

The New Workforce |

ESSENTIAL INSIGHTS FOR EFFECTIVE ENGAGEMENT AND COACHING OF THE MILLENNIAL MINDSET



PRESENTED BY | JOSH ALLISON, CUDE

Oh hi, nice to meet you!



FI Strategies | ThinkCafé

- Think Café - 5 years | consulting – speaking
 - Hawaii to New York - 28 States between
- FI-Strategies – Our consultants have worked with
 - 200 U.S. Credit Unions
 - 20 of the top 100 largest

ThinkCafé

FI STRATEGIES, LLC

Learning Landscape

Two parts:

1. A Gen Y perspective on the “places”:
workplace and *marketplace*
implications
2. Insights for effective Gen Y
engagement, coaching and *retention*

The **BIG** question people always ask me:

“Are Millennials really that different?”

Transformational Cultural Shift

By 2020, One in three adults will be Millennials in the U.S.

By 2020, Gen Y income is projected to **exceed** that of both Baby Boomers and Gen X

By 2025, 75% percent of the workplace will be Millennials

So, who are they? And, how are they different?

“Value Shift” In Key “Places”

Workplace | *Marketplace*





com·mod·i·ty

: *obsolete*: quantity, lot

: a good or service whose wide availability typically leads to smaller profit margins and diminishes the importance of factors (as brand name) other than price

: one that is subject to ready exchange or exploitation within a market <stars as individuals and as *commodities* of the film industry — *Film Quarterly*>

-Merriam-Webster

“ **86%** of consumers quit doing business with a company because of a bad customer experience, up from **59%** four years ago. ”



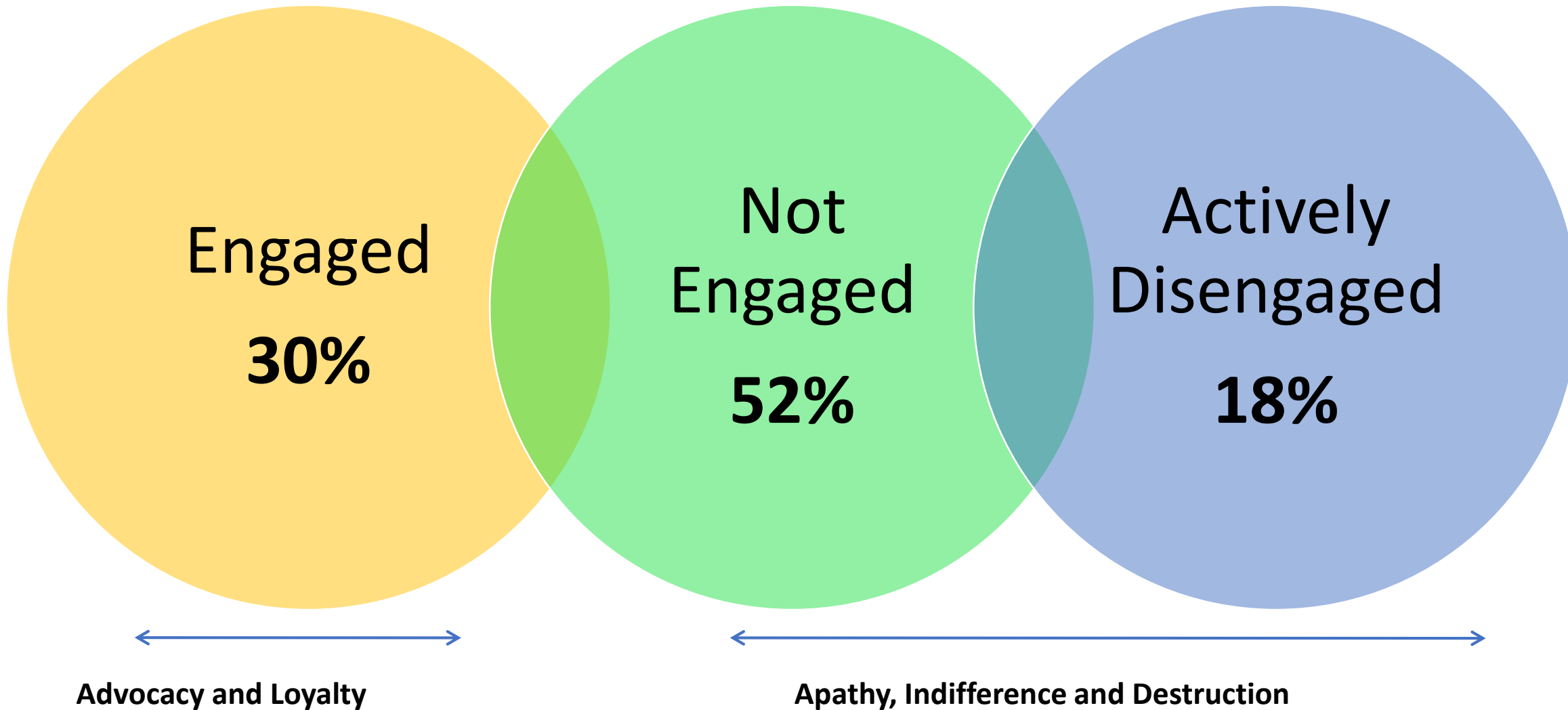
“

**Choice/Commoditization has driven
change in the “places”**

- Workplace**
- Marketplace**

”

