



THEY

**Drive Me
Crazy!**



Leah Brown

Talent Retention Strategist at Crescendo Strategies

Things Have Changed...

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Widening Spectrum



Similar Experiences

Traditional Mindset

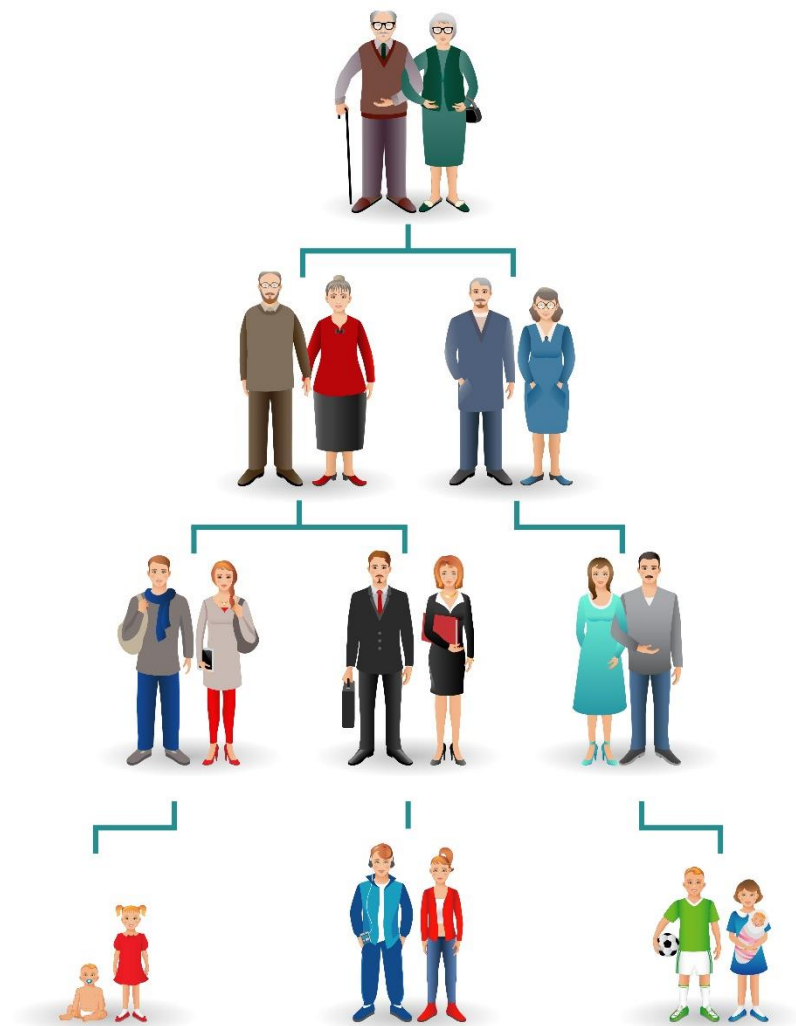
Accept Standards

Broader Exposure

Diverse Expectations

Demand Choices

Who's Who By Generation



Traditionalists (Silent)

- Born Pre-1945
- Now 70s & 80s
- Difficult Times

Baby Boomers

- Born 1946-1964
- Now 50s & 60s
- Business Expects More

Generation X

- Born 1965-1979
- Now Upper 30s & 40s
- Access to More Opportunities

Millennials (Gen Y)

- Born 1980-2000
- Now Under 36
- Face-Paced Change



The Workforce Shift

80M Boomers - Retiring

45M GenXers

80M Millennials

By 2020, majority of workforce
will be Millennials!

Who said it?

“Our youth now love luxury. They have bad manners, contempt for authority; they show disrespect for their elders and love chatter in place of exercise; they no longer rise when elders enter the room; they contradict their parents, chatter before company; gobble up their food and tyrannize their teachers.”

Socrates

~ 400 BC

A New Life Stage: Emerging Adult



- Only researched the past 16 years
- Not specific to “Millennials” and will apply to all groups age 18-25
- People are living longer and are not married with a mortgage by 27
- They value Freedom, Choice & Change to determine who they’ll be!

It's not about birth year.

It's about mindset!

The Millennial Mindset

T

Technology

A

Authority

B

Balance

L

Loyalty

E

Entitlement

Technology



Authority



Balance



Loyalty



Entitlement



Millennials Have High
Expectations
in Life...



Know Your Audience

- **What's their generational mindset?**
- **Do you know their individual values and priorities?**
- **In which stage of life are they?**
- **Remember, one size doesn't fit all!**

Go to Them

- **Use Their Preferred Channels**
- **Communicate Quickly & Succinctly**
- **Offer More Choices**
- **Be Flexible when Scheduling**

CRESCENDO STRATEGIES

We reduce unnecessary employee turnover.

How can I help?

Leah Brown

@CrescendoHR

253.961.0803