



Managing Multiple Generations in the Workplace

Please be respectful of your colleagues by silencing your phone. If you need to answer a call, please go to the hallway.

Agenda for Today

- The “real” cost of turnover
- Generations in the Workplace
- Sales and Service Approach for your team



Turnover Costs

\$3,328

\$8,000



The “real” Cost of Turnover

- The cost of hiring a new employee
- Cost of onboarding and training
- Lost productivity
- Lost engagement
- Customer Service
- Cultural Impact



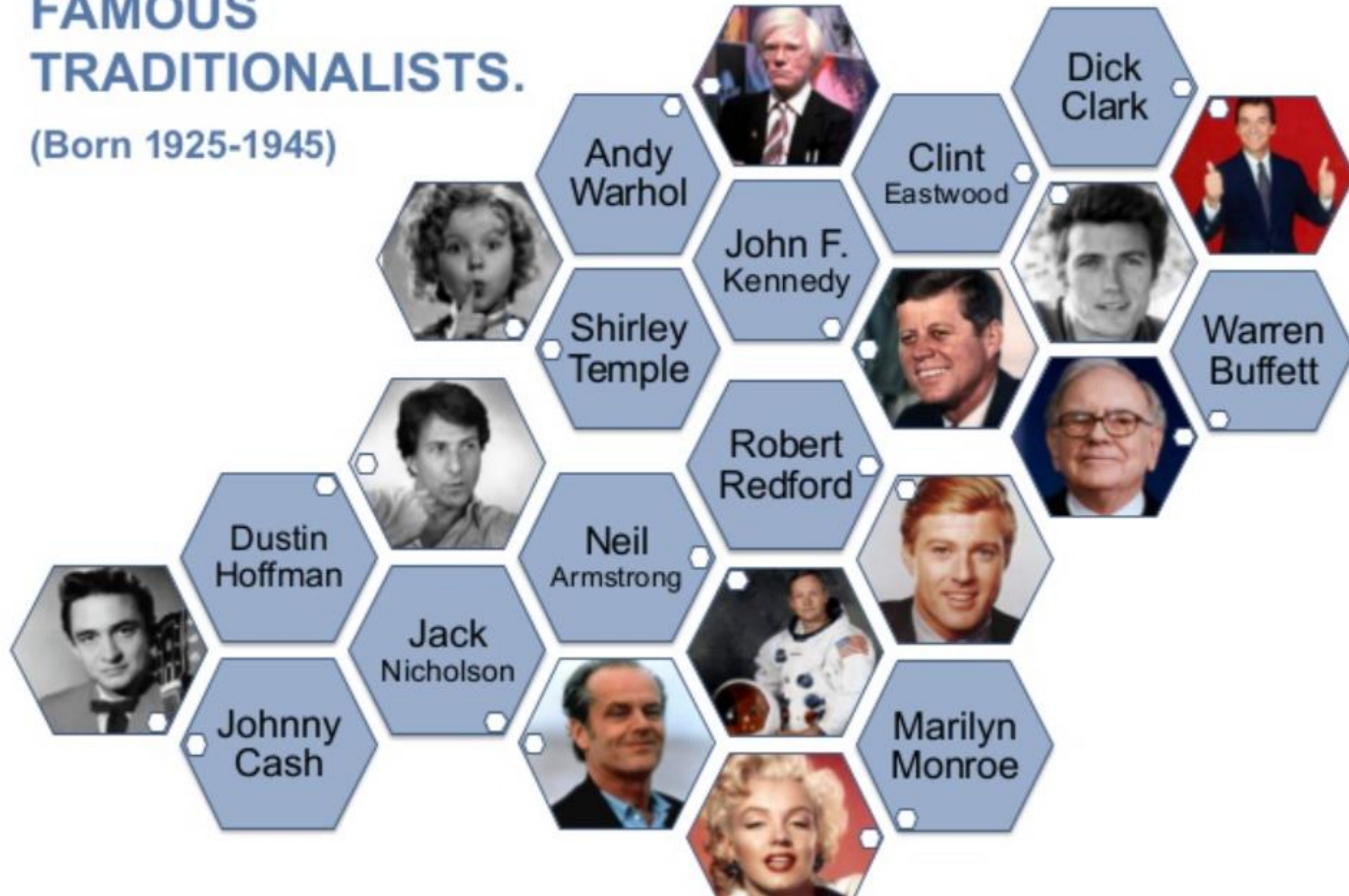
Primary Generations Today

- Born 1996 and later (21 and younger)
- Born 1977 to 1995 (22 – 40 years old)
- Born 1965 to 1976 (41 – 52 years old)
- Born 1946 to 1964 (53 – 71 years old)
- Born 1945 and before (72 years and older)



FAMOUS TRADITIONALISTS.