Workplace | *Changes*



Hidden Disengagement Revealed

- <https://www.youtube.com/watch?v=8afqoDL3Qsk>



Quick Chat

How many of your TOTAL employees do you think have this mentality?

Why?

“

...Actively disengaged employees cost the U.S. between **450** billion to **550** billion each year in lost productivity. They are more likely to *steal* from their companies, *negatively influence their coworkers*, *miss workdays* and *drive customers away*

”

Top 25% of Teams (i.e., engaged teams)

50% fewer accidents

41% fewer quality defects

25% incur far less in
healthcare costs

“

Xerox corporation discovered that its *satisfied* customers were six times less likely to buy again from them than their *totally* satisfied customers...

”



02:48 / 10:31



480p





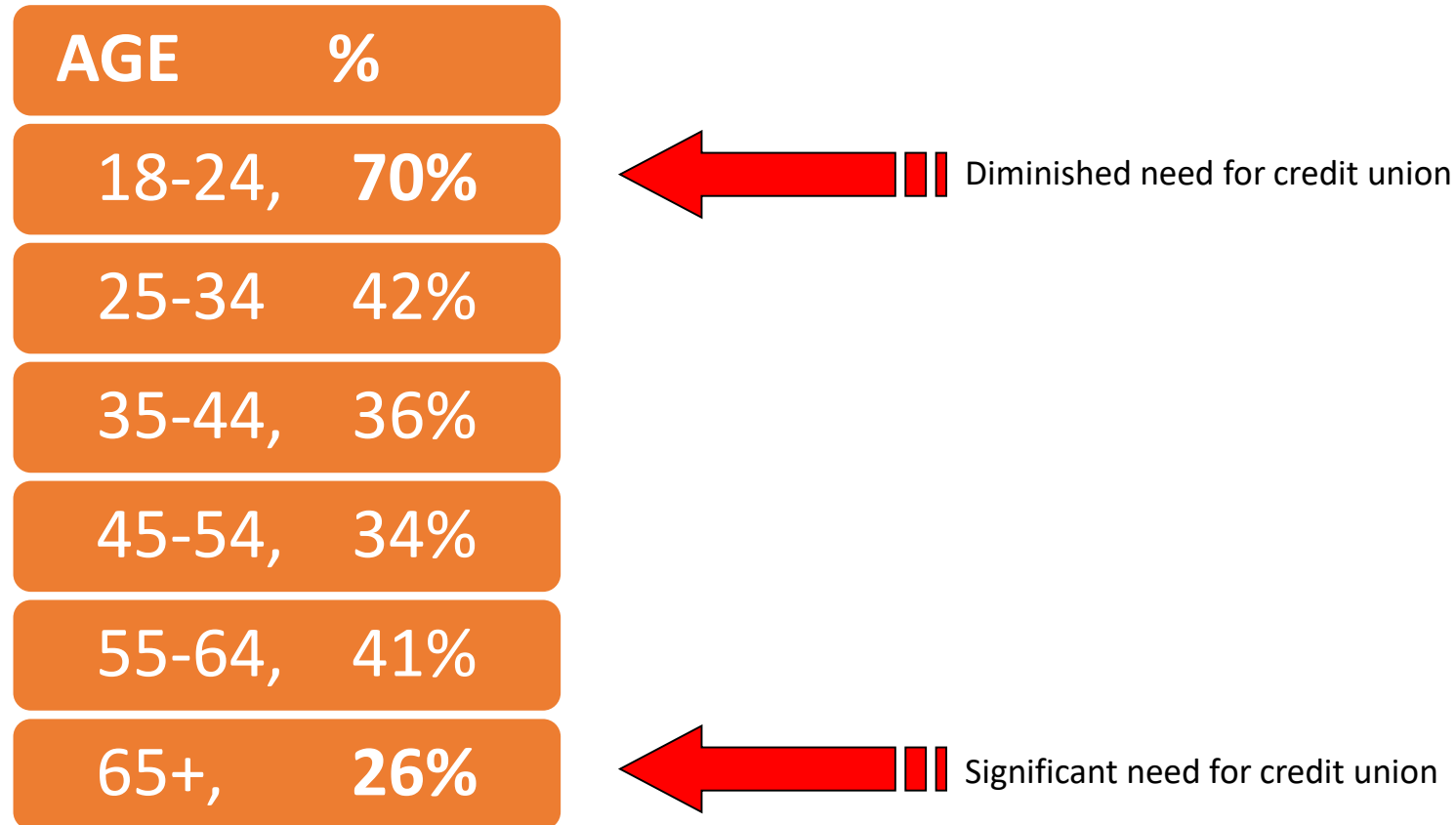
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480p



“Those not at all familiar with a credit union...”



