

What does LEADERSHIP look like to the NEXT Greatest Generation

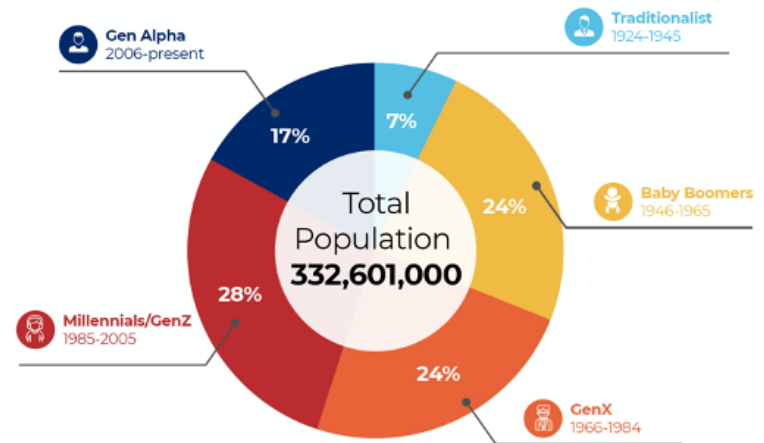


DEVELOP. EMPOWER. RETAIN.

GENERATIONS @ WORK

1946-1965	Baby Boomers 1946-1955 Flower Children 1955-1965
1965-1984	GenX 1966 – 1977 Xennials 1978 - 1984
1985-1995	MILLENNIALS
1996-2005	GENERATION Z

Breakdown of Generations in the US



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01 MODELS BEHAVIORS

TEACH NEW SKILLS

02

03 EMPOWERS NOT ENABLES

IS FUTURE FOCUSED

04

05 NEVER STOPS LEARNING

1. Models Behaviors

- Millennials & GenZ can spot a fake a MILE away!
- Two things: **RESPECT** & *a little bit of fear*.
- Apologize when you're wrong
- Are you the kind of leader anyone would WANT to emulate?

Check Your Double Standards!

2. Teaches New Skills

How to Resolve Conflict

- The importance of controlling emotions (anger, ego, guilt, flattery).
- How to get what you want without everyone hating you.
- How to admit when you're wrong and OWN your part.
- How to talk through difficult topics.
- HOW & WHEN TO PRESS PAUSE IN A CONVERSATION.

Taking Risks & Initiative

- *Faux self-esteem comes from being told your great. REAL self-esteem comes from overcoming hard things.*
- *How No Child Left Behind MESSED UP GenZ's in 2001.*
- *Fearful childhood = prone to take fewer risks & seek task approval*
- *SYLLABUS + TOOLS LIST + RUBRIC = TROUBLE*
- *Build task lists & Use software that saves managers time checking for completion and gives guidance to young employees WHILE gamifying.*

Excellence vs Good vs Average

- *TAPPING new leaders to your *future leaders program* holds them up as "gold standard". (more coming)*
- *Clarity on standards and expectations.*
- *Slippery slope when you "let it slide"*

Managing Time

- *Hard deadline, strictly enforced, kids had tools (watch), learned to manage time = Streetlights Rules*
- *WE DON'T TEACH THIS OR HOW TO HANDLE MONEY ANYMORE.*
- *One of the top trainings you need to get into your employees' hands is how to budget and schedule TIME.*

3. Empowers Not Enables

The minute that you become "parental" towards employees by

- Not holding them to standards
- Backing up deadlines
- Revising their work/emails without telling them
- Constantly reminding
- Making excuses for lack of emotional control. YOU'RE IN TROUBLE

Helicopter Parents vs Lawnmower Parents

STRUGGLE TIME SOLUTION: Struggle Time temporarily DELAYS GRATIFICATION and empowers your employees to find the answers themselves and use you as a secondary RESOURCE.

