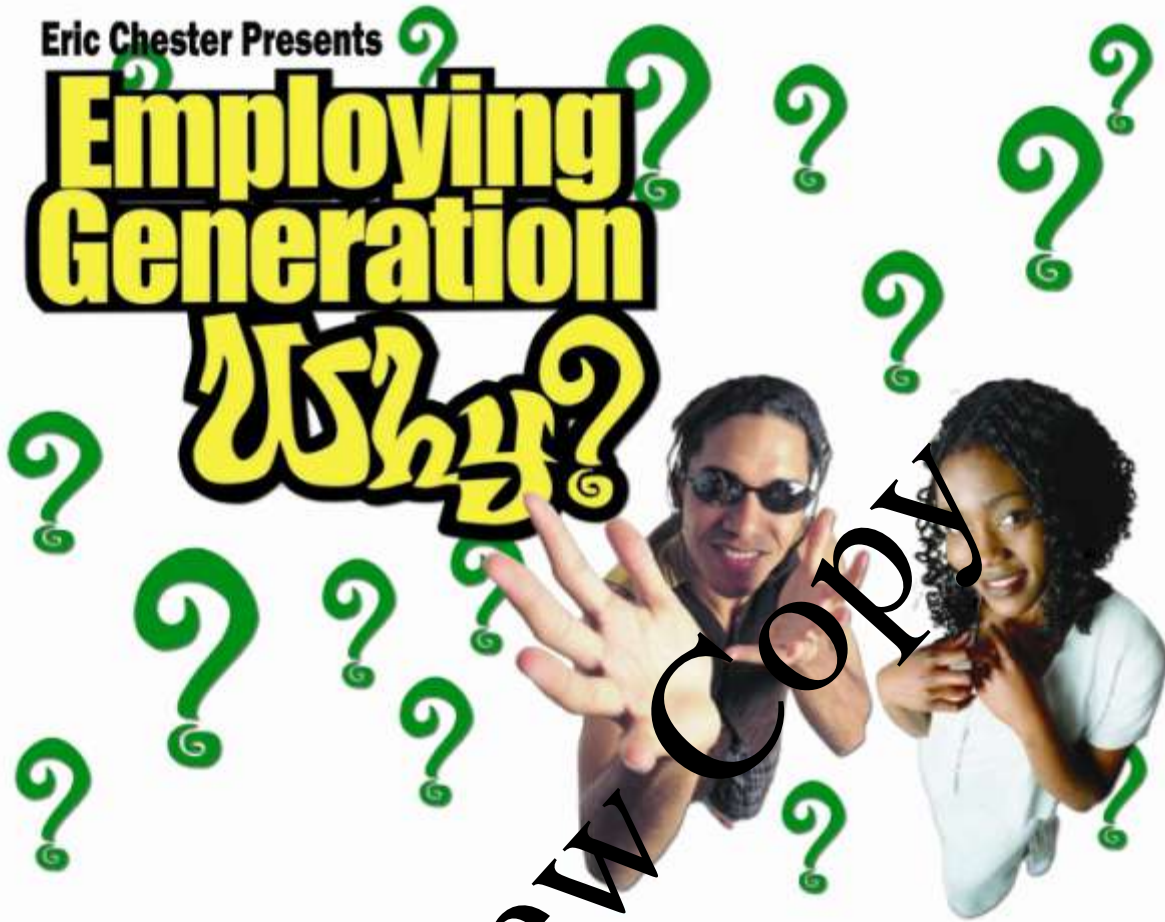


Eric Chester Presents

# Employing Generation

## Why?



Preview Copy

Participant's Guide

# Employing Generation Why?



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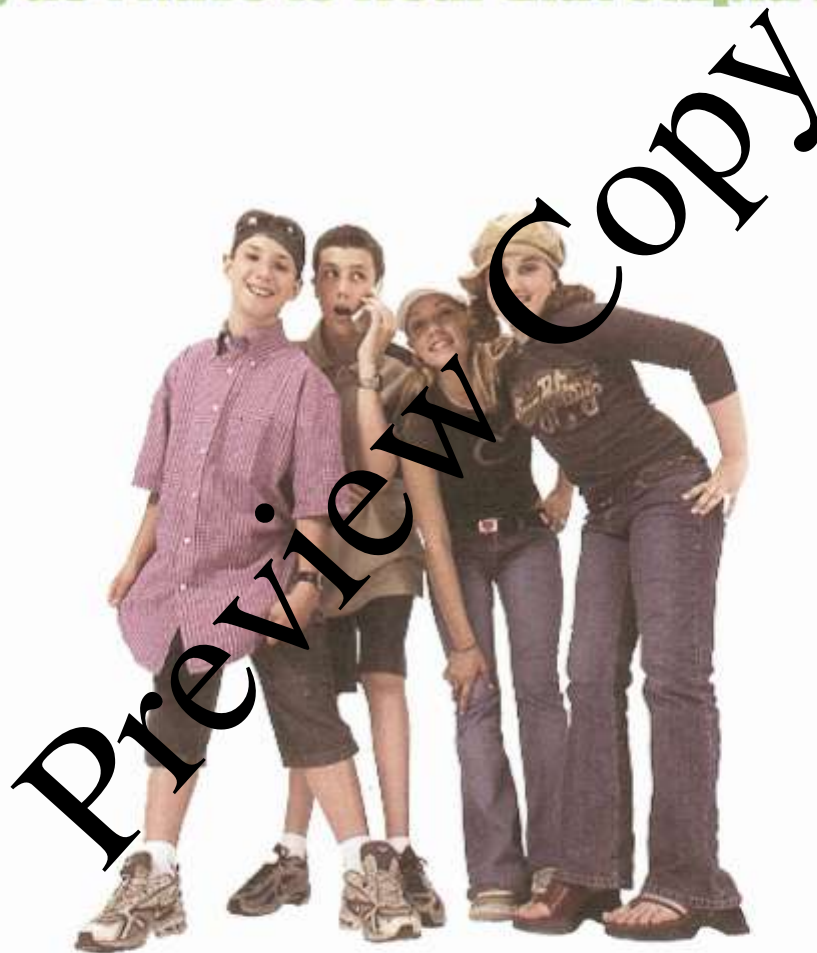
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Preview Copy

**Why can't I have my choice of music?**  
**Why do I have to turn off my cell phone?**  
**Why do I have to listen to her?**  
**Why do I have to wear that stupid hat?**



# Employing Generation Why?



## Goals & Overview

### The Goals of the Modules

*Learn to successfully understand the new workforce.*

*Learn strategies to managing the new workforce.*

*Examine motivation techniques with the new workforce.*

### Overview

It's important to understand that the new generation in the workforce today is much different than any other generation. Sixteen to 24 year olds, or Generation "Why" employees, don't think like any other generation or value the same things that maybe you value. The Employing Generation "Why" workshop focuses on our most precious asset: **our employees**. Employees are critical to the success of our business. The workshop is broken down into eight modules.

1. We start with discussing the **Differences Between Us and Them**.
2. Next, we discuss the **Common Characteristics of Generation Why** and how the new workforce is wired.
3. Once we understand them, we'll discuss how to get the best to work for you in **Recruiting the New Breed**.
4. After we decide to hire the new breed, **Training Young Minds** is one of the most challenging concerns in the workforce.
5. Next, we will show you **Communication Strategies**, connecting points, so to speak, so we will know how to resolve conflict and say what we need to say in a way they will understand.
6. We will address the importance of **Managing Your Crew**; how do we get them to do the things we need them to do?
7. To **Motivate for Peak Performance**, we will explore creative recognition and reward ideas.
8. Finally, we will cover **Retaining Young Talent**, another issue that challenges the customer service industry today.



## Module One

### The Differences Between Us and Them

In this module we will:

- \_\_\_\_\_ the Work Ethics.
- Discuss “The \_\_\_\_\_” in the workplace today.
- Discuss what \_\_\_\_\_ us the most.

**Compare the Work Ethic**  
Who taught you how to work?

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On a scale from 1-10 (with 10 being the most)  
how much influence have your parents had in your life?