Source: CUNA’s National Member Survey and Survey of Potential Members report

"awareness" is the



THE MILLENNIAL DISRUPTION INDEX

Identifies the industries most likely to be transformed by Millennials, the largest generation in American history.

3 years

15 categories

200+ interviews

10,000+ respondents



71%

would rather go
to the dentist
than listen to
what banks are
saying.



53%

**don't think their bank offers anything different
than other banks.**



1 in 3 are open to switching banks in the next 90 days.



68%

say that in 5 years, the way we
access our money will be
totally different.



70%

say that in 5 years, the way we
pay for things will be totally
different.



33%

believe they won't need a
bank at all.



Nearly Half

are counting on tech start-ups to overhaul the way banks work.

Millennials believe innovation will come from **outside the industry**.



73%

would be more excited about a new offering in financial services from GOOGLE, AMAZON, APPLE, PAYPAL or SQUARE than from their own nationwide bank.

Change In Life-Lens Perspective

Past →

My Paycheck

My Satisfaction

My Boss

My Annual Review

My Weaknesses

My Job

Future

My Purpose

My Development

My Coach

My Ongoing Conversation

My Strengths

My Life

Table Chat

What is the most important thing you've heard so far?

What will you do different as a leader or employee as a result of what you've heard?

THREE

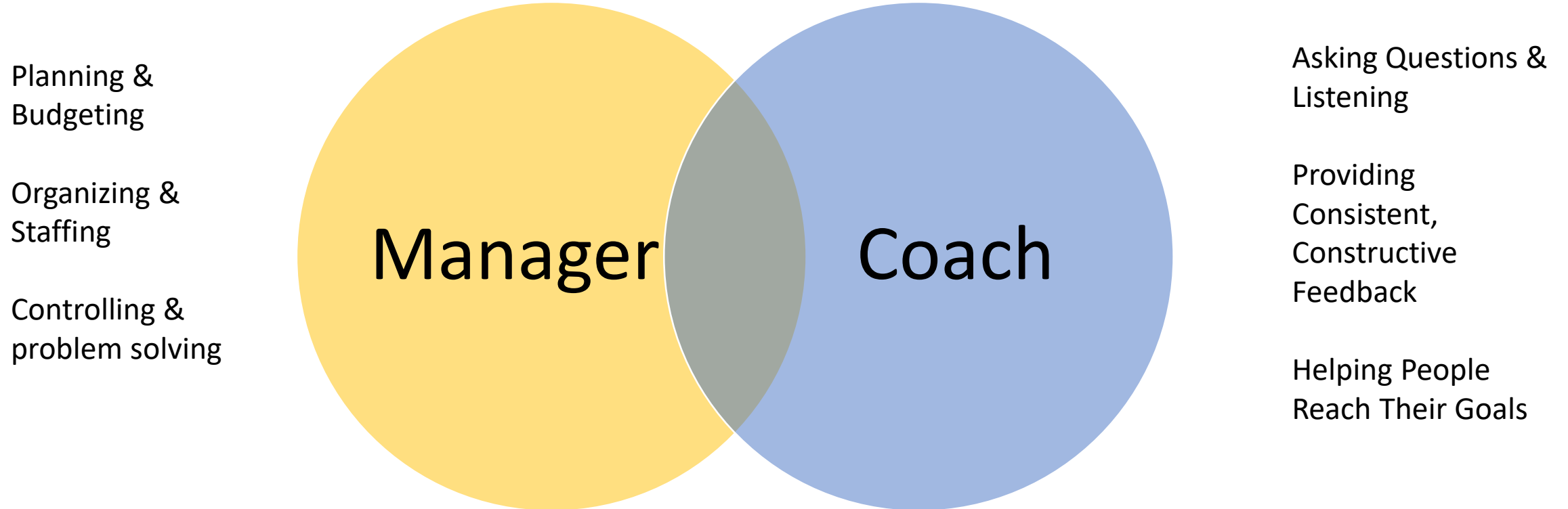
ways to accelerate engagement



1

Create a
Culture of
Coaching &
Feedback

Managing vs. Coaching



Coaching Essentials

Regular & Consistent (monthly at least)

