

# Managing Millennials

## How to Bring Out the Best in Today's Young Talent

**Learn from the most up-to-date research on the Millennial workforce.** Since 1993, RainmakerThinking, has been tracking generational change in the workplace and studying the ever newer “new” young workforce. Now the “second-wave” of Millennials (born 1990-2000) are the young people flooding into the workplace, while the oldest Baby Boomers are exiting. By 2020, second-wave Millennials will make up 24% of the Western workforce, while Baby Boomers will be less than 20%.

What are today's managers saying about these second-wave Millennials?

“They may have a lot of the latest and greatest tools and techniques, but they lack a lot of the old-fashioned basics!”

“Their expectations are unrealistic.”

“They lack good work habits.”

“They lack good interpersonal skills.”

“They don't want to pay their dues and climb the ladder.”

“They walk in the door with seventeen things they want to change about the company.”

“They only want to do the best tasks.”

“If you don't supervise them closely, they go off in their own direction.”

“It's very hard to give them negative feedback without crushing their morale.”

“They think everybody is going to get a trophy in the real world, just like they did growing up.”

Based on decades of research, Bruce Tugan separates the facts from the myths about today's young workers. Bring in Bruce to share the latest research from RainmakerThinking:

**Millennials are NOT a bunch of delicate, lazy, disrespectful, inappropriate slackers with short attention spans**

**Millennials - at least those worth hiring - want leaders who take them seriously at work and set them up for success in the real world, not leaders who try to humor them**

**Millennials want strong, highly-engaged managers who establish clear structure and boundaries and provide regular guidance, direction, support and coaching**

**Millennials need clear expectations and real-time performance-tracking**

**Millennials need to understand the quid-pro-quo of work every step of the way**

Based on our continuing research since 1993 and his best-selling book *Not Everyone Gets a Trophy: How to Manage the Millennials* (2016), Bruce provides laugh-out-loud stories and powerful insights, as well as concrete takeaways for leaders at all levels to better recruit, train, engage, develop, motivate and retain today's best young talent.

### Actionable Takeaways and Best Practices

In this program, Bruce teaches dozens of immediately actionable best practices in a clear step-by-step guide to bring out the best in today's young talent:

- Get them on board fast with the right messages
- Get them up to speed quickly and turn them into knowledge workers
- Practice 'in loco parentis' management
- Give them the gift of context
- Teach them to care about delivering great customer service
- Teach them how to manage themselves
- Teach them how to be managed by you
- Retain the best of them, one day at a time
- Build the next generation of leader

### Learning Objectives

**After this program, participants will better be able to:**

**Understand the attitudes and behavior of young employees**

**Understand the nuances that distinguish the commonly described Millennials as two very distinct workplace generations**

**Attract and select the best young employees when recruiting**

**Get new young employees on board and up to speed**

**Help young employees learn and grow in their jobs**

**Help young employees work smarter, faster, and better**

**Teach young employees to understand where they fit in the organization**

**Reduce turnover among high-performing young employees and increase voluntary turnover among low-performers**

**Prepare the best young employees to assume management responsibilities**