



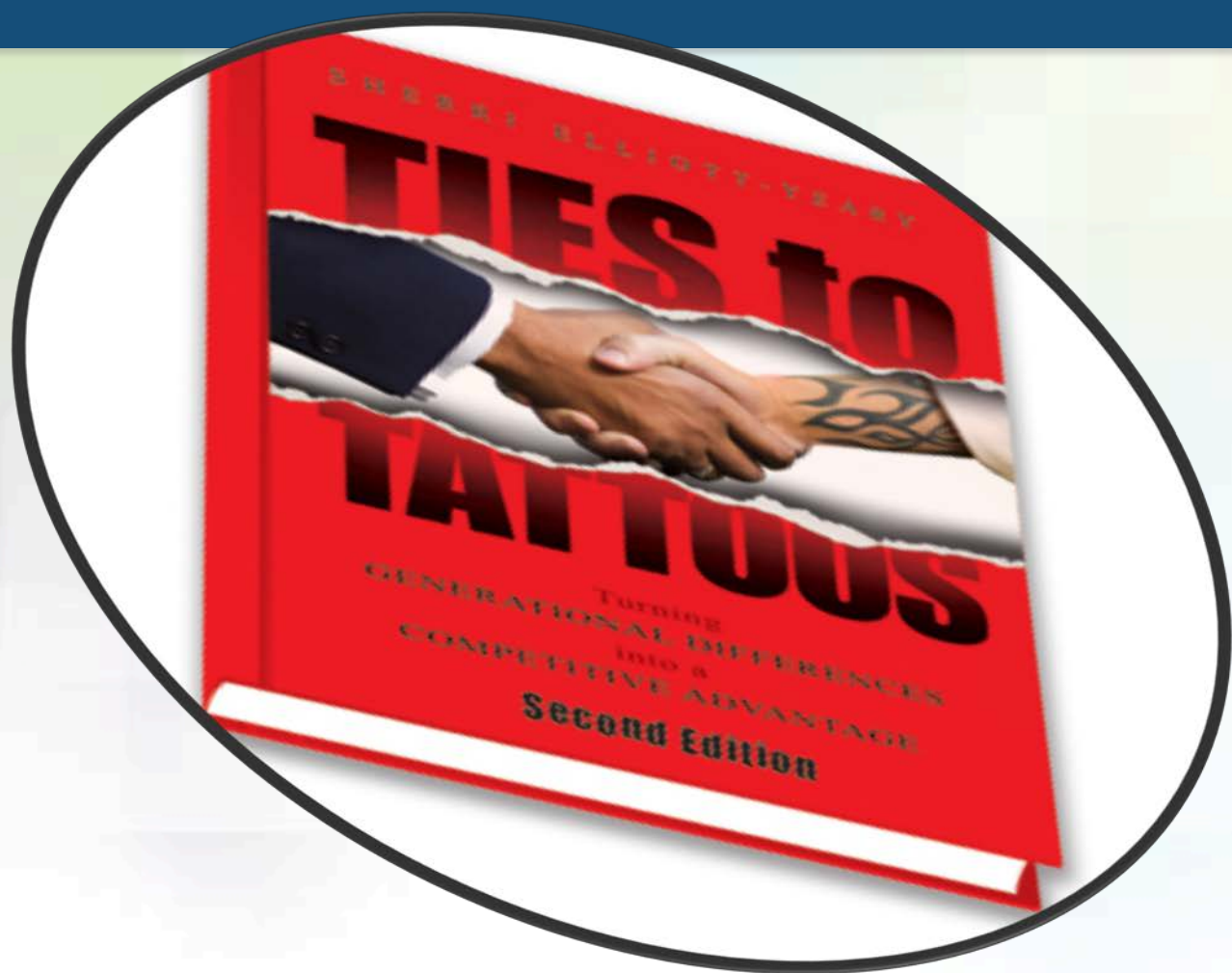
The New Workplace

How to Attract &
Retain Millennials

Presented by:
Sherri Elliott-Yearly



Why This Book At This Time?



Welcome to The New Workplace

"Sacrifice Now"



"Work to Live"



"I Want Balance"



"Live to Work"



In the New Workplace Generational Issues Matter

- Attract talent and win at competitive recruiting
- Onboard with ease
- Engage and retain talent
- Boost productivity
- Improve communication
- Foster diversity
- Maximize contributions & share knowledge



Discussion

Action
Item!

- What are the things we are doing well?
- Where are we vulnerable?
- How can we improve?



The Evolving Workforce



“The old model of hiring young trainees at corporate headquarters and having them work their way up to senior management is as archaic as quill pens.”



