Millennials in the Workplace

Olli Siebelt
Product Manager, TriNet Hire
Hi there.

Olli Siebelt
Product Manager, TriNet Hire

That’s me.

Did anyone get their resumes?

TriNet Santa Monica
6 blocks that way
Who am I?

15+ years

doing
IA / UX / UCD
Project Management
Production Management
Agency & Client Side

Previously at
AKQA
AT&T
BBC
The Famous Group
Live Nation
and yes...Fox News

Based in
NYC
London
Seattle
Los Angeles

I really like coffee and Twitter - @olli101
THE MILLENNIALS
What is a “Millennial”? Who are they? What do they want? How do I recruit them? How do I keep them?

I have an agenda.
Who are these Millennials, anyway?

The same cohort as “Generation Y”

Generally born between 1977 and 2004

Last generation born in the 20th century

Reached adulthood in the early 21st century
By the numbers...

GEN X
61m

BOOMERS
77m

MILLENIALS
92m

Source: Glassdoor
Some interesting facts...

Very first **truly** digital natives

Social media adoption comes **naturally**

Encumbered with debt but financially **savvy**

Health conscious - fitness is **not** a fad

Marriage and home ownership **not** a priority
Let’s dive a little deeper...

50% consider themselves politically unaffiliated

29% consider themselves religiously unaffiliated

They send a median of 50 texts a day

20% have at least one immigrant parent

88% want to collaborate rather than compete at work

They switch tasks up to 27 times an hour

Source: Pew Research
Social media rules the roost...but which one?

Source: Glassdoor
THEY ARE COMING

but who are “THEY”?
Enough about you. Let’s talk about me.

Lazy Entitled Narcissistic Obnoxious
Know-It-All Materialistic Self-Obsessed
Inexperienced Unloyal Arrogant
Commitment-Phobic Jerks
Actually, let’s talk...

Empowered  Interested  Passionate  Tech-Savvy  Mission-Oriented  Collaborators
“I want to integrate my job into my life. I don’t want my life to be my job.

That means that I’m going to do personal stuff at work & work stuff at home.

They are intertwined.”
Thus quoth the Millennial

“I totally get the “paying my dues” part. But if I’m going to be working 10+ hours a day for your company, it needs to be worth it.

If it’s not - I’m leaving.

If you’re not invested in my future, why should I be invested in yours?”
Thus quoth the Millennial

“It’s not that I’m lazy, it’s just that I feel the heavy lifting should be automated in this day and age.

We’ve had smartphones and broadband for what - 10 years now?

If your company requires all this manual effort to complete basic tasks, that tells me you’re out of touch.”
Two sides of the same coin

RECRUITING

MARKETING
Create a recruiting strategy

Everything starts with the **job title**

Write **job descriptions** that matter

**Values** and **Vision**

**“A” Players** = Niche job boards + social media

Not just Salary. **Perks!**
The salary is not enough.

Autonomy
Profit sharing
401k matching *(up to 4% of your salary)*
Full health premiums covered by company for you + dependents
Take the PTO you need
Paid Holidays
Technology and training allowances

Senior UX/UI Designer at Kauli

---

Small team in an entrepreneurial environment *(be heard and have an impact)*
Scheduling flexibility and remote working opportunities
Company sponsored learning opportunities *(e.g.: resources, conferences, etc...)*
Casual attire, team lunches, group outings, free coffee *(always!)* and beer *(occasionally!).*
Employee benefits *(health/dental/life/disability insurance, 529 college fund & 401K options)*.

Web Developer at Steady Vision

---

- ergonomically designed chairs and standing desks
- fitness membership at the local gym for your use
- credit to buy the books they need
- one work-related conference per year of your choice, anywhere in the world
- continuous training
- day trips on the company yacht, SUP and more

Back-End Ruby Developer at Rockpool Research, LLC

This is the kind of thing you’re competing with.

perks.io
(Yes. This really exists.)
Think about a Millennial marketing strategy

What happens if I **Google** your company?

What’s your **Glassdoor** profile look like?

Are you **really** on social or just faking it?

Do you have a **credible** website?

Why does **your** company matter?
YOU’VE GOT ONE! UH...NOW WHAT?
The Millennial Mantra

Mission & Vision & Reason & Collaboration & Communication
Adjusting your culture

Your culture is **not** a ping-pong table

Empower them in their **every day interactions**

Your 6 year old PC isn’t going to cut it. **Invest!**

“Playing to Win” is **not** a corporate communication strategy

Get ready for **multi-tasking**
Onboarding isn’t just for their first day

Company Orientation
Buddy System
Educational Budget
Clear Career Path
EQ Training
In-house speakers and seminars

30/60/90 day goals (this goes both ways!)
SOME BAD NEWS...
EXPIRATION DATE:
1 - 3 YEARS
Adjusting your culture?

Plan for a long term stay. **Expect** a temporary one.

Education + Access + **Opportunity** + Challenges

Dead End/Silo’d Job? **Not** going to work

**Mentors** not bosses

**Collaboration** not cubicles
Thank You!