

Finders Keepers, Losers Weepers: Part 1

Proven ways to hang on to your key employees

Finders Keepers, Losers Weepers.

Addressing the Needs of Every Generation

United Agencies
Chris Stickney
Levi Gelineau

United Agencies Inc.

Finders Keepers, Losers Weepers.

The Six Living Generations In America

Who are they and what do they need?

- GI Generation (1901-1926)
- Greatest Generation (1927-1945)
- Baby Boomers (1946-1964)
- Generation X (1965-1980)
- Gen. Y / Millennials (1981-2000)
- Gen. Z / Boomlets (2001-....?)

REMEMBER: This is only a guideline... Everyone is different and not everyone fits into a strictly defined box, but for the most part you can generalize their behavior.

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GI Generation (1901-1926)

- Great Depression
- Great War
- Happy Days
- They Saved the World and then Built A Nation.

"Greatest Generation" (1927-1945)

- Loyal... Usually kept job for life!
- Common Values, Absolute Truths
- Disciplined, Self-Sacrificing, Cautious

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Baby Boomers (1946-1964)

2 Sub-sets

- The save-the-world revolutionaries of the 60's & 70's
- The party-hardy career-climbers (Yuppies) of the 70's & 80's
- Optimistic, Driven, Team-Oriented
- Technology... "a learning process"
- 1st Generation with a TV

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Generation X (1965-1980)

- Entrepreneurial, Very Individualistic
- Want what they want and want it now
- No computers... Yes computers
- Average 7 career changes in life
- Cautious, skeptical, unimpressed with authority, self-reliant.
- Don't actually "feel" like a generation, but they are.
- Feel misunderstood by other generations
- Desire a chance to learn, explore and make a contribution

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Gen. Y / Millennials (1981-2000)

- Aka "The 9/11 Generation" "Echo Boomers"
- They are nurtured by omnipresent parents, optimistic, and focused.
- Respect authority.
- Falling crime rates. Falling teen pregnancy rates. But with school safety problems; they have to live with the thought that they could be shot at school, they learned early that the world is not always a **safe place**.
- They schedule everything.
- They feel enormous academic pressure.
- They feel like a generation and have great expectations for themselves.

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Gen. Y / Millennials (1981-2000)

- Prefer digital literacy as they grew up in a digital environment. Have never known a world without computers! They get all their information and much of their socialization from the Internet.
- Prefer to work in teams.
- With unlimited access to information tend to be assertive with strong views.
- Envision the world as a 24/7 place; want fast and immediate processing.
- They have been told over-and-over again that they are special, and they expect the world to treat them that way.
- They do not live to work. They prefer a more relaxed work environment with a lot of hand holding and accolades.

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Generation Z / Boomlets (2001-now)

- \$51 billion is spent by teens every year with an additional \$170 billion spent by their parents and family members directly for them.

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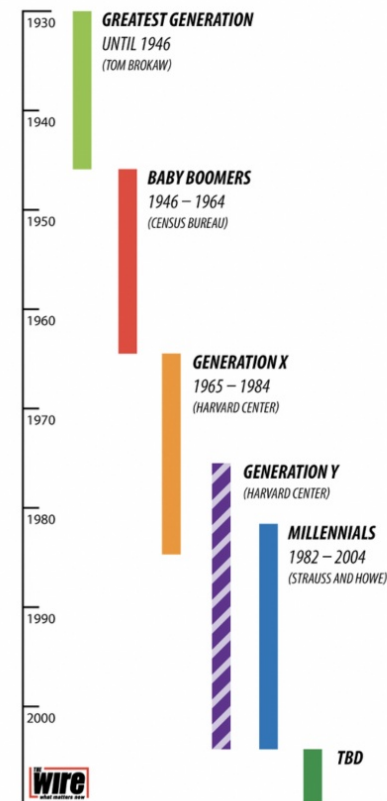
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GENERATION, BY BIRTH YEAR





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Source: <http://www.marketingteacher.com/the-six-living-generations-in-america/>



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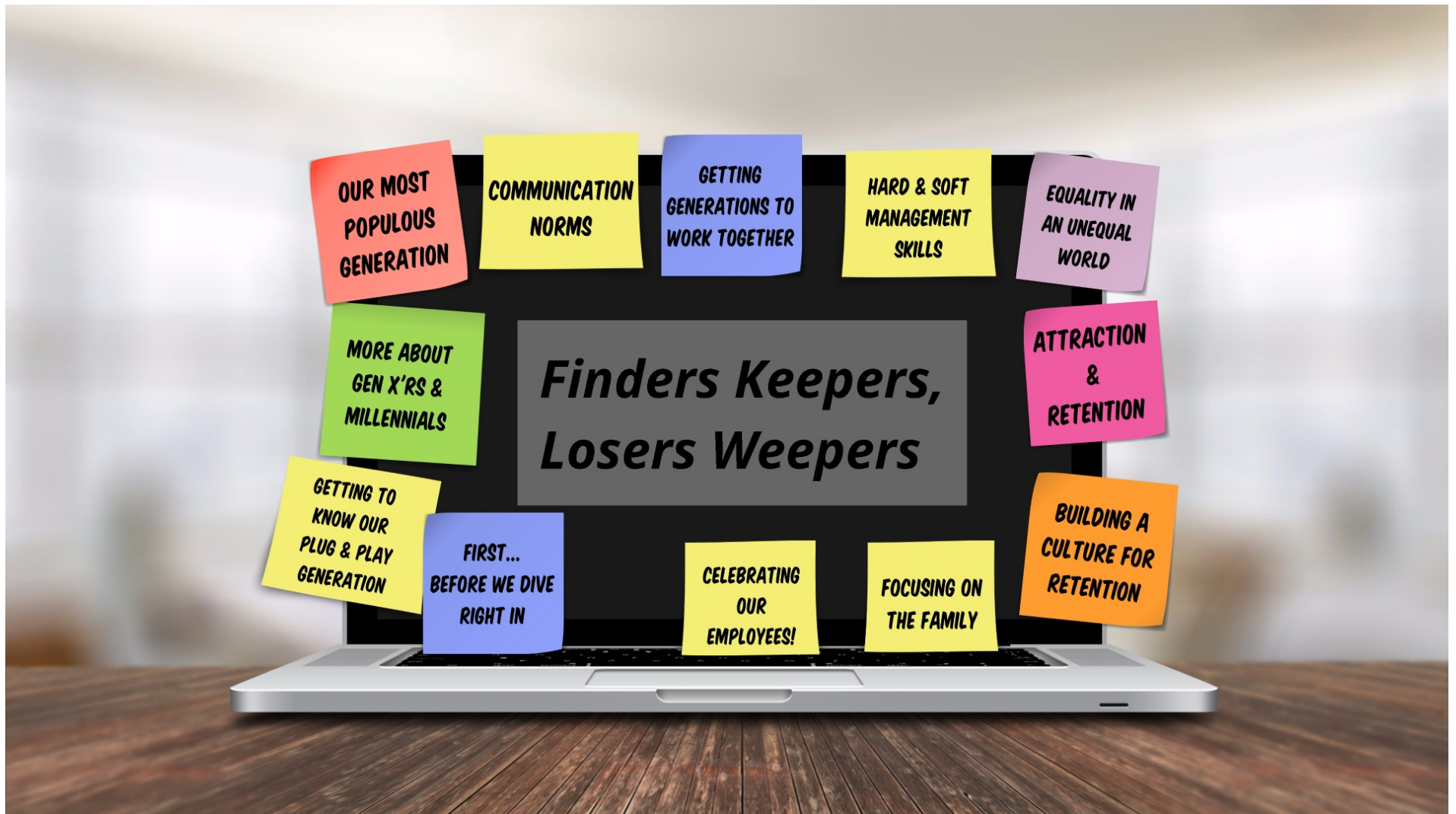
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- **Generation Z / Boomlets** (2001-now)



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They're Here: Generation Z

- Gen Z: Born 1995-2010, first College graduates in the class of 2017.
- Have always had modern technology (Cell, Email, Social Media).
- More fiscally conscious than Millennials.
- Driven by uniqueness and community.



What do we do?