1 2 3 4 5 6 7 8 9 10

How have they influenced you?

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Did your Dad change the oil in the family car?  Yes  No

Did your Mom bake your birthday cakes?  Yes  No

**Time has become a commodity.**  
70% of our Gross National Product is based on service.

Who is on the demand side of the service equation?  
**Employers or Employees**

**Four Generations in the Workplace**

**“Traditionalist”**

Born before 1946

They are 40 million strong.

Grew up with the Industrial Revolution, World War II, Strong Work Ethic,  
and Conservative Values

**“Baby Boomers”**

Born between 1946 - 1963

They are 77 million strong and proud of it!

Born after WWII, and before Kennedy Assassination

“Boom” in Population, Patriotism, Prosperity

**“Generation X”**

Born between 1964 - 1979

They are 40 million strong

Yearn for a sense of family, have a close knit group of friends

*You know who they are, but who are they?*

**“Generation Why”**

Born between 1980 - 1994

68 Million Americans are Generation Why

One out of every 3 are not Caucasian

Two out of every 4 come from single parent homes

Four out of every 5 have working mothers

75% have Internet access in the home

50% have Internet access in the bedroom

One out of every nine 12 year olds have a credit card

2% visit Mom or Dad in prison

**They are the key \_\_\_\_\_ between you and your \_\_\_\_\_.**

**What Influences Us the Most?**

What makes you...you?

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How do you get your values?

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5 major influences and factors in your life.

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_

Are those influences the same now as they were then? \_\_\_\_\_

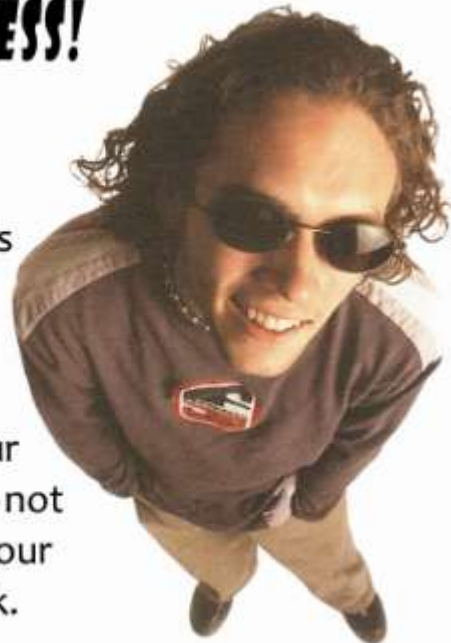
*If you do what you have always done,  
you will get what you have always gotten.*

**IF YOU DO WHAT YOU HAVE ALWAYS DONE,  
YOU ARE OUT OF BUSINESS!**

**No matter how...**

- ✓ Good your food is
- ✓ Awesome the outside decor looks
- ✓ Nice the inside looks
- ✓ Sharp the employees look

If you're not connecting with your  
Generation Why employees, they're not  
connecting with your Guests, and your  
Guests aren't going to come back.



# ASSIGNMENT

Identify your Generation Why employees.

- |          |          |          |
|----------|----------|----------|
| 1. _____ | 4. _____ | 7. _____ |
| 2. _____ | 5. _____ | 8. _____ |
| 3. _____ | 6. _____ | 9. _____ |

Let's get honest.  
How much do you know about your Generation Why employees and why?

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Notes / Action Plan:

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Answer your questions,  
but question your answers.

Eric Chester



In this module we will learn the  
5 Common Characteristics of Generation Why:

Remember this is based on  
Shared Historical Perspective

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

#### **Impatient:**

Success means never having to wait.  
Boring is the arch enemy of Generation Why.  
You can't use analog logic in a digital world.

#### **Adaptable:**

Generation Whys thrive on change.  
Change is happening in every business in every industry every day  
and they can handle change.  
Generation Whys don't fear change. They demand it.

#### **Disengaged:**

Generation Whys are victims of the Baby Boomers work ethics.  
What you grew up without becomes profoundly important.  
Generation Whys need an active partner in their success.