(Born 1925-1945)



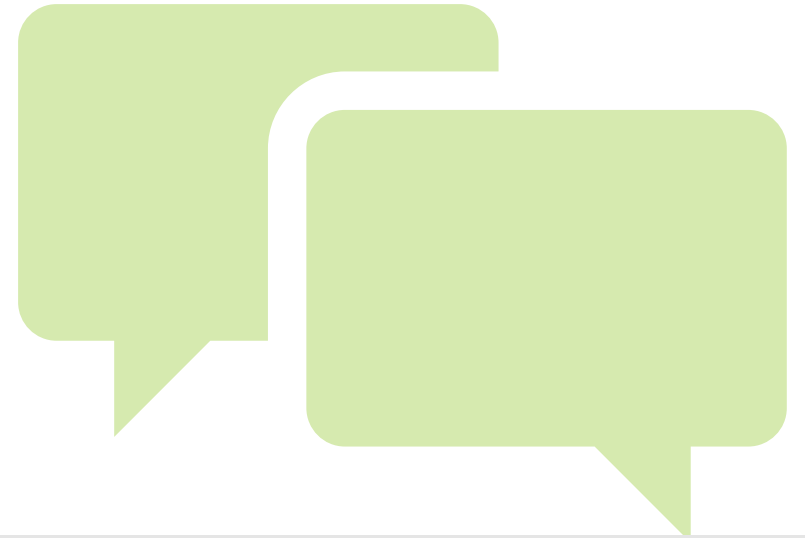
Traditionalists - Characteristics

- Loyal & respectful
- Self-sacrifice
- Respect hierarchy and value authority – everyone should adhere to the same rules
- Honor chain of command
- Courteous, doesn't like to make a fuss
- Dedicated – job comes first
- Seek stability and security



Traditionalists - Communication

- Show respect for hierarchy
- Acknowledge experience/knowledge
- Formal - Sir/Ma'am
- Face-to-face feedback
- Formal vs. Email
- Be confident



Traditionalists – Customer Service

- Legendary Service – be personable and show genuine interest in them
- Ensure you have a sharp and tidy appearance
- Give verbal appreciation – they've earned it
- They demonstrate loyalty (brand/relationships)
- Exude personal accountability – show them your commitment
- Be patient with them



FAMOUS

BABY BOOMERS.



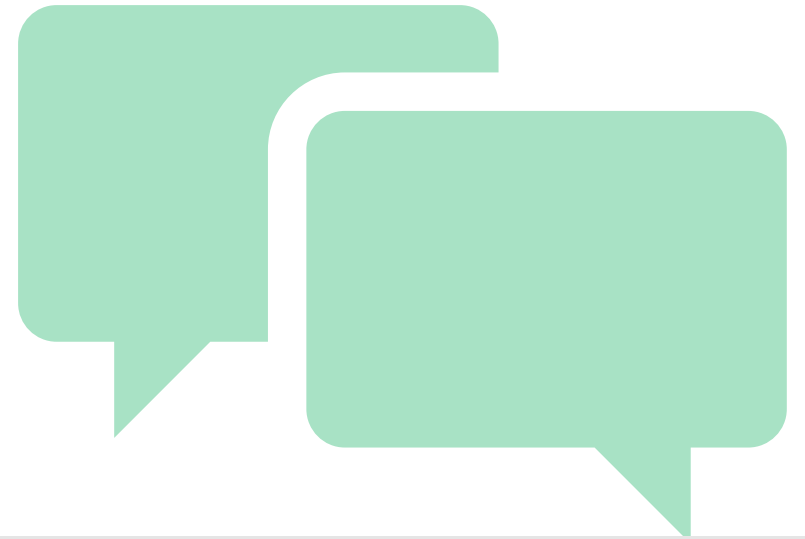
Baby Boomers – Characteristics

- Workaholics – often at the expense of their private lives
- Social reformers and optimistic
- The “Me” Generation – not cautious, didn’t save or fear debt
- Serious work ethic – achievement oriented
- Competitive – task focused and achievement oriented
- Tendency to be optimistic
- Value status and materialism – they believe they are the star!



