

# Volusia/Flagler SHRM Chapter

**April 18, 2017**

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**Title:** Managing Millennials: You're Still Doing It Wrong!

## **Description of the Program/Outline of Topics**

This presentation empowers leaders to get into the hearts and minds of millennials so that they can successfully communicate business priorities in a way that instills motivation. This is accomplished by focusing on the pain points leaders have and providing definitive guidance and tangible solutions that are able to harness the unique power, talent, and expertise Millennials possess. Areas of focus include:

- Customary ideologies and preferences that Baby Boomers, Generation X, and Millennials have for 12 important workplace topics
- The 10 different Millennial Archetypes that are currently in the workforce; discussion on their strengths, weaknesses, when they are at their worst, and how to bring out their best
- Myths, inaccuracies, and half-truths about Millennials that erroneously cast a negative shadow on this generation, with insights on how to change this perception
- Changes in the workplace and how those changes shifted the perspective of the "traditional" employee

## **Learning Objectives/Outcomes**

The content and learning objectives of this activity will greatly enhance a leader's ability to increase Millennial productivity and improve retention. By harnessing the power of engagement and nurturing a Millennial's innate desire to be captivated by the activities in which they are involved, leaders attending this meeting will be able to transform their organization and facilitate exceptional outcomes that extend far beyond what could be achieved otherwise. Specific learning objectives and outcomes that will emerge include:

- More profound understanding of what Millennials want from you
- Little known secrets about Millennials that will help you motivate them
- Specific actions to take to successfully combine generations and produce results
- Real-world issues and ready-to-use solutions involving Millennials
- Specific strategies and actions you can take to increase productivity and improve retention