#### **Blunt & Expressive:**

Generation Whys want to be noticed.  
Generation Whys want a logo and identity.  
Generation Whys refuse to be ignored.

#### **Skeptical:**

Tell them the truth.  
This generation has been misled.  
Explain the "why" with this generation.



You can't lead them unless you first understand them.

Prescription prior to diagnosis = \_\_\_\_\_

## ASSIGNMENT

### To be or not to be...Boring.

Think about two ways that you can keep the work place from being boring and how you will execute them.

1. \_\_\_\_\_
2. \_\_\_\_\_

### Old Belief, New Belief

Write down all the old beliefs that have kept you from understanding this generation.

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## ASSIGNMENT

Write down all the new beliefs that will empower you from this point forward.

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What did you change to be different from your parents?

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ |          |

Notes / Action Plan:

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**'Children have more need of models than of critics.'**

Joseph Joubert, French philosopher



**In this module you will learn to :**

Hire the \_\_\_\_\_ People.

\_\_\_\_\_ Your Opies.

Sell yourself \_\_\_\_\_.

Cast a \_\_\_\_\_ Net.

Create a \_\_\_\_\_

\_\_\_\_\_ Your Resources.

Streamline the \_\_\_\_\_.

**QUESTIONS:**

**HOW WOULD YOU LIKE "OPIE"  
WORKING FOR YOU?**



Do you have Opies working for you?

\_\_\_\_\_

Do Opies exist today?

\_\_\_\_\_

What words would you include in a help wanted classified ad  
if you were going to recruit an Opie?

1. \_\_\_\_\_ 3. \_\_\_\_\_ 5. \_\_\_\_\_

2. \_\_\_\_\_ 4. \_\_\_\_\_ 6. \_\_\_\_\_

## Hire the right people

Are you looking for the best people or the right people?

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## Profile your Opie

What do your most successful Generation Why employees have in common?

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## Cast a wide net

Can you afford to leave any strategy on the table?

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## Create a pipeline

Do you know a staff member in each of the schools near your business who can connect you to Generation Why talent?

Form an alliance with key school personnel.

Do you know where to go to get that top level talent?

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## Streamline the process

How quickly do you respond to your Generation Why applicants?

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Establish first responders.  
Have someone their age contact the applicants.  
Answer within 24 hours.



# ASSIGNMENT

## Where are they?

Determine the 5 closest Colleges or high schools to your location.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# ASSIGNMENT

## Who are they?

Name a contact person for each school and create a pipeline.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Notes / Action Plan:

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In this module you will learn to:

\_\_\_\_\_ before you train.

\_\_\_\_\_ to a stable mentor.

Set them up for an early \_\_\_\_\_.

\_\_\_\_\_ the Why:

Keep on \_\_\_\_\_ on \_\_\_\_\_.

**Orient before you train:**

\_\_\_\_\_ day is your \_\_\_\_\_ day!

Make them feel comfortable.

Welcome them with open arms.

Find out about them.

**Link them to a stable mentor:**

Identify someone they can go to if they have a problem.

Have someone they can work with side by side.

Give them someone inside.

Do you have someone in mind who could be a stable mentor?

**Set them up for an early victory:**

You want them to say their first day was great.

Stack the deck in their favor.

Use positive affirmations:

*I knew you could do it!*

*You catch on fast!*

*Are you sure you haven't done this before!*

Is your training redundant and how do you assess what they already know?

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Don't "dumb" everything down. Are you boring them?

How can you prevent this?

Give assessment tests. Always be aware of their skill level.

Are you boring them? If so, how can you prevent this?

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How can your training remain fresh, fun and engaging?

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Keep it interactive.

Agree or Disagree?

To be truly effective with Generation Why, training must be highly entertaining.

Keep it accessible.

They should know where they can get answers fast.

When they have a problem, where can your front liners turn for immediate answers?

Who's getting it right? Keep it going?

Agree or Disagree?

Training becomes effective when it empowers front line staff to make important decisions.

Generation Why should be empowered to fix problems.

If you train them well, you can empower them to do their job.

Explain the why:

Attach some rationale.

Form relationships.