Baby Boomers - Communication

- Peer/group involvement
- Communicate more and use preferred communication style
- Prefer to be relaxed/Casual
- Face-to-face or phone call
- Recognize titles



Baby Boomers— Customer Service

- Use interpersonal skills rather than technology.
- Treat them as individuals, not just another client.
- Do what you say you will do & with integrity & honesty.
- Acknowledge their hard work, work ethic, title, status, what they've earned, material items based on achievement.
- Be conscious that they represent a large population.



FAMOUS GEN X'ers.



Gen X - Characteristics

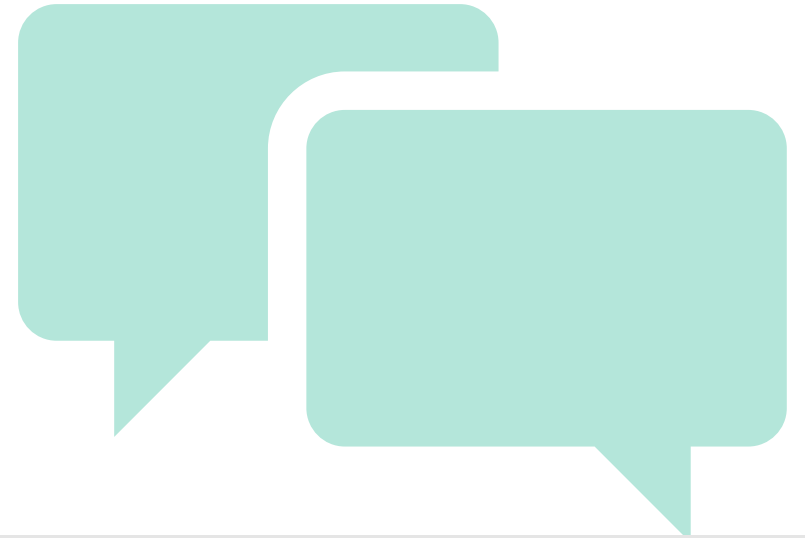


- Independent and self-reliant – *“latch key kid”*
- Competent and self-reliant with strong entrepreneurial streak.
- Tend to be informal & look for fun in situations.
- Family generation – focus on leisure activities and quality of life with family & friends.
- Tech Savvy – first of the information generations.
- Work hard and value freedom to make their own decisions.



Gen X – Communication

- Tell us why - back up information with facts
- Build rapport
- How does it affect me?
- Phone call/email/both
- No late day communications



Gen X – Customer Service



- Straight forward & available but not too much, they need their space and independence.
- Human, warm-fuzzy (normal), don't overdo it – show interest in their family & friends
- Don't waste their time but allow them plenty of time to ask questions and obtain information.
- Like e-mail/phone/face-to-face - use appropriate method as needed



MILLENNIALS



A MISUNDERSTOOD GENERATION

SET TO **DOMINATE**

FAMOUS MILLENNIALS.



Millennials - Characteristics



- Value development and expect to be quickly given opportunities at work.
- Collaborative, sociable and community aware.
- Determined and can challenge authority.
- Strong sense of civic mindedness.
- Internet generation - always connected and online.
- Close to parents/grandparents.
- Inquisitive and look for instant gratification.
- Achievement oriented and optimistic.



Millennials - Communication



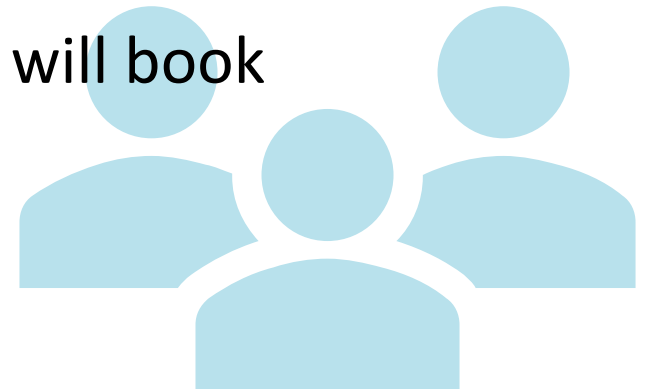
- Small bits of info at a time
- Relaxed, casual atmosphere
- Communicate often (not in person)
- Email & Text, short messages/short bits of info
- Positive/Constructive
- Reinforce positive performance



Millennials – Customer Service



- Instant, quick responses
- Prefer electronic communications – switch devices often
- Social media has become their customer service channel
- They want 24-hour access
- Enjoy positive experience
- Not comfortable if becomes negative
- If have questions, go to website – want pics and will book online
- Don't need face-to-face



FAMOUS GEN Z.



