



# The POI Canadian Summit

Driving Profitable  
Growth North!



## Generational Differences in the Workplace: Working Better Together for Growth!



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# A NUMBER OF YEARS AGO I WROTE A BOOK ON PLANNING.

It emphasized developing strategy and the accompanying tactics.

If I did this today I would include more about who was going to carry out the tactics.

## Marketing Planning in a Total Quality Environment



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# TODAYS' WORK FOR IS VERY DIFFERENT FROM THE WORK FORCE OF THE PAST.



Treating the millennial workforce the same as years past will NOT lead to effective planning.

While the Millennial work force is still at the lower levels it is the lower organization levels that are asked to carry out the tactical plans.

**MOST PLANS FAIL BECAUSE  
OF EXECUTION AND NOT  
THE STRATEGY**



# GENERATIONAL DIFFERENCES IN THE WORKPLACE: WORKING BETTER TOGETHER

## What do the millennials want from their jobs?





# **MONEY**

Its not just about money.

Motivations outside of compensation are often a critical factor in determining where they work and for how long.

Providing feedback, mentorship and career development opportunities are important to keeping millennials engaged.

It is also important for managers to understand that not all young people are similarly motivated.



# TAKE ADVANTAGE OF THEIR ELECTRONIC LITERACY

Millennials and Gen Z are the first generations to grow up with the internet as an everyday part of their lives.

They are the first to embrace and take advantage of technology that connects people electronically.

This experience and knowledge can help expand communication both internally and externally for your firm.







# EMBRACE DIVERSITY AND FLEXIBILITY

Millennials value and are most willing to stick with companies that have diverse management teams.

Taking advantage of this means building a diverse leadership team and staff in addition to seeking out diverse clients.

As well, provide a work environment with opportunities for advancement and new challenges.





# MAKE TEAMWORK A PART OF YOUR COMPANY'S CULTURE

When millennials went to school was an increased emphasis on teamwork and group projects. In school it was common for members of this generation to be asked to accomplish tasks as part of a team.

By structuring your staff in a way that relies on everyone working together with defined roles, you'll be able to take advantage of what might be a strength for some of your younger employees.

# Leadership Development Program



## PRODUCE ASSOCIATE

- Customer Experience
- Stepherson's Values
- Team Oriented



## PRODUCE TEAM LEAD

- Leading Others
- Financial Success
- Department Organization



## PRODUCE DEPARTMENT MANAGER

- Team Building
- Process Improvement
- Developing Others



## STORE MANAGER

- Facilitating Change
- Mastering Systems
- Triple Bottom Line





# FOCUS ON RESULTS

While older generations value things like fixed work schedules and dress codes, millennials are more focused on end results. This means it's important to relax the rules a bit.

**Do you want results or just to look good.**



# DESIRING FEEDBACK

## (Early and Often)

So many young employees desire feedback. Not just on ideas but also recognition.

Remember this is the first of the “everyone gets a participation trophy” generation.

With feed back they feel more connected to the company.





# UNDERINVESTING IN EMPLOYEE TRAINING

87 %of millennials said professional development was a critical aspect when evaluating the desirability of a job.

Managers must find time to invest in the career development of millennial employees.

Doing so not only helps to keep employees more engaged; it helps build employees who are better able to offer value to the company.



## Internship Program



**SCHOLARSHIP**

**CONTINUE EDUCATION**



**SHADOW A MANAGER  
ONCE A WEEK**



# **This is not a choice: work with the younger generation or prepare to fail**

Managers must understand what motivates millennial employees, simply because millennials will play an increasingly central role in the workforce.

## **If you want them to work for you effectively then you will have to work with them effectively.**

## What's the Big Deal?

I would hope that the Millennial bashing is as much of a fad as kale, GMO free etc.

For the most part, Millennials aren't uniquely any more disruptive to the workforce than Gen Xers or Boomers were.

When Gen X entered the workforce, their Boomer elders were equally irritated and portrayed them as aspirational slackers, Hippies characterizing them as cynical, infantile, distrustful of institutions and impractical, among other things.

**IT WILL ALL WORK OUT IN THE END.**



# Thank You!