Take the time to explain.

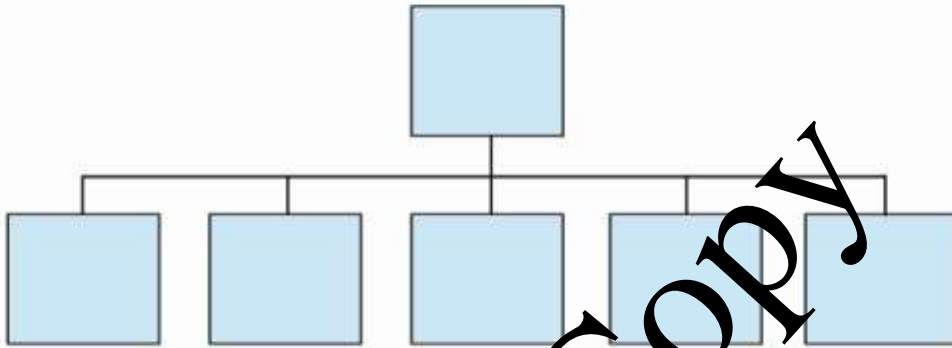
Let them decide whether or not it's important!



# ASSIGNMENT

## Brainstorm action

With your team of peers list 5 things that you could do to avoid being boring and then commit to the actions by giving each one a deadline.



### Remember when...

What was your first day in the workplace like? How can you learn from it?

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### Notes / Action Plan:

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*'Be more concerned with your character than your reputation.  
Your character is what you really are,  
while your reputation is merely what others think you are.'*

John Wooden



In this module you will learn to:

\_\_\_\_\_ with Generation Why.

Tune in to their \_\_\_\_\_.

\_\_\_\_\_ down the law.

How to resolve \_\_\_\_\_.

**Connecting with Generation Why:**

Get inside their heads.

When you speak, all you know is what you know.

When you listen, you know what they know.

**Tune in to their frequency:**

Ask questions and listen.

We should know how they think.

How much time do you spend in Generation Why media?

Do you watch some of their programs?

Do you go to some of their movies?

Do you listen to some of their music?

Are you hitting some of their popular websites?

**Laying down the law:**

**“Rules without a relationship lead to rebellion”**

Rules should be:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

How to resolve conflict:  
**Open The Front Door Now**

O \_\_\_\_\_  
T \_\_\_\_\_  
F \_\_\_\_\_  
D \_\_\_\_\_  
N \_\_\_\_\_



**ASSIGNMENT**

**Make two decisions**

What two things can you do immediately that will connect you to your Generation Why employees?

1. \_\_\_\_\_
2. \_\_\_\_\_

**ASSIGNMENT**

**Set yourself up to win**

As we talked about the Open The Front Door Now acronym, what have we learned to make it a win-win resolving conflict?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Notes/Action Plan:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*'Nature has given us two ears, two eyes, and one tongue - to the end that we should hear and see more than we speak.'*

Socrates





**In this module you will learn to:**

Identify the three biggest challenges.

1. \_\_\_\_\_ to avoid the drag
2. Patch \_\_\_\_\_ with praise
3. Lead like \_\_\_\_\_.

**The three "A" challenges.**

1. A \_\_\_\_\_
2. A \_\_\_\_\_
3. A \_\_\_\_\_

**Zag to Avoid the Drag:**

We are the pitchers and Generation Why the batters.  
We need to avoid predictability.

Zag the \_\_\_\_\_.

Is there room for changes in the workplace?

Is there room for flexibility?

Can you throw in frequent changes?

Zag the \_\_\_\_\_.

Don't follow the exact formula every time.

Look at different ways to arrive at the goal.

Is there a different way to get to X?

Zag the \_\_\_\_\_.

Change the outcome.

Don't telegraph your punches.

They will be more engaged if you zag.



### Patch Potholes with Praise:

Are you a pothole person? Do you look at the potholes?  
Do you look beyond the potholes?

The \_\_\_\_\_ Pennies rule.  
Pos-abet

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### Lead Like Simon:

They are watching you - You are Simon.  
Let your actions be the guide.