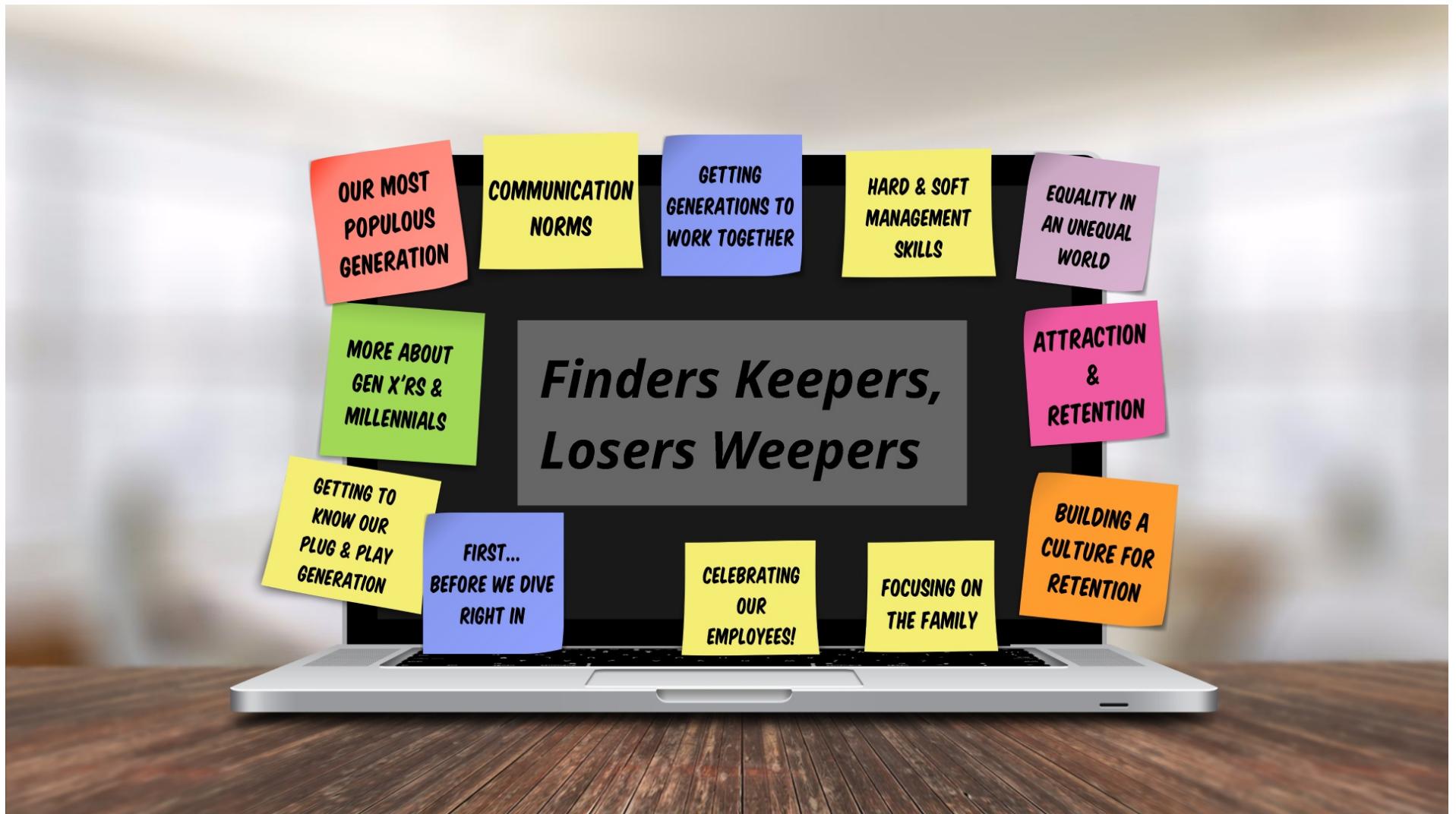
- Show career path!
- Increase mentor-ship.



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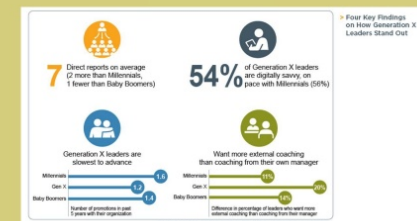
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Update on Gen X and Millennials



- Millennials are already the most populace generation of working age.
- Generation X is now at management level.
- Both generations are comfortable in the digital world.
- "Gen X responded best of any generation to think across organizational silos, very collaborative". (CNBC, Nielsen 2018)





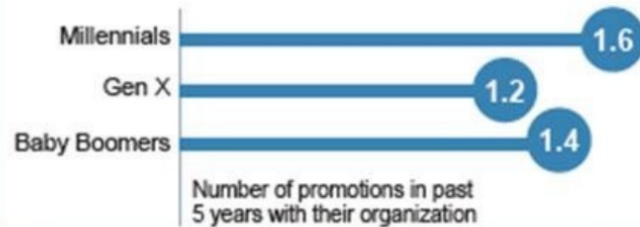
7 Direct reports on average
(2 more than Millennials,
1 fewer than Baby Boomers)



54% of Generation X leaders
are digitally savvy, on
pace with Millennials (56%)