Action
Item!

Identifying the Generations



Traditionalists:
67 to 89



Boomers:
47 to 66



Gen Xers:
31 to 46



Millennials:
30 and under

Unique Aspects of Each Generation in the Workforce

Traditionalists

- Patience/conformity
- Respect for authority
- Frugal



- Dedication/sacrifice
- Hard working/loyal
- Adherence to rules

Unique Aspects of Each Generation in the Workforce

Boomers

- Personal gratification
- Social involvement
- Strong networks



- Optimism
- Personal growth
- Health and wellness

Unique Aspects of Each Generation in the Workforce

Xers

- Global thinking
- Ambitious
- New technology
- Family/friends



- Diversity
- Entrepreneurial
- Flexible hours
- Informal environment

Unique Aspects of Each Generation in the Workforce

Millennials

- Eager to learn
- Highly confident
- *EXCEPT in sales*



- Optimism
- Team orientation
- Environmentally aware

Millennials



Facts and Figures

- *“Retention of people 3-8 years after college graduation will be the battlefield for the next ten years.”*
- *“Younger workers on average hold 10.2 jobs between the ages of 18 & 38. 10% of new college grads leave within a year of starting their first job. By 2015 this number climbs to 25%”*



What Satisfies, Engages & Connects Each of Us

Millennials

- Fast paced environment
- Career Growth, Learning & Dev.
- Instant access to information
- Team environment



Xers

- Contribution to company mission
- Career Growth, Learning & Dev.
- Life-Work balance
- Flexible Schedule



Boomers

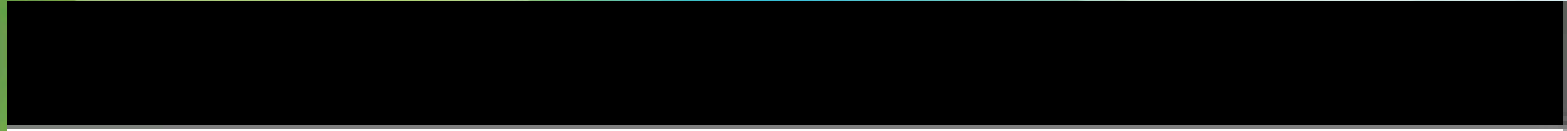
- Promotion
- Pay
- Bigger Office
- Important Title
- Public appreciation/recognition



Traditionalists

- Be respected
- Autonomy
- Conformity
- Hard working & loyal





What De-Motivates, Dissatisfies & Disconnects?

Millennials

- Boredom, no challenge
- Inability to learn, grow & develop
- Micromanager
- Lack of Work-Life balance



Gen X

- Leadership that they can not trust
- No Work-Life balance
- Lack of training and education
- No Mentor



Boomers

- Lack of appreciation/recognition
- Lack of timely raise or promotion
- Boredom, no challenge
- Inability to learn, grow & develop

Traditionalists

- Lack of respect
- “Other” generations
- Being told they must change
- Transient workforce



Top 10 Frustrations



- 1. Barriers to innovation & creativity**
- 2. Bureaucracy & red tape**
- 3. Fear of change in the organization**
- 4. Lack of appreciation**
- 5. Lack of focus & clear vision**
- 6. No sense of community or spirit**
- 7. Patronizing attitudes**
- 8. Pay your dues mentality**
- 9. Poor meetings & poor planning**
- 10. Movement is too slow**

Actions to Engage Millennials

Create a Climate

**Collegial &
Collaborative**

**Creative &
Innovative**

Informal/Flexible

Start a Conversation

Multi-media

Clear & Quick

Participative

**Pose the Why
question?**

Lead

Challenging Work

**Mentor, Coach,
Friend**

Grow & Develop

Trust & Credibility



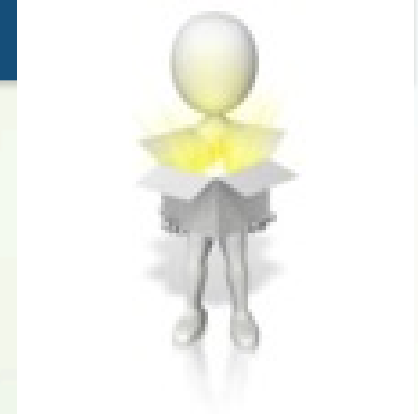
“Life Style - Work Style”



What are the common threads?

Trust &
Respect

New Conversation



The New Workplace requires action.

