

next tuesday afternoon

november 13, 2007

I happened to catch a few minutes of "60 Minutes" this past Sunday evening. The story was about Millennials and how they were affecting the American workplace.

My ears pricked up when I heard Millennials being labeled "narcissistic praise hounds," all due to parents, teachers and everyone else rewarding them for everything in their lives, even if it was just to show up. Over half of these kids are moving home after college, after all, why should they expend the effort to make it on their own when mom and dad will pick up the tab?

Their approach to work is unlike that of any preceding generation. They have lived in a world with no failure, and are far too good to take summer jobs at McDonald's or mow lawns. When they do start applying for jobs, parents are calling employers and asking why their child didn't get a fair shake, after all, he/she is a good kid.

It has long been known that this generation puts family, friends and lifestyle first, so, as an employer, don't be shocked when you're told they'll be there after they take their dog to the vet and can stay only until their yoga class at four. To cope requires a half shrink - half therapist approach, kind of like coaching.

Some businesses have given up trying to make this group understand that they have to pay their dues, as many expect to be CEO by Friday. Instead, some employers are offering free food (can you spell pizza?), lots of fun and flexibility, and even naps in the afternoon to keep this fickle generation from skipping away after only a few months on the job. Don't forget to provide many, many happy hours.

There is plenty of "stuff" to motivate and reward this generation, as evidenced at The Motivation Show in Chicago this fall. With many consultants, it is advised, there is no stick, just carrots. The value of these consultants and promotional tools is estimated to be 50 billion dollars. That's a lot of carrots to delay adolescence until you're, say, 30.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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