Generation X leaders are
slowest to advance

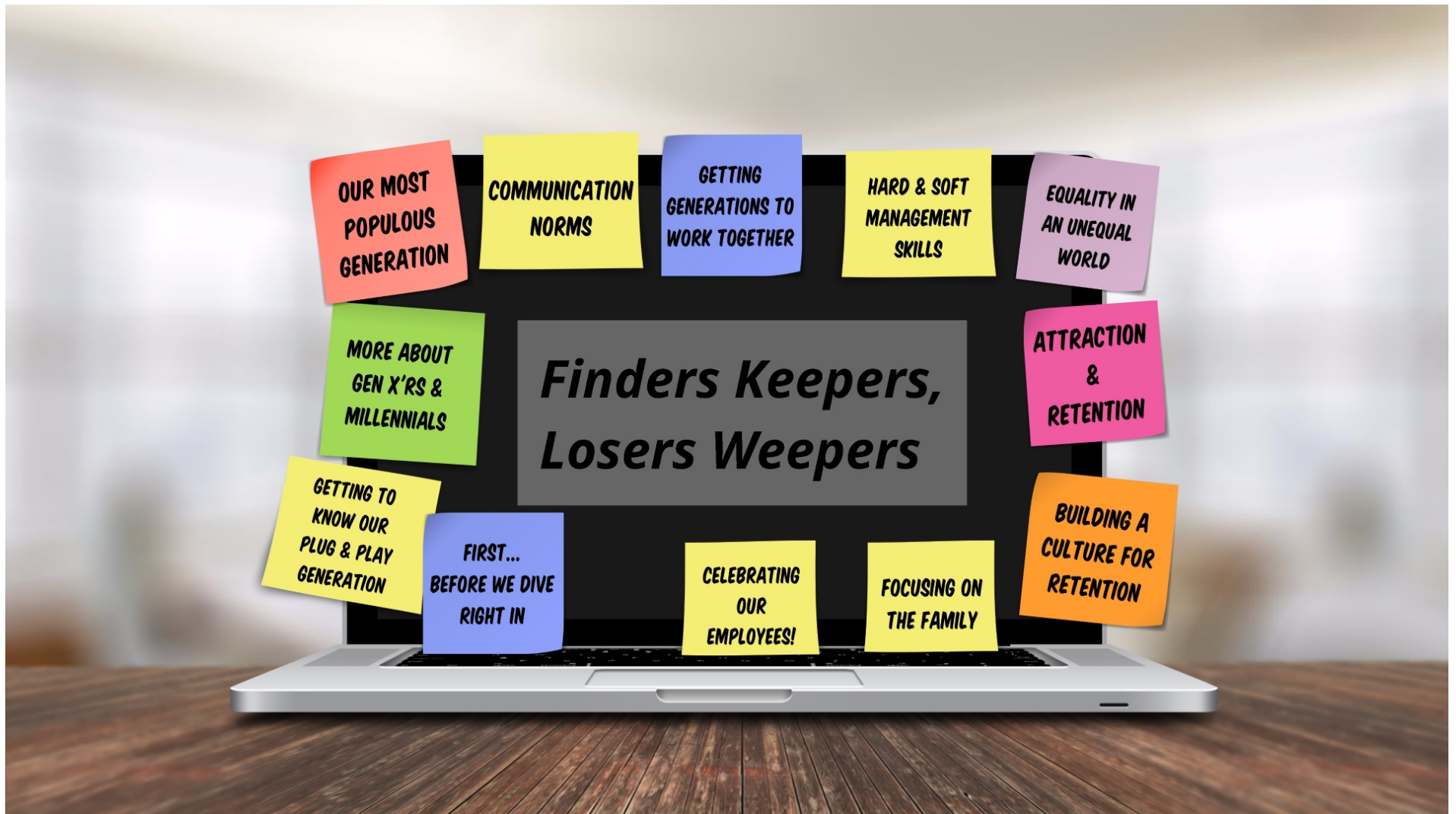


Want more external coaching
than coaching from their own manager



> Four Key Findings
on How Generation X
Leaders Stand Out

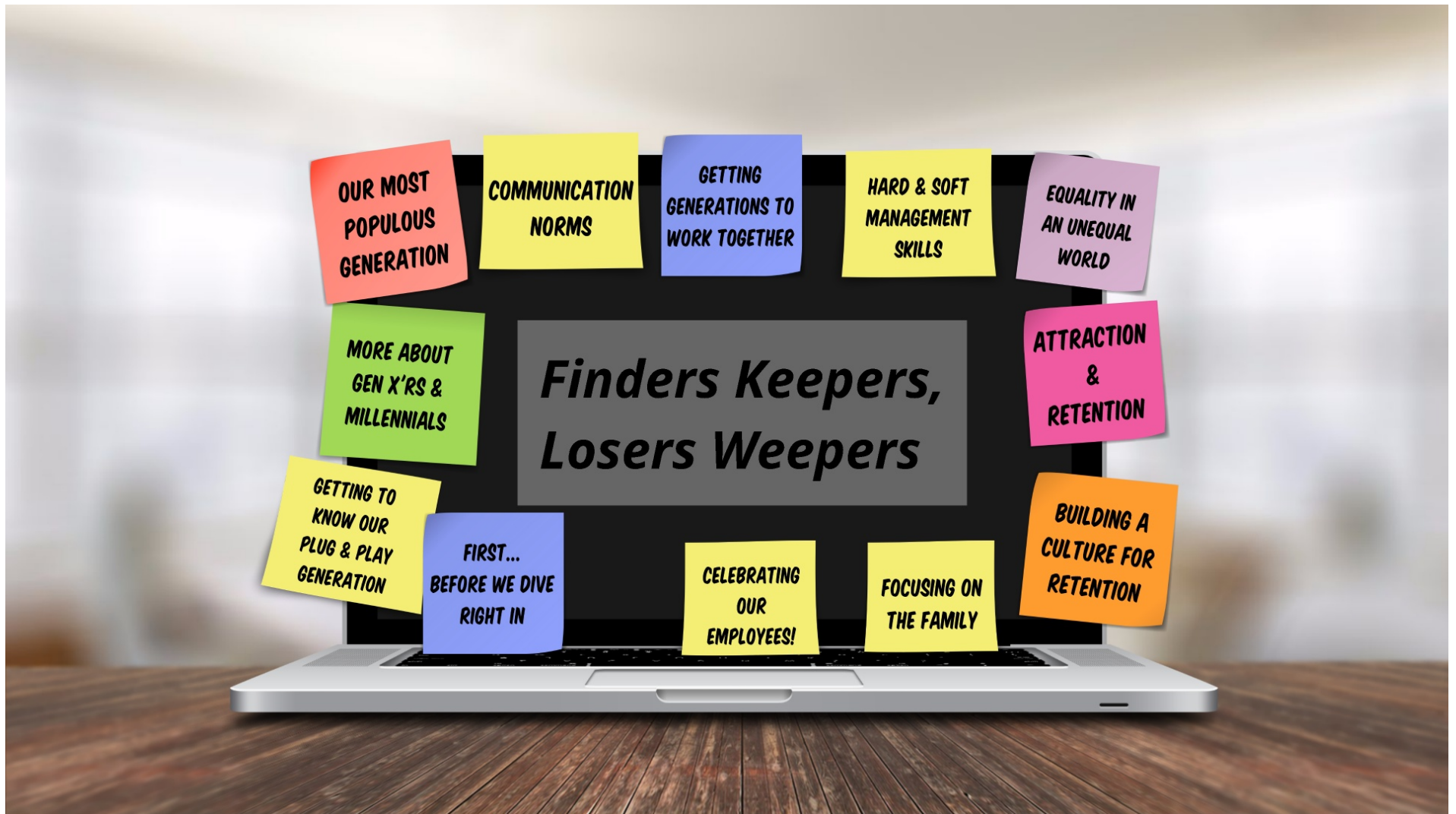
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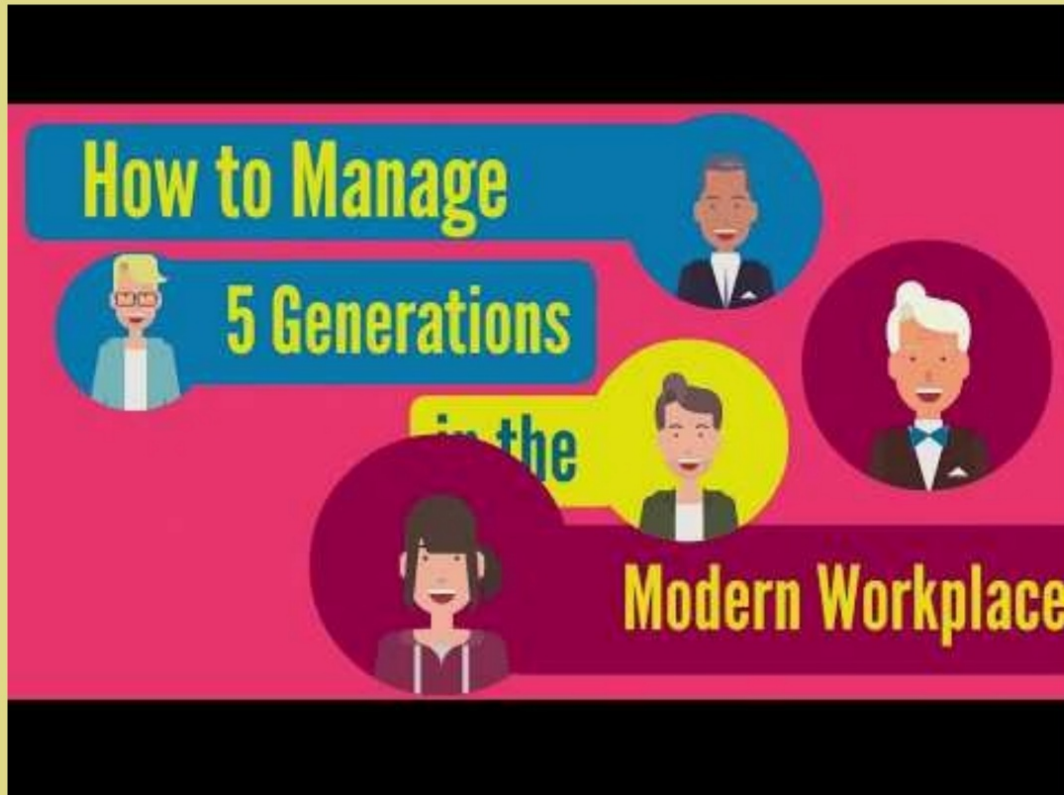
Baby Boomers

- Resource for Mentorship.
- Tech Savvy.
- Concerned about Retirement.
 - Loyal, but need to see the exit sign.