Praise-Filled & Positive

Personalized & Strength-Based



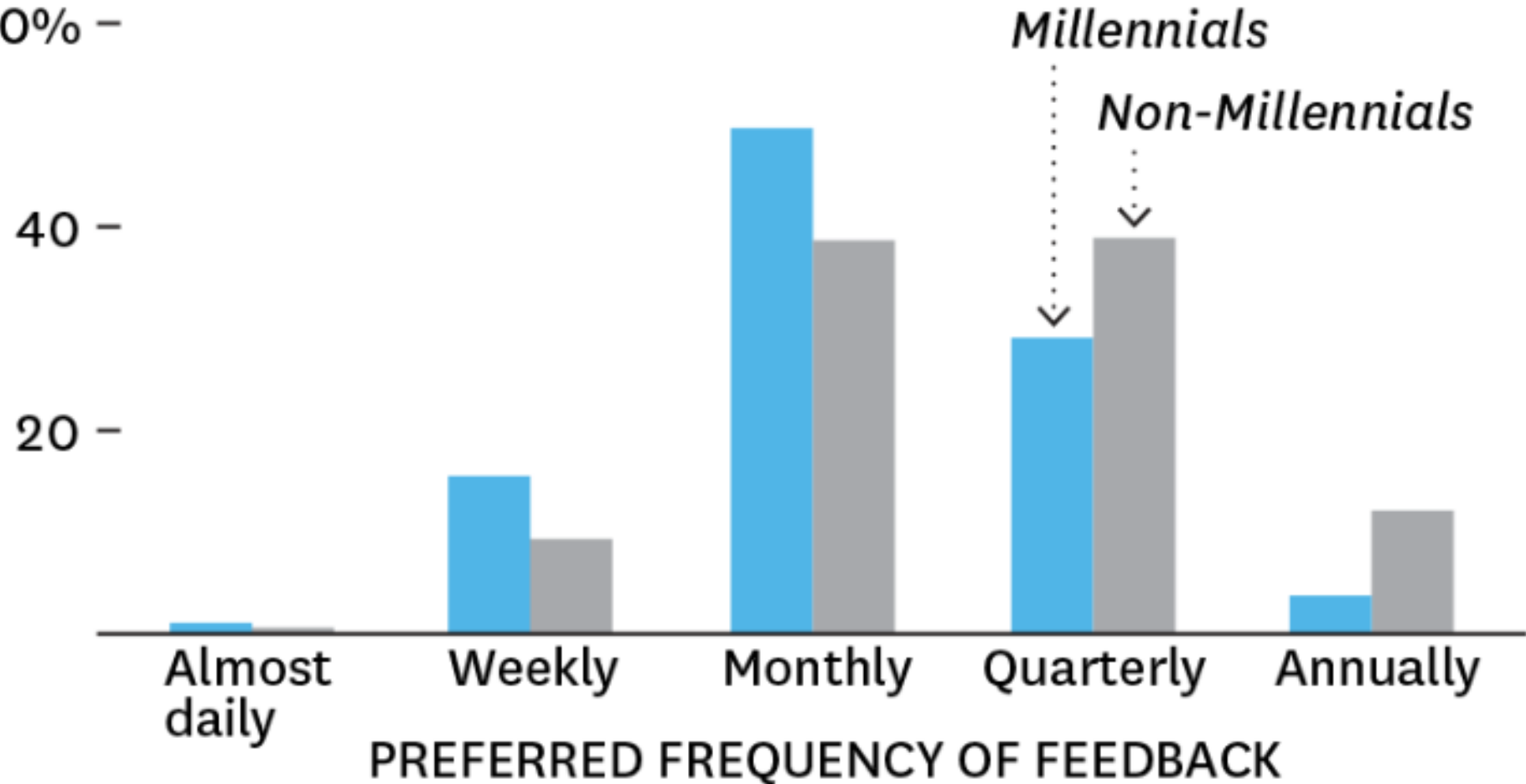
Based on a global survey that SuccessFactors conducted in partnership with Oxford Economics, millennials typically want feedback **50% more often than other employees. They expect feedback from their managers, and they want it monthly, not quarterly or annually.**



How Often Employees Want Feedback From Managers

PERCENTAGE OF RESPONDENTS

60% -



19%

Only 19% of millennials say they receive routine feedback

17%

An even smaller percentage of millennials (17%) say the feedback they do receive is meaningful

FOUR STATS THAT SUM UP THE MANAGER:EMPLOYEE BREAKDOWN

69%

of leaders
confessed to
being
uncomfortable
communicating
with their staff.

37%

admitted to being
uncomfortable giving
direct feedback to an
employee if they
believed that person
would respond in a
negative way.

20%

struggle to recognize
employee's
achievements

16%

have difficulty crediting
others with good ideas.

but...



