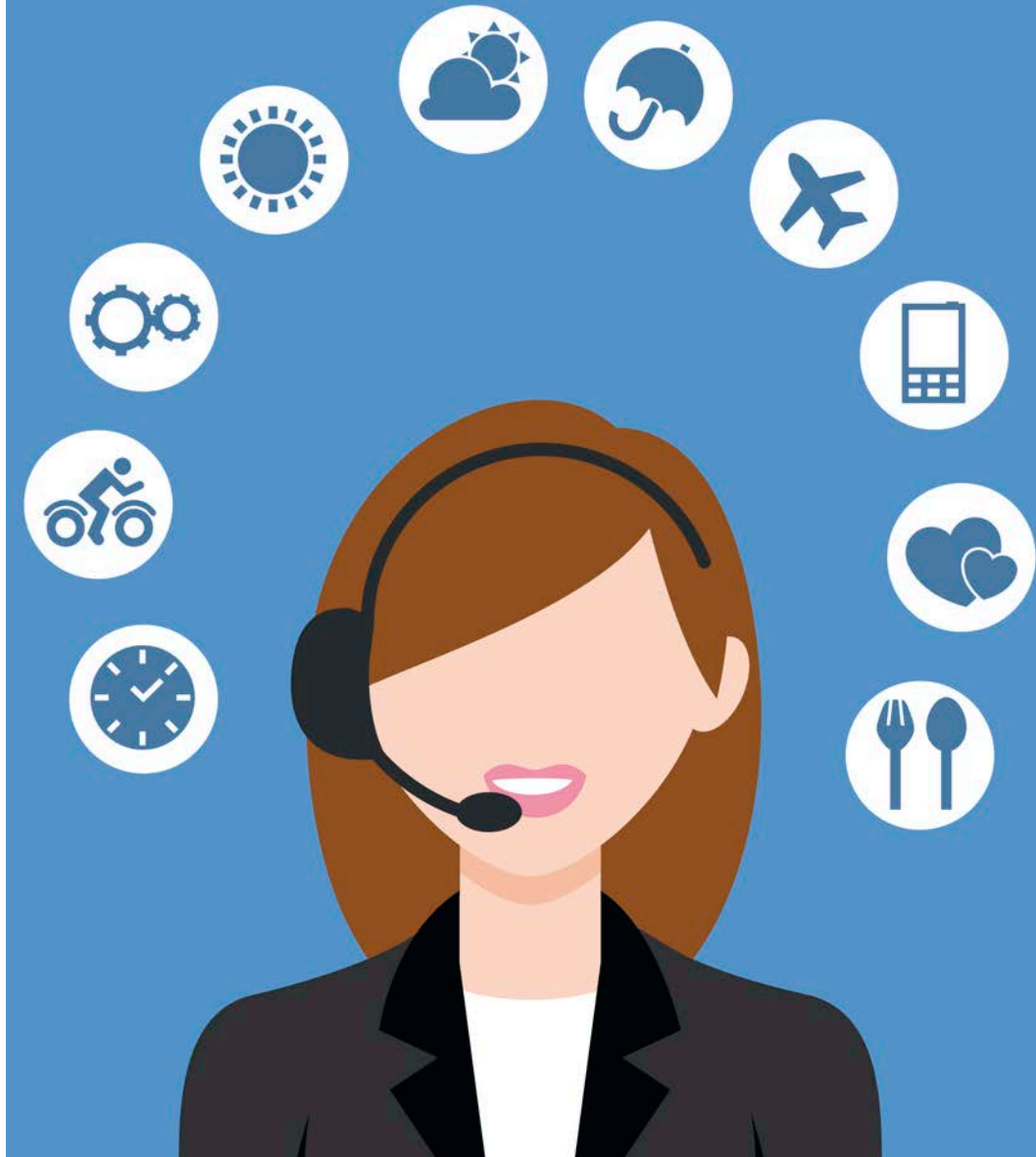




# QUESTIONS

TO NOODLE

Are you building your business strategy with the next generation consumer who works at your company?





# QUESTIONS TO NOODLE

**How do you use the insight, experiences and expectations of your employees to build your brand, service offering, and customer experience?**





# QUESTIONS

TO NOODLE

**If your employees were asked to write a GlassDoor review, what would they say about their experience, the leaders of the company and the vision, values and mission?**





# IBM SURVEY

EMPLOYEE EXPERIENCE IS  
COMPRISED OF 5 ELEMENTS



**SENSE OF  
BELONGING**



**PURPOSE**



**ACHIEVEMENT**



**HAPPINESS**



**VIGOR**



# 8 MANAGEMENT BEHAVIORS

THAT ENGENDER TRUST TO IMPROVE  
PERFORMANCE

**recognize excellence immediately  
after goal is met**

induce 'challenge' stress

**give people discretion to do their  
work**

enable job crafting

**share information broadly**

intentionally share relationships

**facilitate whole person growth**

show vulnerability



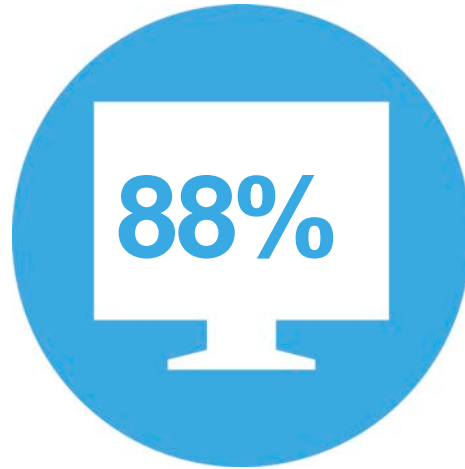




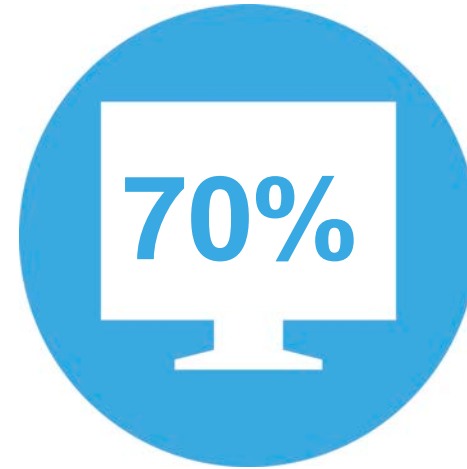
# HIGH-TRUST ORGANIZATIONS



WOULD STAY W/  
CURRENT  
EMPLOYER



WOULD  
RECOMMEND  
BUSINESS TO  
FRIENDS



ARE ALIGNED W/  
COMPANY'S  
PURPOSE



**What will you do  
when you get back  
to the office?**



# Q&A



**EXCELSUS**

Strategic Consulting and Creative Services

[excelsusconsulting.com](http://excelsusconsulting.com)