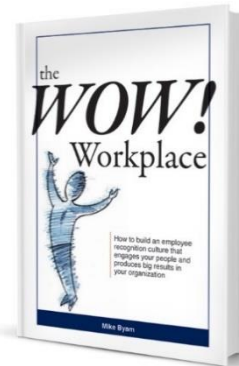


# WOW! Your Y's

## Employee Recognition for a New Generation



**Mike Byam**  
Author of *The WOW! Workplace*  
Managing Partner, Terryberry



# TODAY'S AGENDA:

1.

Meet Gen Y

2.

**W**ork Culture

3.

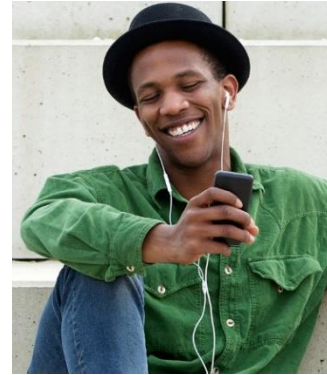
**O**nboarding

4.

**W**inning Loyalty

# Gen Y Background

- Grew up with technology as a way of life, leading adopters of new technology
- Embraces social networking for relationship-building
- Highly trained (internships, education, international experiences)
- Environmentally/socially conscious
- Doesn't trust "the system" to take care of them
- Highly involved family/parents
- Raised in a praise culture (trophy for everyone)



# Meet Gen Y

- AKA Millennials, Net Generation, Echo Boomers
- Approximately 73 million in the U.S.
- In April, 2016 – Millennials surpassed Baby Boomers as the largest living generation in the U.S.
- By 2020, Millennials Will Comprise Half the Global Workforce, Globally. - PwC, Millennials at Work: Reshaping the Workplace (2011)



# POLL

**What percentage of your employees are Gen Y (ages 18-34)?**

- ☐ Less than 10%
- ☐ 10-25%
- ☐ 25-40%
- ☐ 40-60%
- ☐ Greater than 60%

# Meet Gen Y

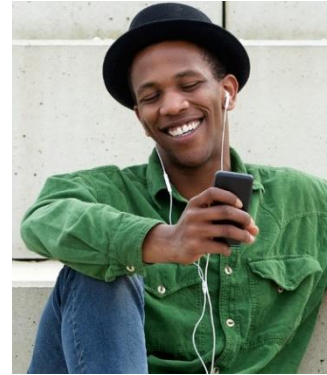


Illustrations: Graham Erwin



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# POLL

## **What is your biggest challenge with Gen Y employees?**

- ☐ Getting Them
- ☐ Keeping them
- ☐ Keeping them motivated
- ☐ None of the above – “It’s all good”



# Retaining Gen Y Employees

- 10-14 jobs by age 38
- Average stay with an employer is currently 3 years
  - U.S. Census Bureau
- 86% of Gen Y employees are actively seeking other job opportunities – Right Management

**“A positive work environment encourages me to want to do more and be more productive.”**



# What do Gen Y employees value?

- Meaningful work
- A personable organization
- Working in a positive environment
- Visibility with leaders
- Coaching vs. supervision
- Praise & recognition
- Work/Life Balance



# What type of culture do Gen Y employees desire?

Gen Y respondents ranked the following work environment  
(Ten being the most important.)

|  |             |
|--|-------------|
| <b>Working with a manager I can respect and learn from</b> | <b>8.74</b> |
| <b>Working with people I enjoy</b>                         | <b>8.69</b> |
| <b>Having work/life balance</b>                            | <b>8.63</b> |
| <b>Having a short commute</b>                              | <b>7.55</b> |
| <b>Working for a socially responsible company</b>          | <b>7.42</b> |
| <b>Having a nice office space</b>                          | <b>7.14</b> |
| <b>Working with state-of-the-art technology</b>            | <b>6.89</b> |

Sloan Work & Family Research Network Boston College Report | Yahoo! HotJobs & Robert Half International