81% of employees would rather join a company that values "open communication" than one that offers perks such as top health plans, free food, and gym memberships



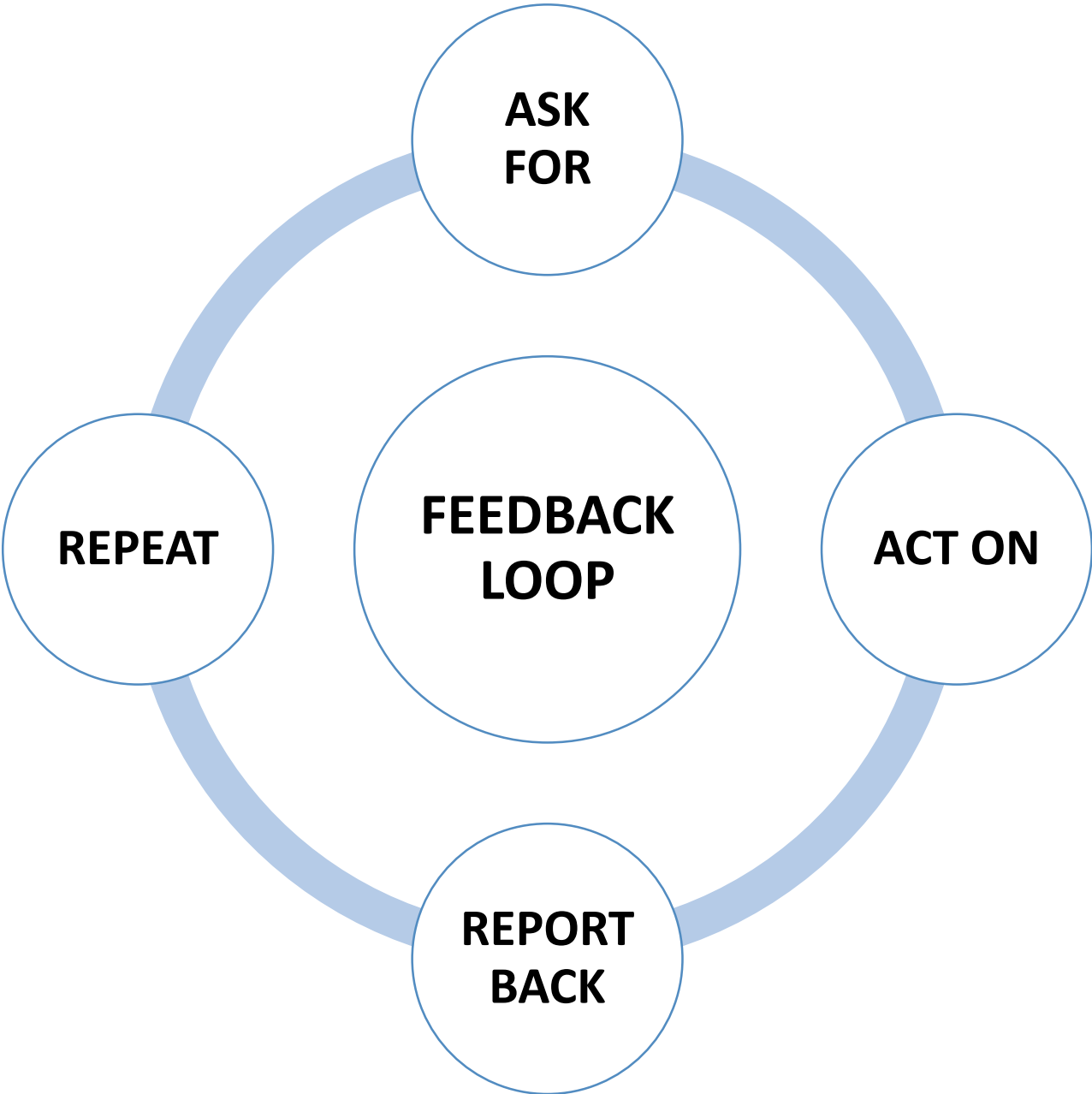
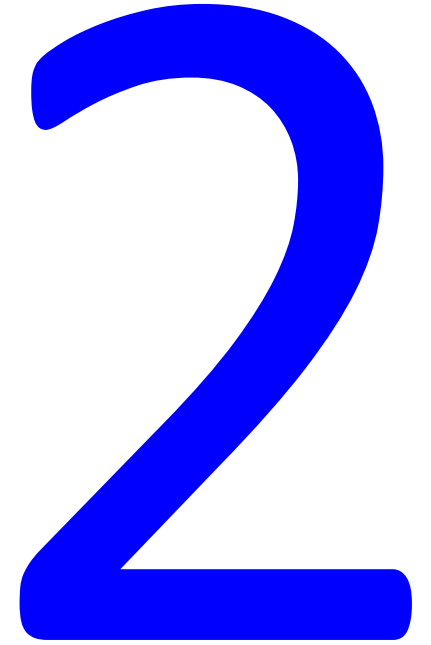


Table Chat

How can you increase your coaching and feedback effectiveness?