Communication Matters



6 Reasons Communication Is Important to Business:

1. Builds / maintains relationships
2. Facilitates innovation
3. Builds an effective team
4. Managing employees
5. Contributes to growth of the company
6. Ensures transparency

How to Manage

5 Generations

in the

Modern Workplace

6 Reasons Impact

1. Builds
2. Facilit
3. Builds
4. Manag
5. Contr
6. Ensur



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Yo-Yo Mentoring

Modifying mentor-ship norms by sharing skills both ways





"Hard" and "Soft" Management Skills

- Formal Management/Leadership Training
- Coaching
- Focus on the individual



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Hard skills

Planning

Problem-solving

Budgeting

Scheduling

Risk management

Time management

Soft skills

Communication

Leadership

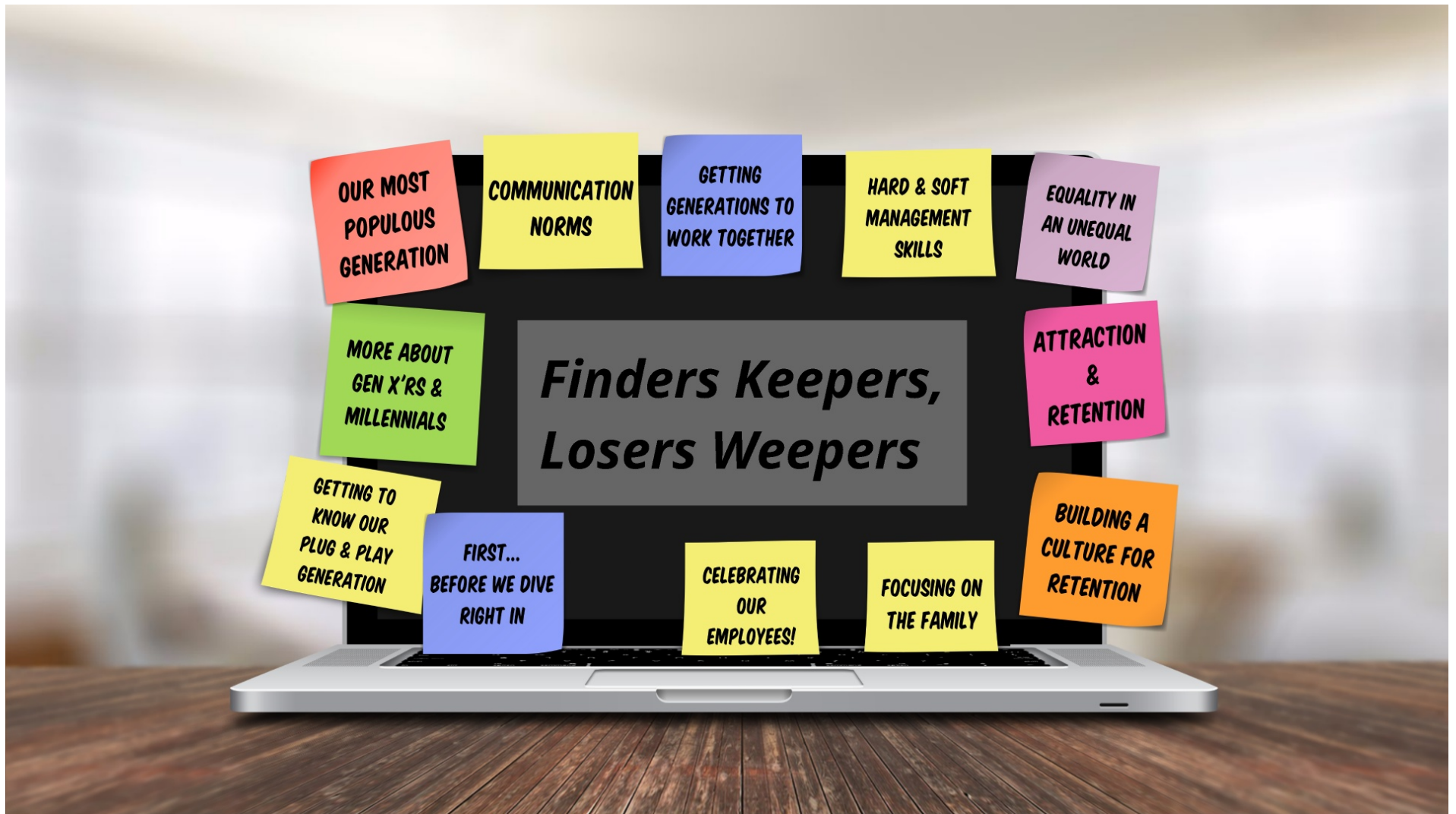
Conflict resolution

Negotiation

Empathy

Adaptability

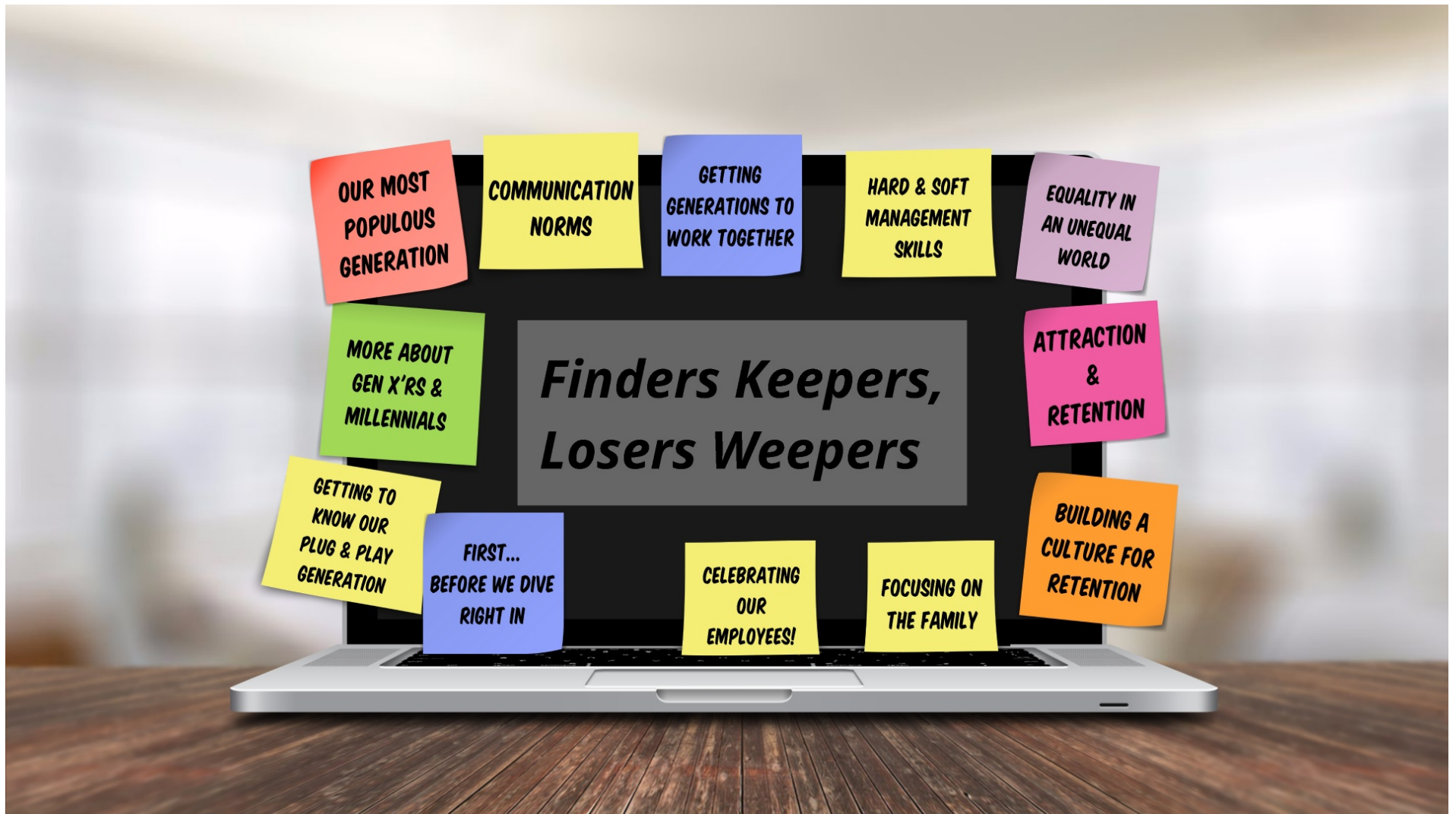
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Equality

- Internal Polling, locate your agencies inequalities.
- Sub-committee, publicize your efforts.
- External help, fund an external audit.