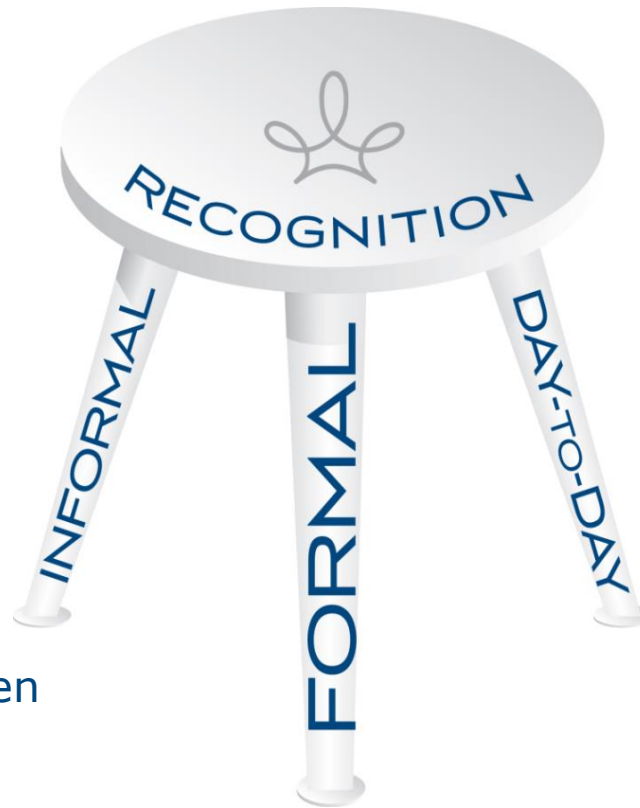
# Recognition Basics

- Often
- Instantaneous
- Interactive
- Authentic



## Informal

- Casual structure, defined criteria
- Often supervisor-driven
- Frequently minimal investment
- Points-based solutions



## Formal

- Structured recognition for defined criteria
- Significant awards for significant achievements

## Day-to-Day

- Manager/Employee interactions
- Peer/Peer interactions

# WOW! Your Y's

*Employee Recognition for the New Generation*

**W**ork Culture  
**O**nboarding  
**W**inning Loyalty



# WOW! Your Y's

*Employee Recognition for the New Generation*

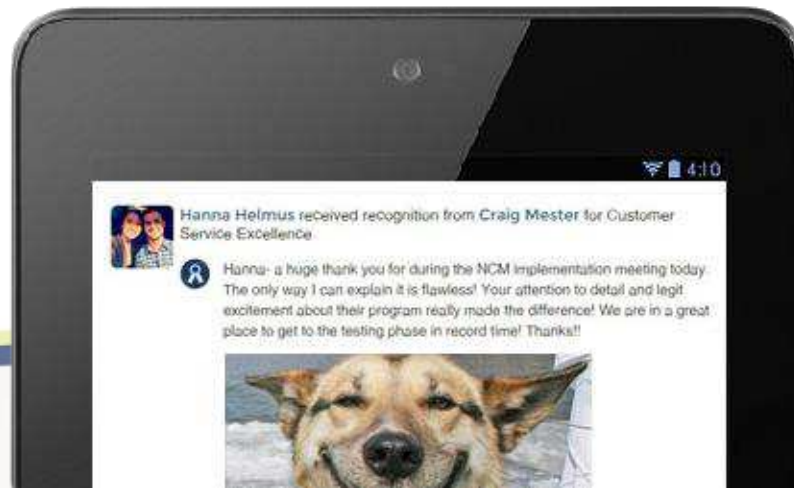
**W**ork Culture

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# Work Culture

- Culture is an important factor for recruiting Gen Y
- Engage social media
- Develop your employment brand



# Work Culture

**“I got my employee service recognition award today. I’ve been working for [the company] for 5 years and all I got was a pen.”**

Join the conversation! Follow us, we’re social!



# Work Culture

**“Never been so excited to get to work... I won an award today!”**

Join the conversation! Follow us, we're social!



# Work Culture

**“Shout out to Tom, the hardest working engineer / producer in SC. Without him, we would not sound as good as we do.”**

Join the conversation! Follow us, we're social!



# Work Culture

Recognition systems of today, adapted for Gen Y:

| Previous Way                    | New Way                          |
|---------------------------------|----------------------------------|
| Paper-based or static web-based | Interactive media                |
| Annual program                  | Ongoing, spot recognition        |
| Micro Recognition               | Macro Recognition                |
| Administrator or Manager driven | User participation, peer-to-peer |



# Work Culture

## Accelerate Performance with Spot Recognition

Equip managers for success:

- recognition toolbox
- training
- accountability



# WOW! Your Y's

*Employee Recognition for the New Generation*

Work Culture

Onboarding

Winning Loyalty

# Onboarding

**“You can never make a 2nd First Impression”**

- Cost to replace an employee who quits is at least 50% of salary.
- 59% of all turnover happens within the first year.

