

Attracting and Retaining Millennials (Code: ARM)

Evolution-U Leadership & Management Business Suite

Duration: Keynote or Half Day Workshop - Level: Foundation



*The Evolution-U Leadership & Management Business Suite is a focused offer of engaging soft skills trainings, providing **usable tools for better & measurable performance** praised by our clients*

Course Outline

By 2025, 75% of employees globally will be millennials. It is no overstatement to say that one of the major challenges facing the corporate world today is how to engage the new generation of millennials and to stay relevant to this increasingly important consumer and employee segment. Any failure to do so will result in the best and brightest talent going elsewhere and an inability to develop the future management of the organisation.

Many of the existing preconceptions of what millennials are (and are not) focus on the challenges of dealing with this often-misunderstood group, while companies at the forefront of engaging millennials reap the rewards of attracting and retaining the best talent.

Course Content

Meet The Millennials!

An introduction to millennials, who they are, what they want, who their role models are, what drives them and how they are perceived (ie why the rest of us have difficulty understanding them!).

Millennial Psychology

To attract and retain the best millennials it is necessary to understand their values and expectations. This introduction into the mindset of the typical millennial drawing on research and commentary from thought leaders gives valuable insights into how to develop a millennial friendly business structure and extract the true potential that millennials offer.

Case Study # 1: PWC CEO Insight

PWC hires 8,000 graduates annually. Millennials already account for approximately two thirds of their global workforce. From 2011-2012 the company commissioned a detailed study on their approach to attracting and retaining millennials which was discussed in a Harvard Business Review article with their US CEO. In this section we analyse the results of PWC's initiatives and draw lessons that can be applied to other traditional sectors of industry.

Case Study # 2: ROWE Companies

Companies operating at the millennial frontier such as Google, Apple and Netflix exhibit elements of Results Orientated Work Environments (ROWE). Many of the smartest millennials gravitate to these sorts of employers rather than traditional

Learning Objectives

In this engaging and often amusing workshop, a wide range of issues are covered including understanding millennial psychology and looking at case studies where small changes in standard business practises have yielded quantifiable results. True to the title, approaches to leadership that will increase the likelihood that you as a leader, and as an organisation, stay relevant to the millennial generation are introduced based on market leading research, and participants are challenged to develop their own 'Millennial Strategy'.

This workshop is designed for senior management and strategic planning initiatives for up to 20 attendees.

careers such as banking, consultancy or government. By understanding the approach market leaders in the ROWE space are taking, participants can consider how to apply these into their industry.

The Three Keys To Leading and Retaining Millennials

Evolution-U's research into the space of leading and retaining millennials has revealed three keys to success. The first is understanding how to motivate millennials and the realization that the traditional paradigms no longer work. Secondly the effective utilization of emotional intelligence in leadership can be a powerful tool for developing a cross generational relationship and develop loyalty. Finally when a Gen-X senior manager bridges the social-tech gap perceived by many millennials to exist between them, they become a social media savvy leader with the ability to communicate with millennials on their level. Case studies and empirical research are referenced to support the findings and help participants develop an action plan.

Group Exercise & Presentation

Participants split into groups of 3-5 (depending on class size) and develop their own "millennial friendly" action plan for their company, focusing on the implementation of one action that will materially change the company's millennial reach. The instructor shall provide an exercise sheet detailing the areas that need to be considered by participants who will then have to present their original idea to the class.

Who Should Take This Workshop

This workshop is designed for Business Owners, Management, Senior HR executives, Team Leaders and those involved in strategic planning, talent development and leadership succession planning.

This training course is fully certified by Evolution-U.

**For more information & reservations please contact Jessica
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