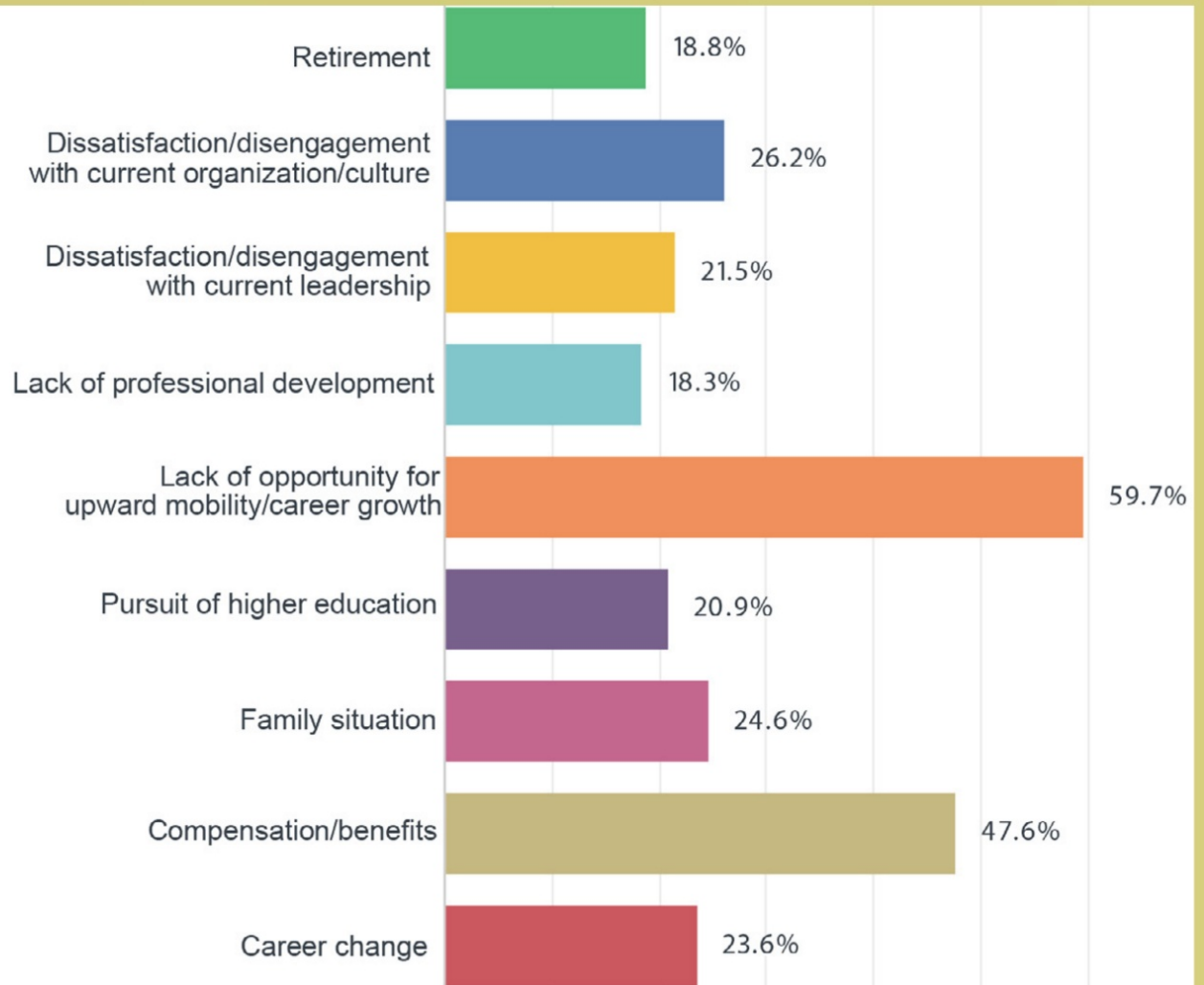
Drivers for Voluntary Turnover

Source:

Nonprofit HR 2019 Talent
Management Retention
Practices Survey Data

***Note:**

Survey respondents
chose all that apply,
allowing for greater than
100% total.





Have You Heard of "Minternships"?

"Minternships," where mid-career employees leave their jobs to take internships, often in other industries, in order to reskill.

Keep Your Sights on Continuous Engagement

High engagement levels have been proven to benefit individuals and organizations. **Low engagement**, on the other hand, is usually the telltale sign that an employee is seeking another opportunity.

Gathering feedback from an employee survey or short polls are two ways to gain anonymous insights.

Since cultural shifts tend to happen over time, set up a schedule to check in on your employee engagement levels. Short but frequent polls allow you to track changes more closely while in-depth surveys will help you to pick up on nuanced challenges.

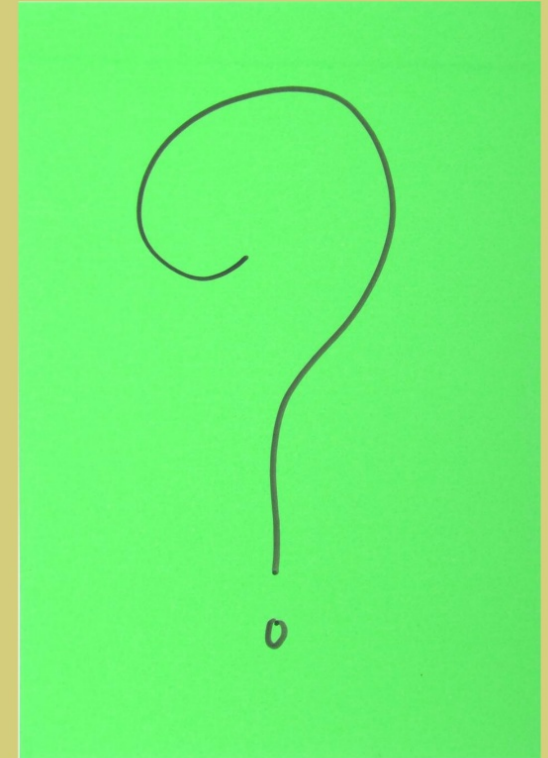
A stay interview is also a powerful tool to use to strengthen an employee's engagement and retention with the organization.

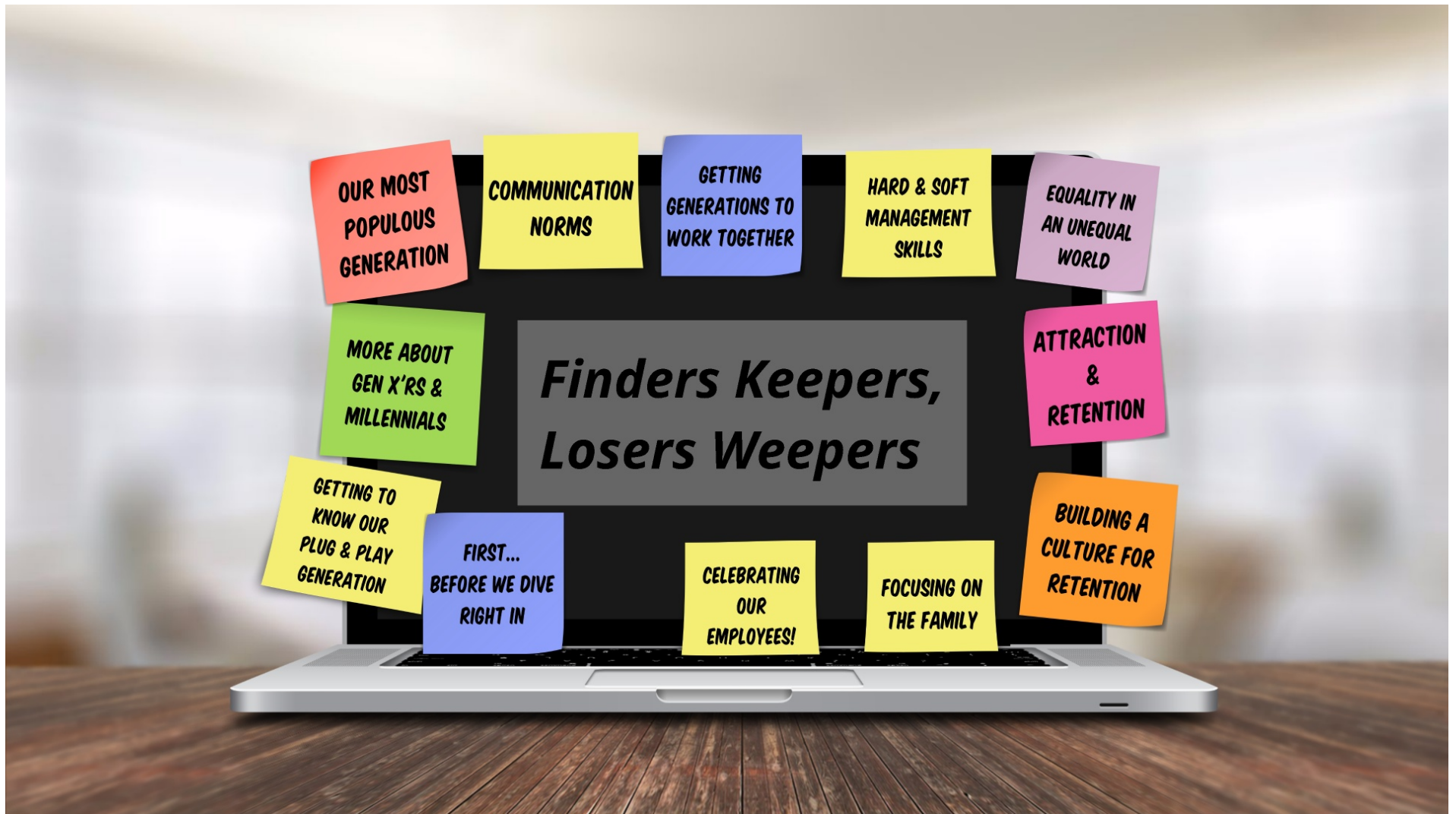
The insight provided from polls, interviews, and surveys will allow you to identify things that need to be addressed before employees start to disengage.