To Bridge the Gap -- ask yourself:

1. Where are *your* generational gaps?
2. What can you do *today* to start making a difference?
3. W.I.I.F.M to change?

EQ: React vs. Respond



Tips for Attracting the Right Individuals

- Tailor messages and benefits to Millennials – what's in it for them?
- Make your materials high tech, snazy, and upbeat
- Utilize the latest technology, your audience already is and expects the same (social media, video testimonials, employer blogs, etc.)
- Target candidates early, starting as underclassmen

Channels for Finding Candidates

- Of course standard means such as online job boards, but what about...

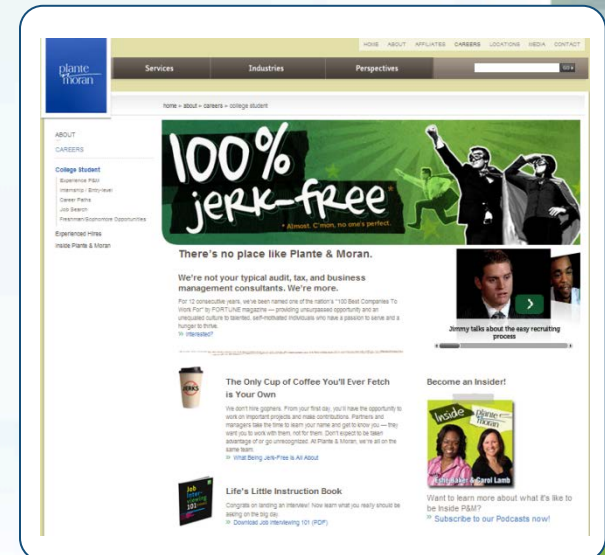
Employee Referrals



Social Media



Corporate Careers Site



Effective Recruiting and Branding: A Quick Case Study



Recruiting

- Hourly positions
- Multiple departments
- Significant expansion – over 1,900 hires
- Limited HR bandwidth
- Remote location, finite population, small town
- High turnover



A World of Opportunity!

Informational Job Fair

March 28th, 10am-5pm
March 29th, 9am- 4pm

Stonebridge Suites
3605 Hwy 75 South, Sherman

www.cejobsearch.com
1-800-622-6317

Recruiting Strategies

Recruiting

- Definition of employer brand
- Updated career website
- Complete overhaul of recruiting materials
- Unique incentive programs



WinStar WORLD CASINO.

People jumping for joy.
Screaming and yelling.
Having the time of their lives.
Don't worry, you'll get used to it.

You can build a career with great pay and benefits, flexible schedules, training, advancement potential and a whole lot more!
The odds are in your favor.

BENEFITS YOU CAN ENJOY!

- Competitive pay
- Fully paid medical insurance – full-time employees after 90 days; part-time employees after 6 months of employment
- Flexible schedules – Student friendly environment
- Gas Incentive Program
- Career paths
- Discounted meals during shifts
- Clean break room facilities
- 401(k) retirement plan
- Paid time off
- Full training

OPPORTUNITIES AVAILABLE:

- ♦ GAMING
- ♦ CAGE
- ♦ HOTEL
- ♦ FOOD & BEVERAGE
- ♦ RETAIL
- ♦ CASINO HOUSEKEEPING
- ♦ SECURITY
- ♦ MARKETING

Apply Now!

Complete all information under the My Employment Register Here link and then select your position of interest to be considered for employment.

Facts You Should Know Before You Apply:

1. All WinStar World Casino employees must submit to a Gaming Commission background check and depending on the position receive a gaming license.
2. All WinStar World Casino employees must be able to successfully complete a pre-employment drug test and those administered thereafter.
3. WinStar World Casino operates 24 hours a day/7 days a week.

WinStar World Casino employees must be flexible to work any scheduled shift.

WinStar World Casino Hiring Events

WHERE: Microtel Inn & Suites
(click here for directions)

WHEN: Tuesday, February 24th
TIME: 4:00p-7:00p

WHEN: Tuesday, March 24th
TIME: 4:00p-7:00p



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WinStar WORLD CASINO.
www.WinStarCareers.com



Opportunity Knocks.

Give you the treatment.

Great pay & benefits.
Real advancement potential.
And every day is a celebration.