## ASSIGNMENT

### Enhance the atmosphere

Come up with three ideas that can help you Zag the atmosphere.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Enhance the experience

What three things can you focus on, pay attention to, notice, appreciate, or enjoy that will enhance the experiences you have and keep you from being a "Pothole Person"?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Notes/Action Plan:

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**In this module you will learn:**

Why Motivating is \_\_\_\_\_.

The \_\_\_\_\_ P's of recognition and rewards.

How to avoid \_\_\_\_\_ mistakes

\_\_\_\_\_ without money.

**The 4 P's of Recognition:**

**"What gets rewarded gets repeated!"**

P \_\_\_\_\_

P \_\_\_\_\_

P \_\_\_\_\_

P \_\_\_\_\_

**How to avoid common mistakes:**

**"You don't have to floss all your teeth...  
just the ones you want to keep."**

Have employees compete against the standard, not each other.

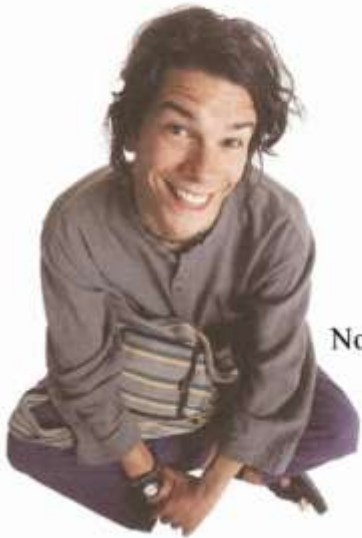
Turn peer \_\_\_\_\_ into peer \_\_\_\_\_ !

**Motivating without money:**

Call the parents of an outstanding employee  
just to tell them how terrific they are doing.

Hand an employee a note to say how good they are doing.

Wash their car.



### Three Golden bricks:

#### Name identity

Know your Generation Why names.  
Ask them how they want to be addressed.

#### Face recognition

A picture is worth a thousand words.  
Generation Why wants to be noticed.  
Notice something they do right, and you will have less time  
to notice something they do wrong.

#### Remember the golden rule:

Do for them what they do for you and then some.  
Do something for them that is outside the boundaries.

## ASSIGNMENT

### Motivation innovations

Come up with three ideas that you can do for them and then some.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### No Money, No Problem

Brainstorm with your team and decide today what three things  
you can put in place right now that can motivate your  
Generation Why employees without using money.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Notes/Action Plan:

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**In this module you will learn:**

What is the Real Cost of Employee \_\_\_\_\_.

3 Steps \_\_\_\_\_ to Hang onto Opies.

4 Things to do to get off the endless \_\_\_\_\_ treadmill.

**Real cost of turnover:**

On average it will cost \$3,500 to replace an employee who works 20 hours.  
At any given moment, 62% of employees are actively looking for a new job

**3-Step formula to hang onto Opies:**

1. Hire the Right People - Right people on the right bus and in the right seat.
2. Treat `em Great - Find out what they think is great.
3. Keep `em Moving - Moving in the right direction.

**4 Things to do to get off the turnover treadmill:**

1. \_\_\_\_\_ their minds.
2. \_\_\_\_\_ tabs on your competitors.
3. \_\_\_\_\_ the circle of benefits.
4. \_\_\_\_\_ to motivate.



# ASSIGNMENT

## Active Retention Strategy

Come up with two things you can do immediately that will be part of your Active Retention Strategy.

1. \_\_\_\_\_
2. \_\_\_\_\_

### Power questions to answer:

1. What are your employees happy about at work?  
\_\_\_\_\_
2. What are your employees excited about at work?  
\_\_\_\_\_
3. What do your employees enjoy at work?  
\_\_\_\_\_
4. What are you proud about at work?  
\_\_\_\_\_
5. What are you committed to at work?  
\_\_\_\_\_

### Notes/Action Plan:

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"Leaders aren't born, they are made. And they are made just like anything else, through hard work. And that's the price we'll have to pay to achieve that goal, or any goal."

Vince Lombardi

**Why do I have to do it your way?**



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