What are the top three barriers that are keeping you from better feedback and consistent coaching?



Build Internal Advocates
Through “Purpose Promotion”

“

Nearly *two-thirds* of Millennial employees said they wanted their employer to “contribute to social or ethical causes they felt were important.” *Only half* of the Boomers and older Gen Xers surveyed felt the same way.

”

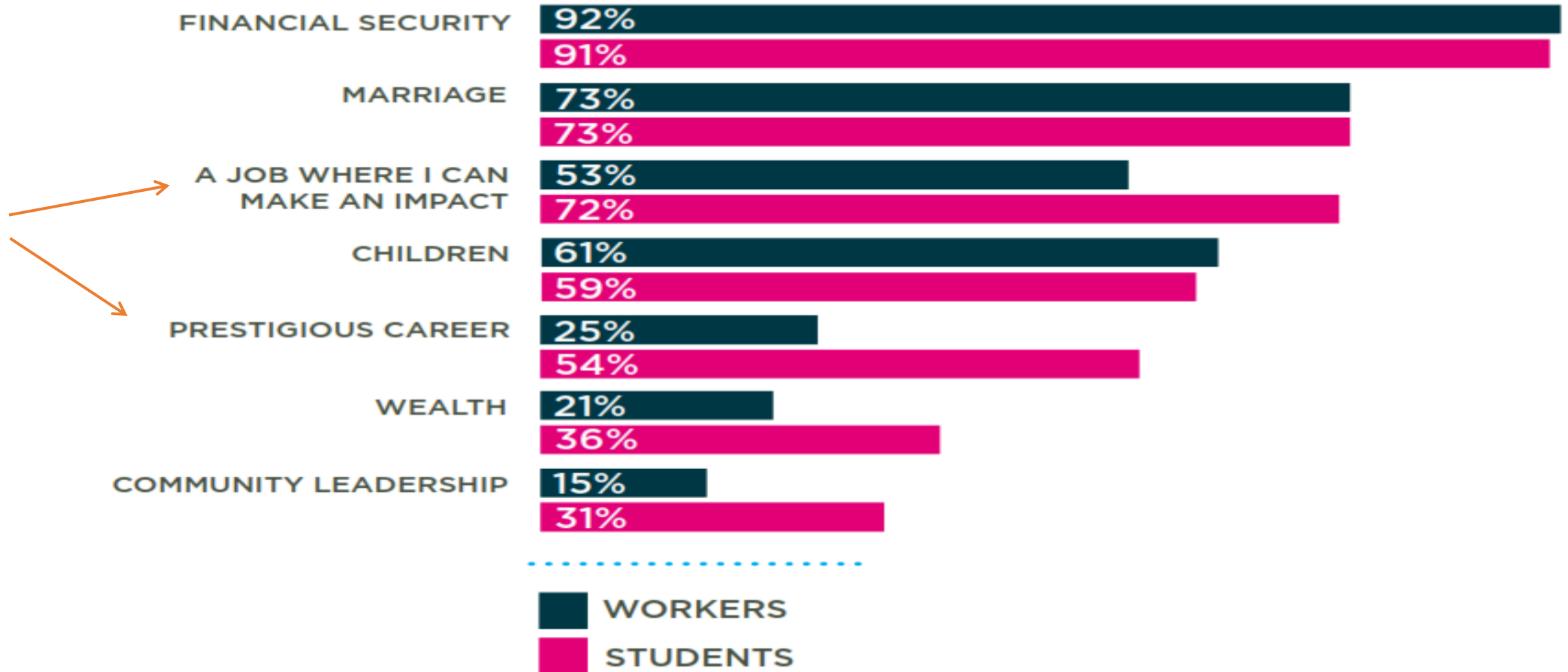
“All other things being equal, I would take a 15% Pay Cut...”

35% ...to work for a company committed to CSR

45% ...for a job that makes a social or environmental impact

58% ...to work for an organization with values like my own

“The Following Are Very Important or Essential to My Happiness”



but...

