

Generational Genius!

***Winning the Talent War to Promote
Organizational Growth***



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RED = DANGER!



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**What ELSE have
you missed
? ? ?**



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Generational Genius!

“Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.”

-George Orwell



1. How do we retain GOOD staff and workers?

Listening Skills: The Legend of Lebron James

***“Everyone’s favorite station is WII-FM:
What’s In It - For Me?.”***



2. GENERATIONAL ISSUES: How did we get here?

“Millennials are the most photographed and mobile generation in human history.”



2. GENERATIONAL ISSUES HOW DID WE GET HERE?

- **Builders**
- **Boomers**
- **Busters/Gen Y**
- **Millennials**



HOW DID WE GET HERE?

- Builders

“Builders are responsible for the infrastructure of today.”



HOW DID WE GET HERE?

- Builders
- Boomers

“Boomers were the center of attention growing up.”



HOW DID WE GET HERE?

- **Builders**
- **Boomers**
- **Busters/Gen Y**

“Busters were overshadowed by the Boomers.”

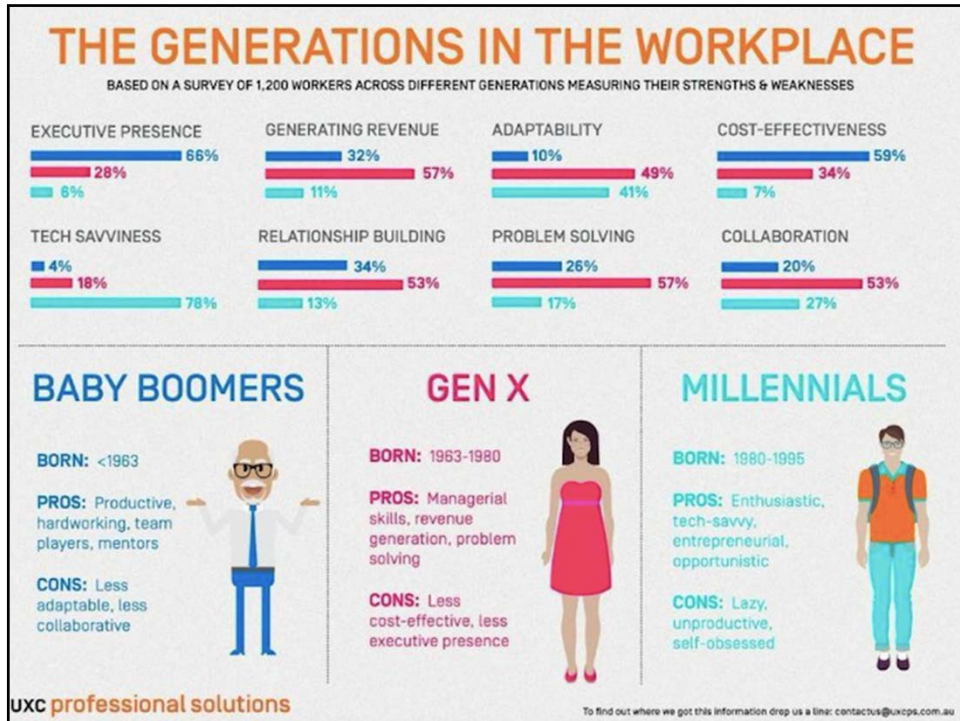


HOW DID WE GET HERE?

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- **Millennials**

“Millennials are the most photographed and mobile generation in human history.”





• **FOOTNOTE:**

What is “driving” Millennials?

**MASSIVE DEBT
LACK OF YOUR VALUE SYSTEM
GUILT
SENSE OF IMMEDIACEY**



3. What are Millennial preferences/characteristics?

“Millennials think and act globally.”



4. What do Millennials VALUE MOST about life and work?

“Millennials care more about the ‘WHY’ and the ‘CAUSE’ than the RULES.”



5. How do Millennials feel about the workspace and routines?

“Millennials are accustomed to flexibility in working conditions.”



6. How are Millennials changing hiring and managing?

The “GIG” Economy

“Short term opportunities are ideal for them.”



7. How do You ATTRACT more Millennials in your business?

TEAM PLAYERS

“Millennials reach other Millennials BEST.”



8. How can we build team cohesion to grow the credit union?

“Each new generation is reared by its predecessor; the latter must therefore improve in order to improve its successor. The movement is circular.”

-Emily Durkheim



9. What ONE THING will you do differently as a result of this?

“Millennials will be running your credit union business one day!”



Jim Mathis, IPCS, CSP, MDiv
The Reinvention PRO™

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