OPPORTUNITIES AVAILABLE:
GAMING | CAGE | HOTEL | FOOD & BEVERAGE
RETAIL | HOUSEKEEPING | SECURITY

WinStar World Casino Hiring Events

WHERE	WHEN
Microtel Inn & Suites 4100 E. 17th	Monday, August 6 Wednesday, August 8 Thursday, August 9 Friday, August 10 Saturday, August 11
University of North Texas Career Path 1700 E. 17th	Thursday, August 10
Omaha World's Fair University Career Fair 1000 E. 17th	Wednesday, September 3

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www.WinStarCareers.com

Career Website: BEFORE

The screenshot shows a web browser window with the address bar displaying `https://www.hrapply.com/chickasaw/setup.app`. The browser's address bar also includes a search engine dropdown set to Google. The browser's tab bar shows several open tabs: Apple (102), Cox Webmail, Art Sites, Google Maps, mm to inch conversion, Printers, Award sites, and Save these sites. The website header features the Chickasaw Enterprises logo on the left and a navigation menu with the following items: Current Employees, Search Jobs, My Account Info, Log In, and Help. Below the navigation menu, there are two links: View All Positions and Advanced Search. The main content area is titled STANDARD JOB SEARCH and contains three search criteria sections: Location, Job Category, and KEYWORD(S) SEARCH. The Location section has a dropdown menu with the following options: Ada Gaming Center, Ada Trading Post, Ada Travel Gaming, Ada Travel Stop, and Ardmore #1 Tobacco Shop. Below the dropdown is a note: (Hold CTRL key for multiple selections and/or to deselect an item). The Job Category section has a dropdown menu with the following options: Accounting/Finance, Administrative Services, Arcade, Bowling, Casino Games, Casino Operations- Management, Chocolate Factory, and Construction. The KEYWORD(S) SEARCH section has a text input field and a button labeled SEARCH JOBS. Below the search criteria, there is a footer with the text: © 2008 HRLogix, A First Advantage Company. All Rights Reserved and Powered by HRLogix.

Chickasaw Enterprises

Current Employees { Search Jobs { My Account Info { Log In { Help

View All Positions Advanced Search

STANDARD JOB SEARCH

Location:

- Ada Gaming Center
- Ada Trading Post
- Ada Travel Gaming
- Ada Travel Stop
- Ardmore #1 Tobacco Shop

(Hold CTRL key for multiple selections and/or to deselect an item)

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- Chocolate Factory
- Construction

KEYWORD(S) SEARCH:

SEPARATE ALL KEYWORDS WITH COMMAS

SEARCH JOBS

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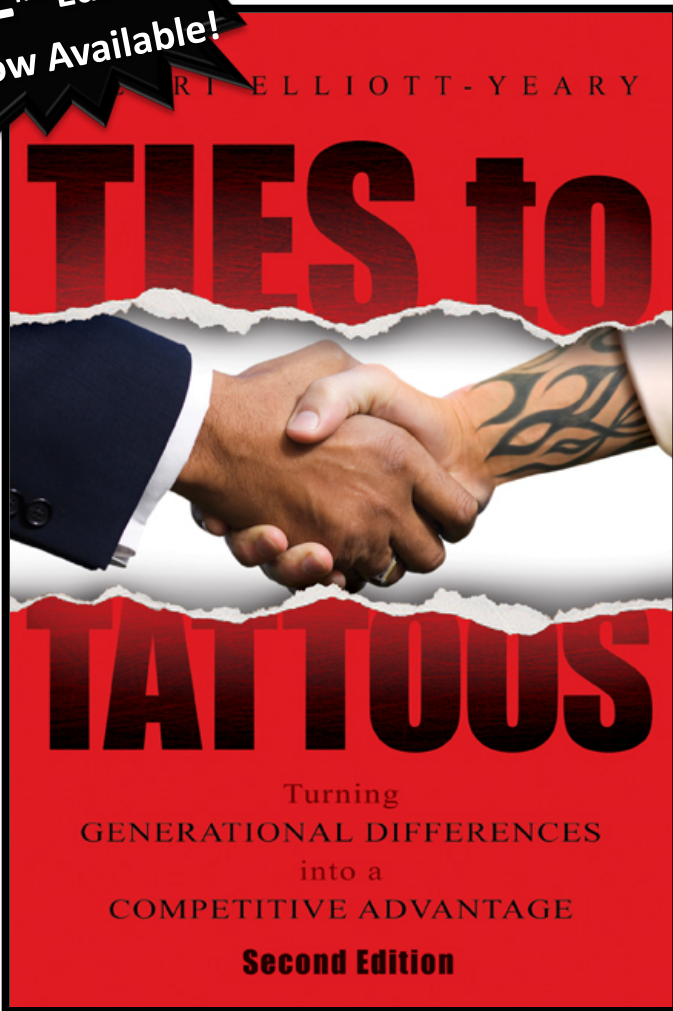
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Thank you!

**2nd Edition
Now Available!**



All proceeds benefit charity.

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Twitter: @sherrielliott

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<http://generationalguru.com/blog/>

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