The "Stay Interview"

Remembering to focus on the employee's career development by asking questions

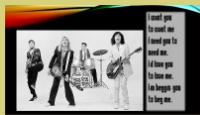
1. What factors cause you to enjoy your current job and work situation?
2. How much have these factors contributed to you staying at the organization as long as you have?
3. What reason do you give others for your decision to work and stay at our organization?
4. Do you feel that you are doing the 'best work of your life'? What factors could contribute to you 'doing the best of your life'?
5. Do you feel that your work makes a difference in the organization? Do you feel that your work makes a difference externally to the world?





I Want You To Want Me

Completing an Individual Retention Plan for Your Best Employees





i want you
to want me
i need you to
need me.
i'd love you
to love me.
i'm beggin' you
to beg me.

i want you
to want me
i need you to
need me.
i'd love you
to love me.
i'm beggin' you
to beg me.

...TO PLEASE

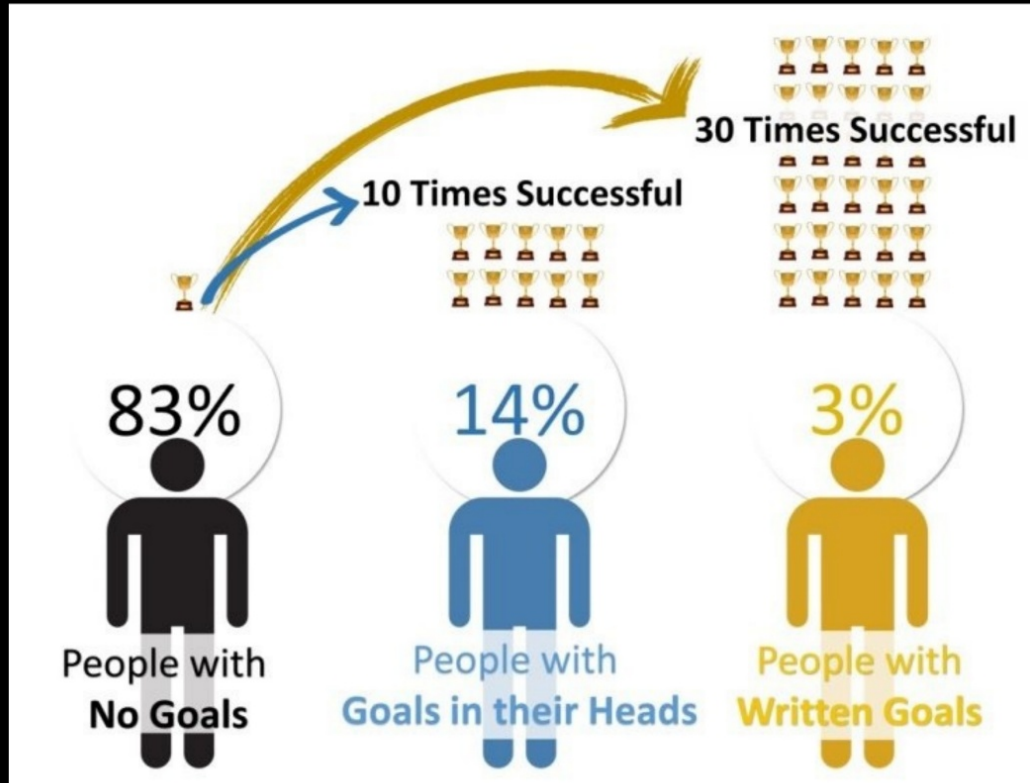
∞
**STAY
WITH
ME
FOREVER
AND EVER**



Goal Setting

- SPECIFIC
- MEASURABLE
- ACHIEVABLE
- REALISTIC
- TIMELY





people with
goals
— because they know where —
they are going.
SUCCEED
IT'S AS SIMPLE AS THAT.

— carl nightingale —



8. **PERSIST**

1. **PASSION**

2. **WORK**

3. **FOCUS**

4. **PUSH**

5. **IDEAS**

6. **IMPROVE**

7. **SERVE**

8 **TO BE GREAT**

The 8 Traits That Lead to Great Success RichardStJohn.com © Copyright 2010 Train of Thought Arts Inc.

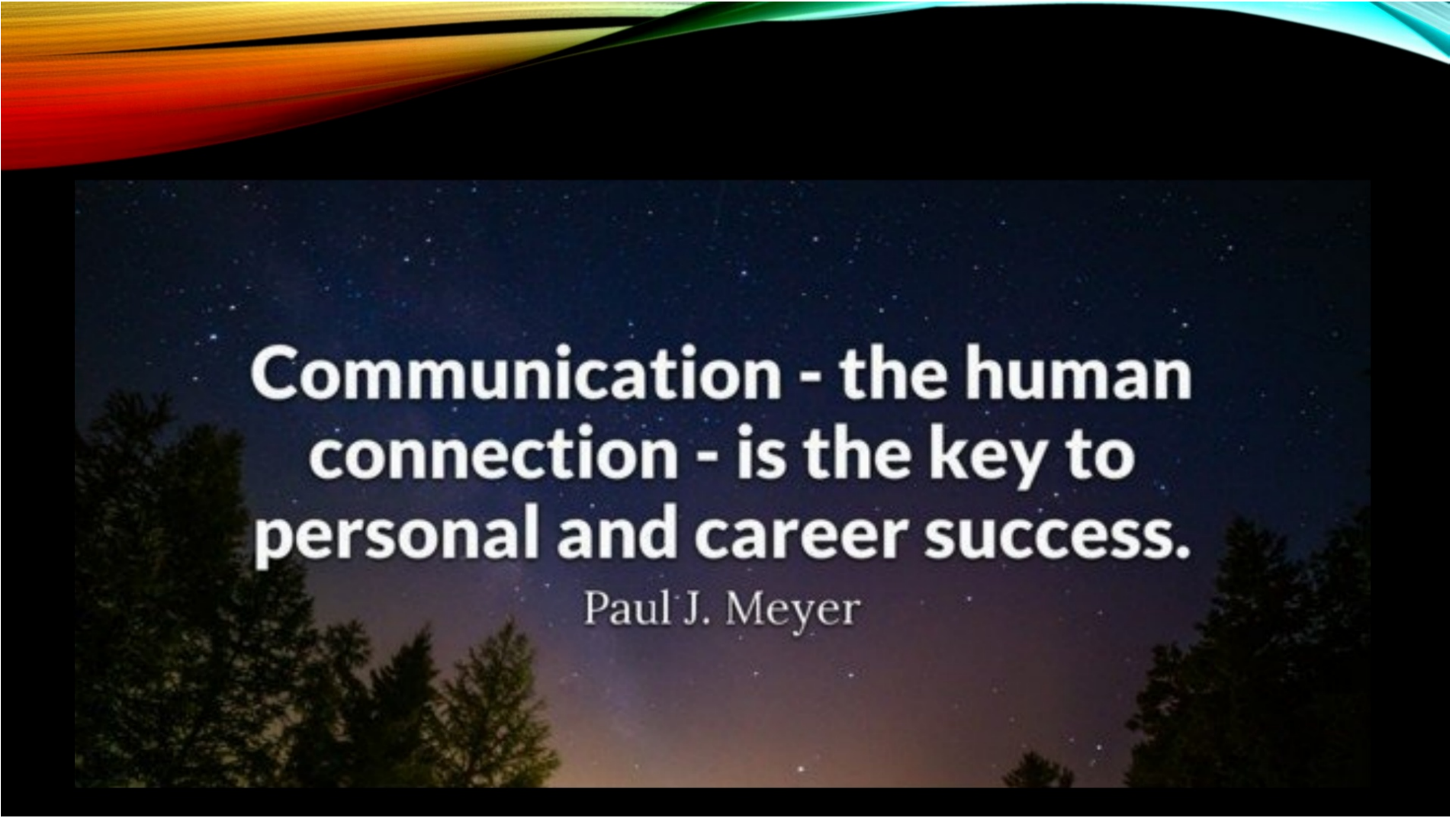
Different People = Different Needs/Desires = Different Drives = Different Goals



