

# Webinar: How To Engage Millennials At Work





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# How To Engage Millennials At Work



Their work habits are different. Their values are different. They care more about work life balance and less about money. They want you to give responsibility rather than earn it. And they are entering the workforce at record rates - they are the millennial generation.

In this webinar, we will reveal the employee engagement drivers that are unique to millennials and explore how you can better engage them.

Engaged millennials are more productive, less likely to leave, and highly likely to recommend your organization to friends and followers on social media. Don't miss this opportunity to learn how to engage millennials better at your organization.

## Program Objectives

After this one-hour webinar, you will be able to

- Describe the characteristics of Millennials in the workplace and how they differ from other generations.
- Identify the workplace preferences and values important to millennials.
- Better engage and retain millennial employees.

## Notes

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# Millennials Defined

(1982-2000)

- Tech savvy
- Eager to accept challenges
- Innovative
- Expressive
- Tolerant of differences

## Values

- Varied & interesting work
- Communication with Senior Management
- Personal life



## Notes

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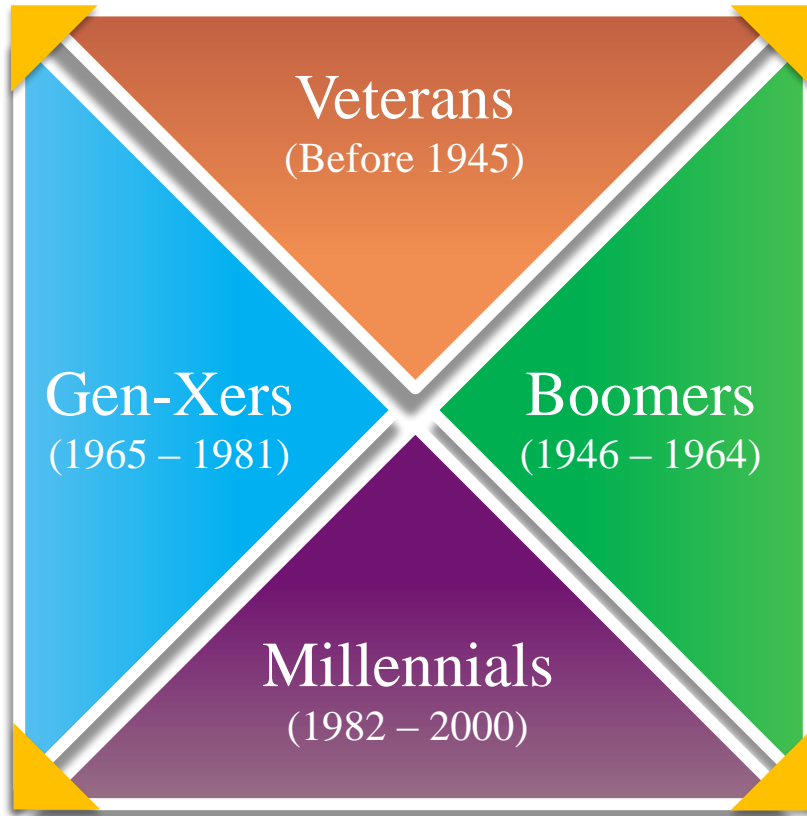
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# Generation Gap



**How many generations are currently active in the workplace?**

**Notes**

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# Levels of Engagement

## Fully Engaged



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## Partially Engaged



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## Disengaged



# Engagement Drivers

- Satisfaction with immediate manager
- Belief in Senior Leadership
- Pride in the Organization

## Notes

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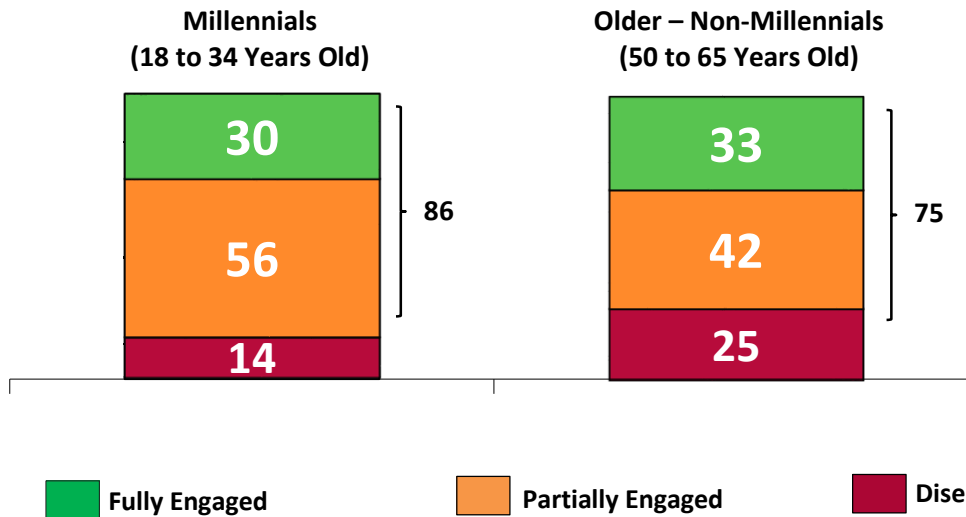
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# What Does Research Tell Us?



	What They Value		What is Lacking
<b>Work Environment</b>			
<b>Leadership</b>			
<b>Personal Life</b>			

## How Does This Translate to Engagement?



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## Additional Resources



### For Further Exploration

The following resources provide more detailed, in-depth information about millennials, their values, and how to improve their engagement:

- *How to Engage Different Generations at the Workplace* white paper: <http://gsa.dalecarnegie.com/engagement-generations-at-work/>
- *Dale Carnegie Training Uncovers What Drives Engagement for Millennials at Work*: <http://www.dalecarnegie.com/dale-carnegie-training-uncovers-what-drives-engagement-for-millennials-at-work/>
- Millennial Characteristics: <http://www.ngenperformance.com/wp-content/uploads/2010/08/Broadcast-Dialogue-article-Sep20121.pdf>
- DCD and MSW/ASR partnered research: <http://www.dalecarnegie.com/dale-carnegie-training-uncovers-what-drives-engagement-for-millennials-at-work>
- How Stuff Works article by Dave Roos: <http://people.howstuffworks.com/culturetraditions/generation-gaps/generation-gap.htm>
- Dale Carnegie Live Online offerings: [http://www.dalecarnegie.com/online\\_training/government/](http://www.dalecarnegie.com/online_training/government/)
- The Dale Carnegie Course (in-person training near you): [http://www.dalecarnegie.com/events/dale\\_carnegie\\_course/](http://www.dalecarnegie.com/events/dale_carnegie_course/)