“

“...Only **41%** of employees felt that they know what their company stands for and what makes its brand different than its competitors’ brand

”

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5,300 Wells Fargo employees fired over 2 million phony accounts

by Matt Egan @mattmegan5

September 9, 2016: 8:08 AM ET



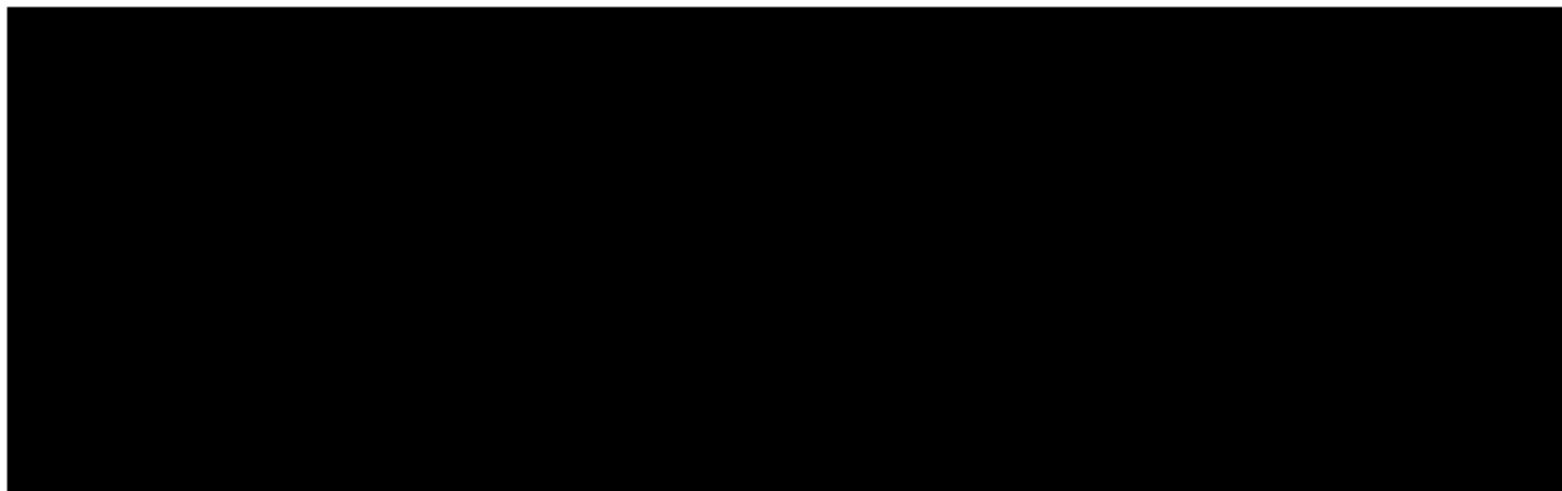
Social Surge - What's Trending



Facebook slammed for censoring iconic Vietnam War photo



This foldable bike helmet is made from paper





cooperative trust



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What is the Crash Network? Listen to a few members explain what the community means to us. We're operating under the "build first and refine as we go"

Upcoming Crash Events

Crash events are not for the faint of heart! They are non-stop ...

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Get to Google faster. Switch your default search engine to Google.

[Yes, show me](#)

<https://www.youtube.com/watch?v=PoIO2ze8GS4>



Pampers[®]
MD

From : To

Product Focus:

“We make diapers to keep the baby bottom dry”

“Functional Dryness”

• **Purpose** Focus:

- “We support healthy baby development through healthy sleep patterns, etc

From the CMO with the ***largest*** marketing budget in...



“We asked ourselves: what’s the one thing every mother cares about? And what she cares about is her baby’s development in every way. So we began to seize that idea. And we switched from being a brand about functional dryness to a brand that helps mothers around the world with their baby’s physical, social and emotional development. **And in the beginning, that idea sounded crazy. But it started to get people inspired. It got the imagination going. The agenda for innovation started to change. The way we approached consumers began to change.** We began having daily interactions with mother and babies onsite...”

“We began thinking about our product experience differently. We identified “sound sleep” as a key to healthy baby development. We began asking questions like what can Pampers’ role be in helping babies have deep, healthy sleep so they can wake up with energy, with rejuvenation and better brain development? We did clinical studies in that area.

We learned that mothers around the world care about one another...and now, ten years later, the brand has doubled in size. **It’s one of the leading brands in the world and has become P & G’s first 8 billion dollar brand.”**

[Diapers, Baby Care, and Parenting Information at Pampers.com](#)

www.pampers.com/home

A wealth of trusted information on baby care, parenting tips and the right diaper for every baby stage at **Pampers.com**.

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www.facebook.com/Pampers

Ok so my 18month old noes how to climb out of his crib so onto a toddler bed but how do u get them to stay in it? Help plz this is one tired flustered mom ty ...

[Pampers - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Pampers

Pampers is a brand of baby products marketed by Procter & Gamble. **Pampers** was at one time only used as a name for a disposable diaper.

[Pampers, Diapers, Swaddlers, Wipes, Nurser - Babies"R"Us](#)

www.toysrus.com/family/index.jsp?categoryId=4032548

Buy **Pampers** diapers, swaddlers, wipes and more from Babies"R"Us. Keep your baby comfy, cozy and dry with the help of **Pampers** and Babies"R"Us. Shop ...