Goal Setting

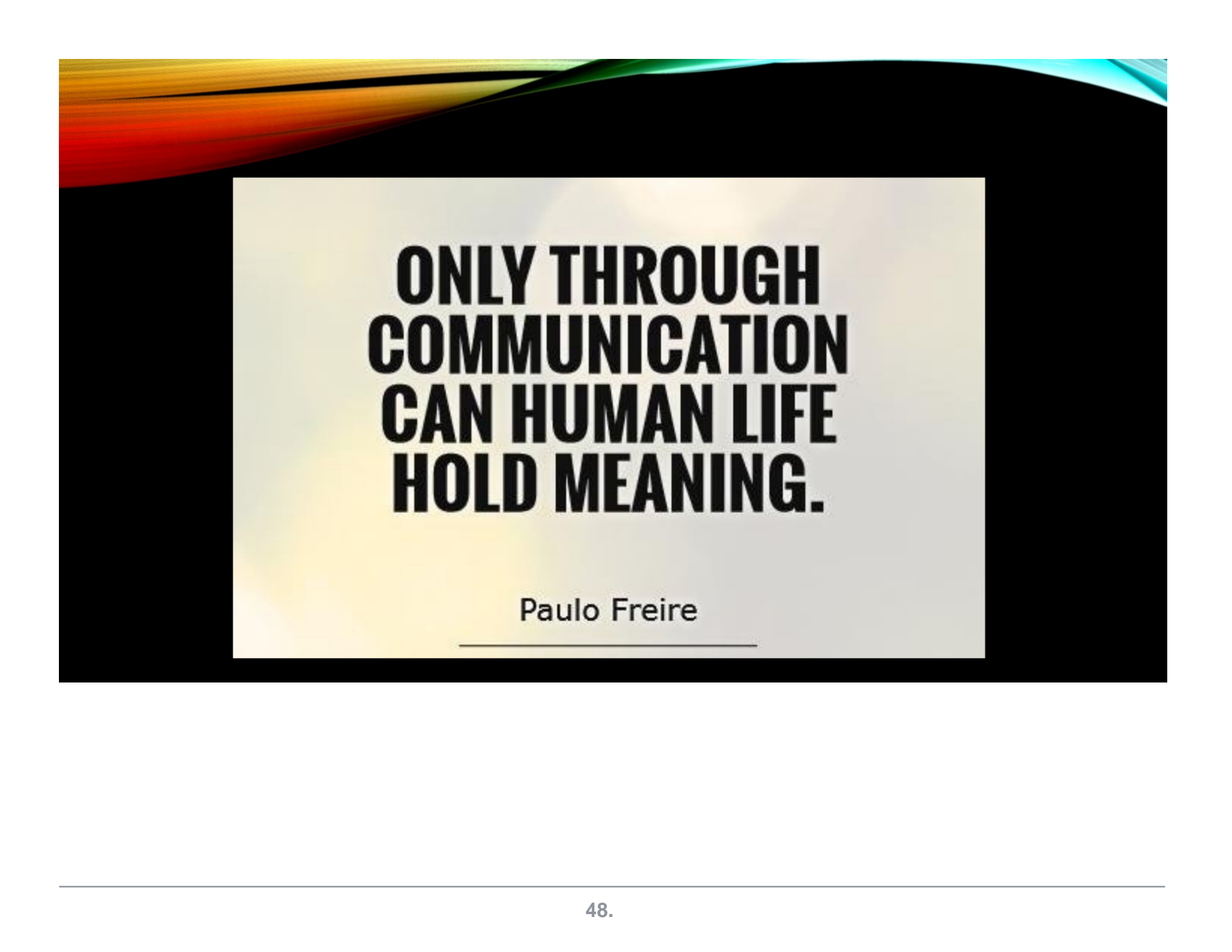
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**Communication - the human
connection - is the key to
personal and career success.**

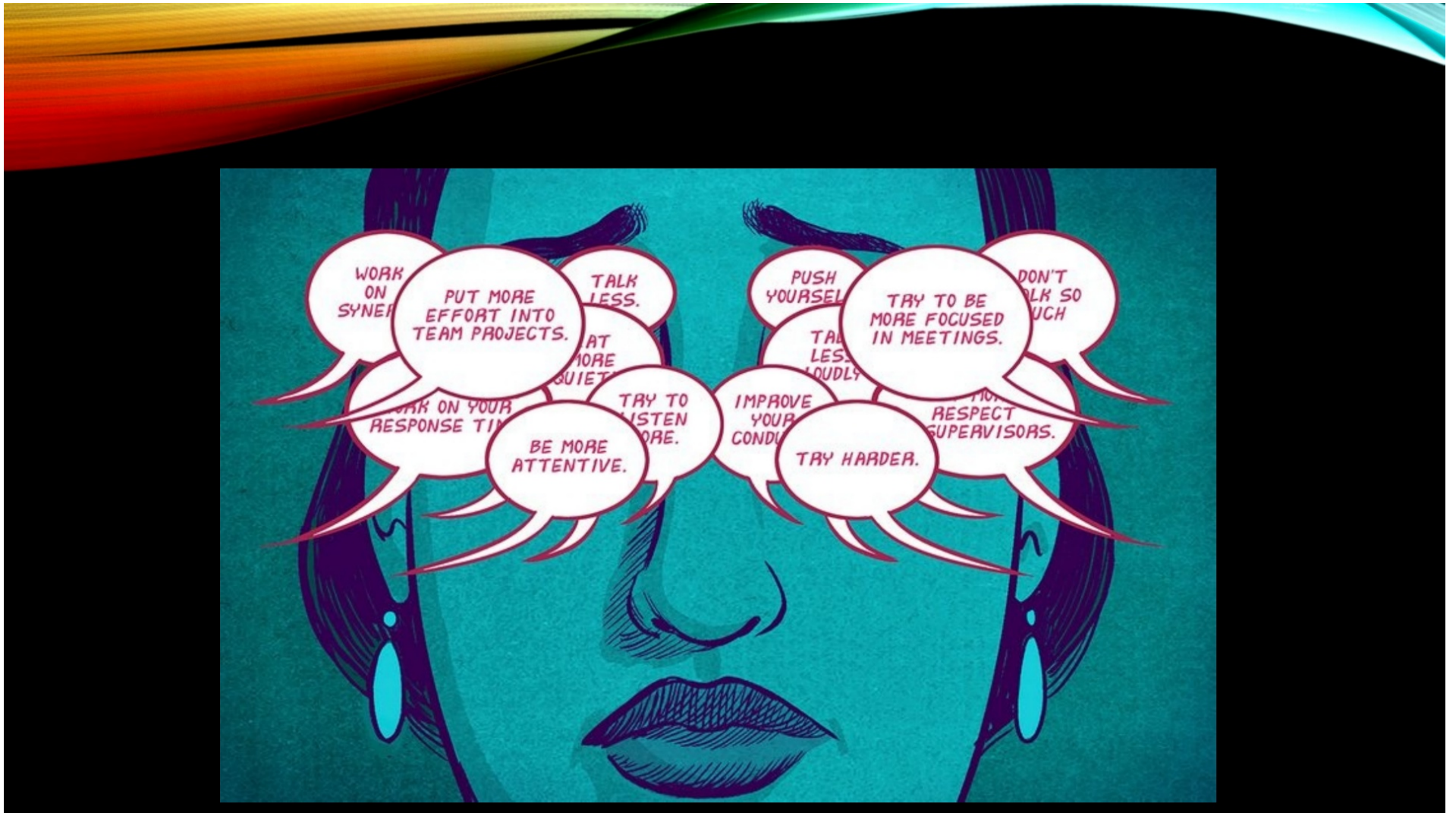
Paul J. Meyer



**ONLY THROUGH
COMMUNICATION
CAN HUMAN LIFE
HOLD MEANING.**

Paulo Freire







Robert Kraft - Owner



Bill Belichick – Head Coach



Tom Brady - QB





Tom Brady cut the Patriots a break. Not a huge break, but a break nonetheless. **Brady restructured** his **contract** to free up \$24 million in cash for accounting purposes, according to a source. Dec 29, 2014



Source: Tom Brady restructures deal to help Patriots free up cash ...
www.bostonherald.com/.../source_tom_brady_restructures_deal_to_help_patriots_free_...