Gen Z - Characteristics

- Technology reliant.
- Impatient and desire instant results.
- Take multi-tasking to a new level!
- Highly self-motivated, entrepreneurial, innovative and creative!
- Hard working, extra frugal and focused on getting what they want.

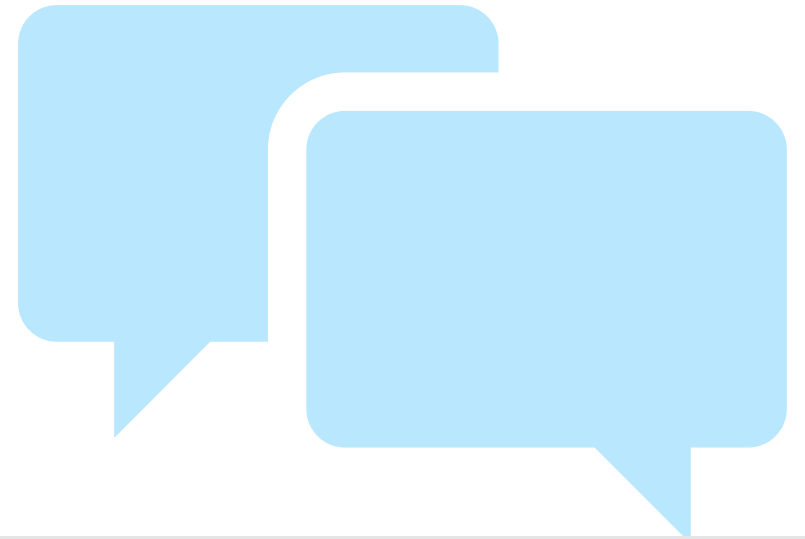


Gen Z - Communication

- 91% use social media every day to stay in touch with friends

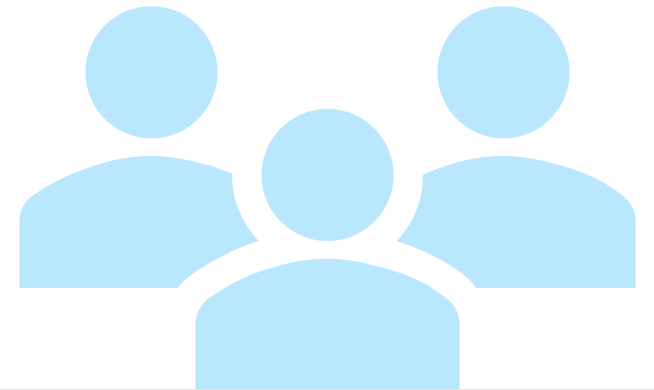
Speak their language - Communicate with Gen Z in a timely manner via a platform of their choice.

Top down approach - Get everyone on board with training, policies and resources



Gen Z - Customer Service Expectations

- Be everywhere
- Answer quickly
- Don't change channels
- Act human
- Reply only twice
- Provide self-service



The changing demographics of your workforce

- Millennials = 25% of the Workforce
 - Millennials = 50-75% of the workforce worldwide by 2020.
- Generation Z = 3% of the global workforce
 - By 2020, they will be out of school, making up 20% of the global workforce right behind Millennials.
- The two youngest generations together will compose nearly 70% of global employees within the next four years.



IN THEIR OWN WORDS...

Here is what your customers are really looking for in their experiences.

65% want knowledgeable employees.

64% want needs addressed the first time.

54% need to feel a desire to help.

49% want quick access to information.

-Joseph Michelli



WHAT IS YOUR STRATEGY?



***INTERACTIONS MEAN MORE
TODAY, THAN EVER!***

***EXPERIENCE SETS THE TONE &
INTERACTION***

***GUESTS ARE WELL VERSED IN
WHAT YOU OFFER, WHAT IS
YOUR PLUS ONE?***

WHAT IS YOUR
STRATEGY?



***HOW ARE YOU ABLE TO STAY
AHEAD OF THESE CHANGES?***

***GUEST INTERACTIONS ARE
CHANGING DAILY AND WILL
CONTINUE TO DO SO!***

Friendly Suggestion...

Stop practicing while
speaking to your
potential guests and start
practicing for them!



TOOLS TO ASSIST WITH TRAINING



Sales & Service Approach for your Team Members



Consistent Training



Effective Coaching



Measurement



Making it fun!



LEADERSHIP



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Thank you for learning with us! Please complete your evaluation and hand it to the room host before leaving the room!