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Topics

Products

Pregnant (All trimesters)

Pregnancy Calendar: week-by-week information

Your body is rapidly undergoing new and exciting changes every day. Our pregnancy calendar walks you through the journey from week 4 to week 40. It's our step-by-step guide to every gurgle, kick, and craving!



[First trimester](#)

[Second trimester](#)

[Third trimester](#)

Join our community.

Join Pampers Village today to receive coupons, special offers and members-only newsletters.



Eating for Two: Nutritional Guidelines in Pregnancy

♥ 9 🗨️ 0

You're doing everything you can to keep yourself and your baby healthy, including eating well. Way to go! A balanced diet provides the nutrients your baby needs, and helps you feel better, too. Learn more about nutrition in pregnancy.

[Read Eating for Two: Nutritional Guidelines in Pregnancy ▶](#)

Pregnant
(All trimesters)

Up to 12 hours of overnight protection

Pampers offers up to 12 hours of overnight protection so that you and your baby can share beautiful mornings.

[Buy now](#)



Baby Bath: Tips for Bathing Your Baby

♥ 16 🗨️ 0

Those first baths can be a little daunting. And no wonder: Cleaning a slippery, squirming infant can be tricky when you haven't had much practice. But don't worry; bathing gets easier every time. Get some great tips for bathing your baby.

[Read Baby Bath: Tips for Bathing Your Baby ▶](#)

Newborn
(0 - 5 months)





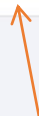
Pampers

1,313,952 likes · 61,116 talking about this

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⚙️ ▾

Baby Goods/Kids Goods
Inspired by babies, created by Pampers.



Photos



Welcome



Ask Pampers



Jennifer Hudson

5 ▾

Create Page

2012

2011

2010

2009

2006

2003

2002

2001

1996

1994

1986

1971

1961

Founded

Highlights ▾

Why *vs.* How

- **ONE** Call Center (making calls for a University fundraiser)
- **ONE** psychologist (Adam Grant, University of Pennsylvania)
- **THREE** groups of Call Center employees

Group | ONE

- **Group One:** Before work each day, read brief stories from previous employees about the personal benefits of working – earning money, developing skills, advancement, etc.

Group | TWO

- **Group TWO:** Read short-stories as well. Their stories were from people who received scholarships from the funds raised and who described how the money improved their lives.

Group | THREE

- **Group THREE:** This third group did not read any stories but “just dialed for dollars” as usual.

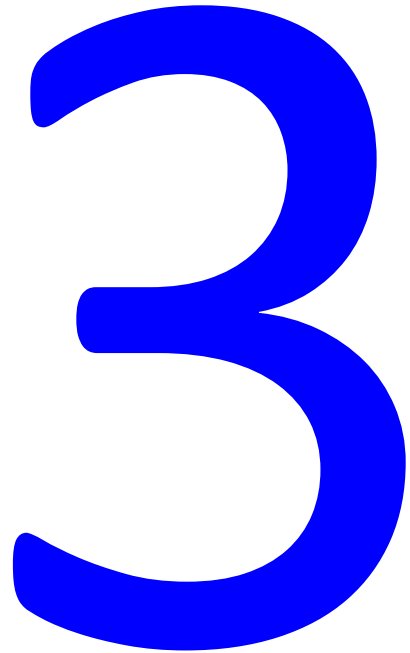
Findings

- The first group and the third group raised the same amount of money.
- **BUT,**
- The second group, who read stories of the “WHY”, raised twice as much money through twice as many pledges than the other two groups.

Table Chat

How can we better pair our purpose promotion with our product and service promotions?

Focus on *Employee Strength*
Development



In 2007, Gallup conducted a poll asking more than 1,000 employees to comment on the statement:

“At work, I have the opportunity to do what I do best.”

Among those who disagreed or strongly disagreed with the statement...

not one reported
being emotionally
engaged on the job.

“

More than half (52%) of Americans who use their strengths for three hours a day or less report feeling stressed, but this falls to 36% for those who use their strengths 10 hours per day or more.

”

Focus | Strengths (not weaknesses)

- “Strengths coaching” changes the conversation from *title achievement* to *impact and development*
- Expands *belief boundaries* and fights against *The Law of Limited Performance*
- Allows for ongoing, positive feedback during *tough coaching conversations*

Table Chat

List the top three strengths of three employees you lead?

TWO FINAL THOUGHTS

1. Acknowledge and embrace generational differences – they're real!
2. Think and Do: Coaching, Cause, and Feedback

Group Chat

List the three most important things you've heard this morning.

Find a new person and share!

Then, find another person and share!

Then a third person and share!

THANK YOU!

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