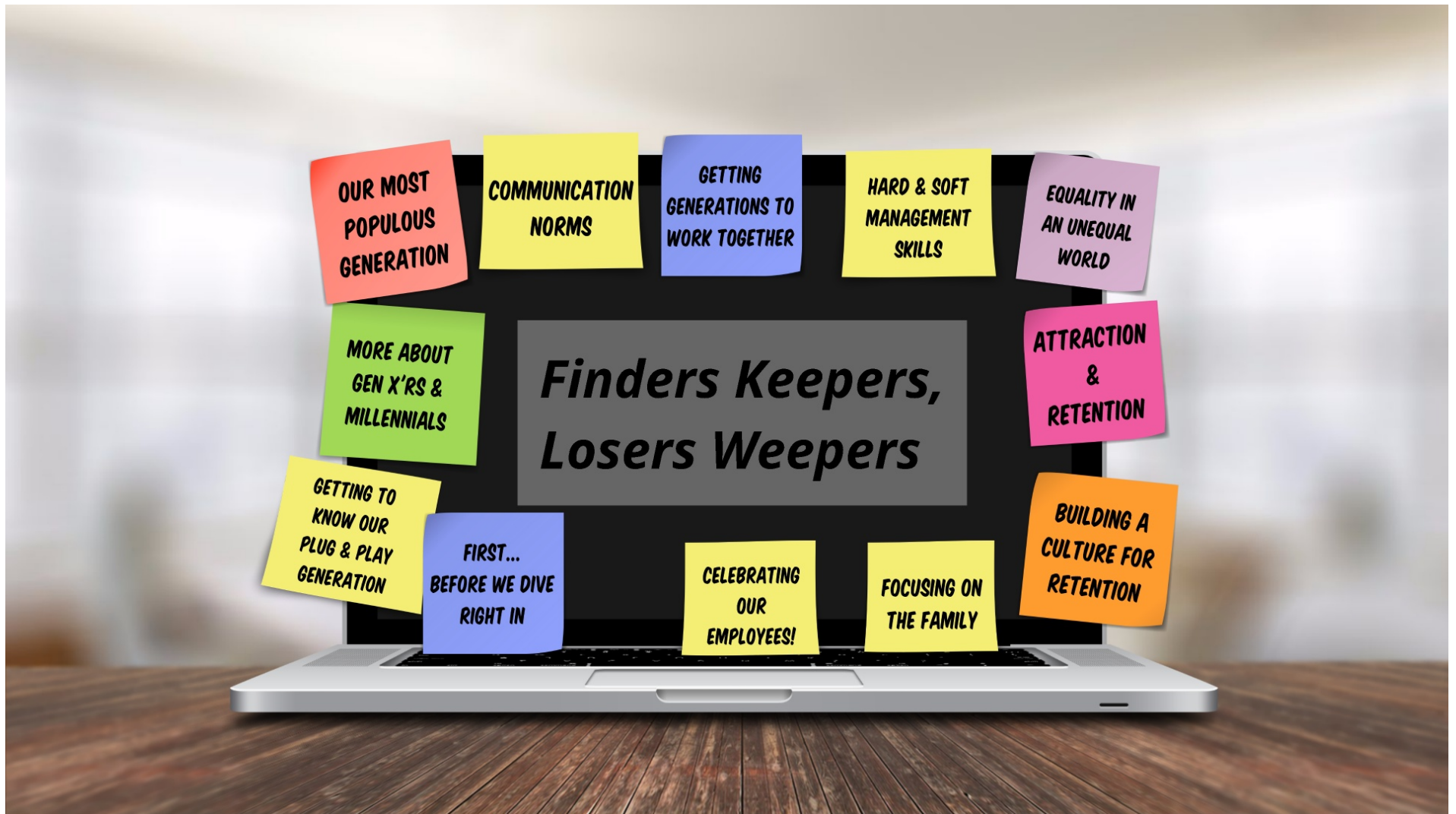
The Culture of Communication

Elements of an #Enviably Workplace Culture:



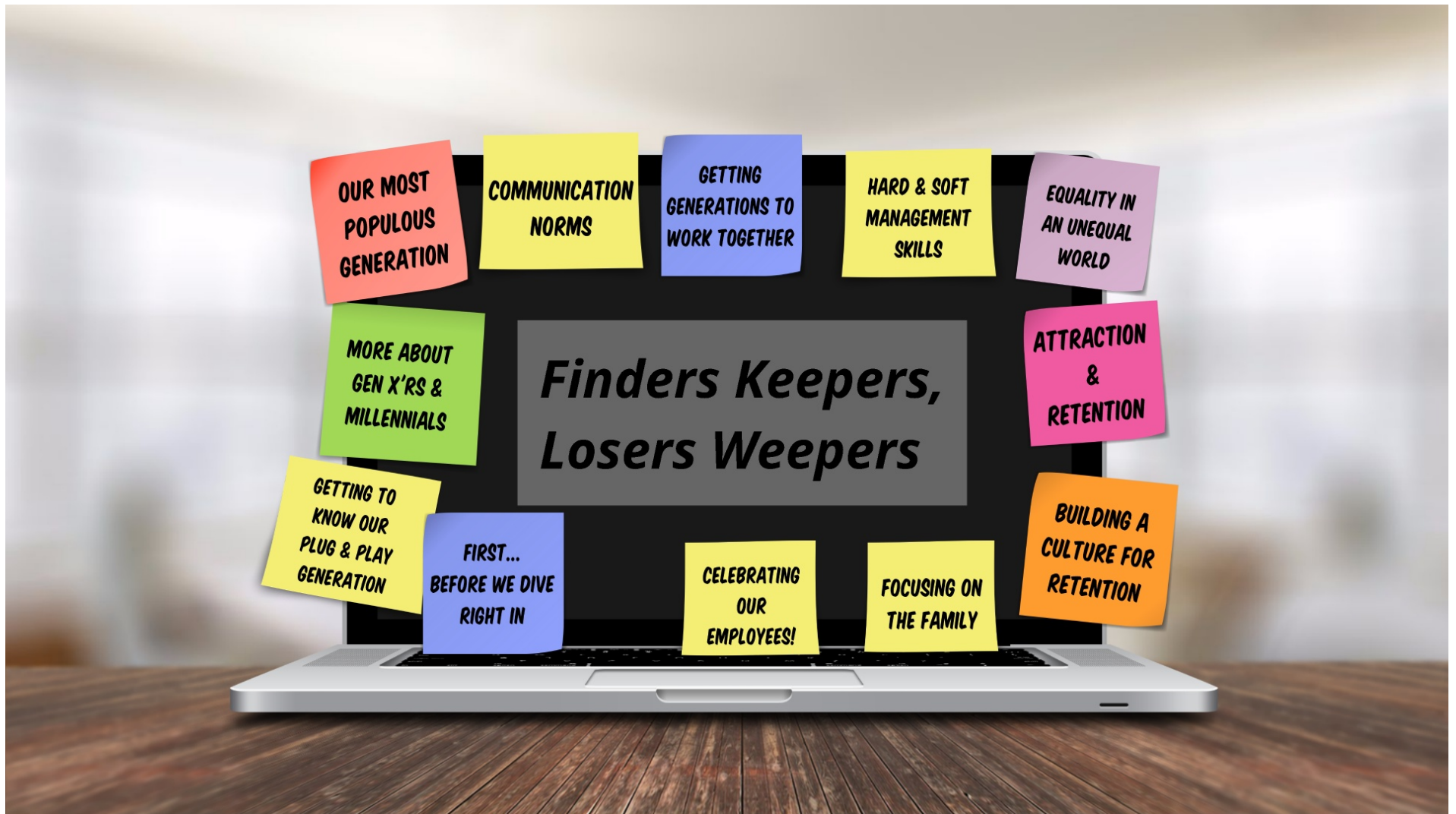
ACHIEVING A SUCCESSFUL CULTURE OF BEING WANTED





Focusing on Family!





Celebrating your team!



- Birthday's!
- Work Anniversaries!
- Accomplishments!



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