4. Is Future Focused

Increasing Flexibility & Autonomy

- SELF-SCHEDULING SOFTWARES
- WORK FROM HOME/ HYBRID MODEL

Provide a Benefit Buffet

- PAY MATTERS BUT NOT AS MUCH AS YOU MIGHT THINK.
- MENTAL HEALTH
- CHOICES

Path to Greatness

- TRAINING & UPSKILLING
 - The candidate drop-off rate for people who click 'Apply' but never complete an application is a whopping 92%! - Appcast Survey, February 2022
- CLEAR APPLICATION
 - The candidate drop-off rate for people who click 'Apply' but never complete an application is a whopping 92%! - Appcast Survey, February 2022
 - Reduce Up-Front Info: Name - Contact Info - LinkedIn Page or Resume Upload
 - Reduce Redundancy: Upload Resume AND retype? Doesn't copy between job applications? NOPE

- Reduce Clicks: Avg application 51 clicks – Inflight 2022 - Ideally 5 min or less
- Reduce Time to Offer: Rockstars don't wait - Automate your process - Update the status with texts
- EARLY LEADERSHIP TRAINING
 - Manager recommendation after first 90 days. Make a big deal about selection. Set them as the STANDARD of what the ideal employee looks like (use for promo materials, company face-time ambassadors, etc). Be very clear TO THEM you want them to stay and that you're prepping them to become future leaders.
- PURPOSE
 - When asked about the most important or very important things personally when choosing a job, 54% of respondents said making a meaningful contribution to society, while 53% wanted a job that focuses on helping others. Deloitte, May 2022
 - Gen-Z is on record as the most diverse generation to date—a fact that a majority of U.S. employers (73%) is recognizing by placing emphasis on diversity and inclusion programs in the workplace. - LinkedIn Global Talent Trends Report., 2022
- PART OF REBRANDING
 - Let your bright, tapped, young leadership program be active participants in your RE-BRAND.
 - Social Media Content Generators
 - Graphics/Slogan Resonation
 - Survey/ Poll friends
 - The candidate drop-off rate for people who click 'Apply' but never complete an application is a whopping 92%! - Appcast Survey, February 2022

5. Commit to growing YOUR skills and don't ever stop.

- Books, Podcasts, LinkedIn Lessons, TED Talks, Networking, Training, Conferences JUST LIKE THIS



KRISTIN SCROGGIN



GENERATIONAL DIVERSITY SPEAKER

 256-656-6663	 kristin@genwhy.com	 linkedin.com/in/kristin-scroggin
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www.genWHY.com

Quotes and Stats Worth Knowing

January 2020 to January 2022, government lost more than 600,000 workers. (More than manufacturing, wholesale trade, and construction combined.) - US Bureau of Labor Statistics, April 2022

NEOGOV data points to an additional 56% drop in applications per open job from 2021 to 2022. - Route 50, June 2022

Only 8.1% of the federal workforce is under the age of 30, compared to 23% in the private sector.-- Deloitte, May 2022

In November 2021, the US Department of Labor reported 4.5 million workers (about 3% of all workers) quit or changed their jobs, the highest number in history.- Washington Post, January 2022

A recent study showed that a toxic culture is 10.4 times more likely to contribute to attrition than inadequate compensation.- MIT Sloan Management Review, January 2022

In a global worker survey, 65% said the pandemic had made them rethink the place that work should have in their life. Jackie Wiles, Gartner Research, January 2022

Workers who have spent less than five years in the government are nine times more likely to quit than those who have spent more than 10.- Deloitte, May 2022

The quit-rate-by-age data shows that workers in their 20s are *five times more likely to quit* than those in their 50s. -- Deloitte, May 2022

Less than 27% of people *under 55* prefer working from an office. Those *65 and older* are the **only** age group where the majority (nearly 48%) prefer to work in the office- Qualtrics Survey, July 2022

Jobs specified as “remote” receive 300% more applicants than jobs that are not .- Zip Recruiter, May 2022

The Great Resignation *is not a pay problem*. It takes a 20% pay increase to move an *engaged* employee from one organization to another. An employee who is *not feeling engaged* with their work will move for little or no pay increase.- BCW Institute, March 2022

About 73% of workers are seeking mental health coverage, and 72% say health and wellness stipends are critical. - Deloitte, May 2022

A vast majority of GenZ (88%) would make use of additional skilling opportunities if their employers offered them, and 84% would speak to a career coach if given the chance. - Randstad Workmonitor , April 2022