**"I like to know exactly what I need to do  
and what is expected."**



**Gen Y**

**Align:** *your role is important*

**Accommodate:** *you'll have the tools you need*

**Assimilate:** *you are part of a team*

**Accelerate:** *you have the ability to add value*

# Onboarding

## Sample onboarding recognition plan:

- ☐ **CONNECT** - New Hire Questionnaire
- ☐ **WORKSPACE** – Prepare the work area
- ☐ **WELCOME** - Informal recognition (staff mtg, newsletter, etc)
- ☐ **VISIBILITY** - Frequent one-on-one time with manager
- ☐ **AWARD** - “Welcome Aboard” award (completion of training)
- ☐ **TEAM** - Introduce peer recognition
- ☐ **ACHIEVE** - Provide spot recognition of successes early & often

**WELCOME!**

**Tell us about You!**

Please share a little bit about yourself. This is not a test. There are no wrong answers. We just want to get to know you better.

Your name \_\_\_\_\_ Date \_\_\_\_\_

How do you enjoy spending a day off? \_\_\_\_\_

What's your favorite snack/food? \_\_\_\_\_

What's your favorite restaurant? \_\_\_\_\_

Please: ☐ Love the bright ☐ Prefer to be backstage ☐ A little of both

Some companies like to keep us social media sites. Would you be able to share our group on ☐ Facebook ☐ LinkedIn ☐ Twitter ☐ Instagram?

If you were selected to receive an award at work, who would you want to know about your accomplishment? (significant others, parents, children, etc) \_\_\_\_\_

Do you prefer to work independently or as part of a group? \_\_\_\_\_

What are your hobbies? \_\_\_\_\_

Anything else you'd like to mention about you? \_\_\_\_\_

Please send your responses to us before your start day.  
We look forward to having you on the team!

**Terryberry**  
Call us 800.253.0882  
www.terryberry.com



Download the free New Hire Questionnaire:  
[www.terryberry.com/tools](http://www.terryberry.com/tools)

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**“Recognition is front of management or senior management is very valuable in building a career and networking for future opportunities (and) job security).”**

- **Leadership style:** Coach/ mentor vs. Manager/boss
- **Service recognition:** significant recognition at earlier milestones... Awards: welcome, 1 yr, 3 yrs, 5 yrs...
- **Performance recognition:** Opportunities to earn visibility
- **Defined Process:** Consistently acknowledge and recognize success



# WOW! Your Y's

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**W**inning Loyalty



What the #Hashtag?

QUIZ



Terryberry  
recognized

# Let's Play!

Join at **kahoot.it**  
with Game PIN:



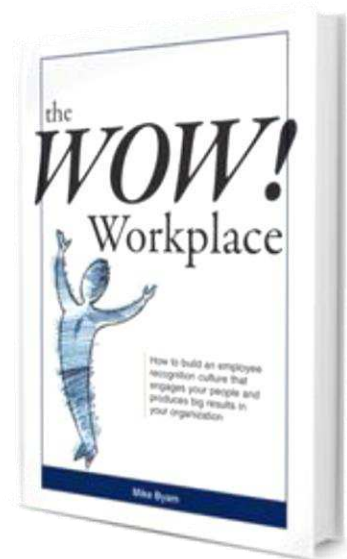
***"People may forget who you are  
and what you said, but they will  
never forget **how you made  
them feel!**"***

Maya Angelou

# Q&A



with  
**Mike Byam**  
Author of *The WOW! Workplace*  
Managing Partner, Terryberry



To learn about Terryberry's recognition programs & services, visit [www.terryberry.com](http://www.terryberry.com)



For specific questions, contact Mike Byam [m.byam@terryberry.com](mailto:m.byam@terryberry.com)



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Best Practices in Employee Recognition

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Terryberry's 360 Recognition Platform for all things recognition.



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# Recognition University

[www.terryberry.com/recognitionuniversity](http://www.terryberry.com/recognitionuniversity)

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- **Virtual Training Programs**
- **Learning Toolkits**

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and  
ONE SHRM PDC



HRCI ORG-PROGRAM: **278897**

SHRM Activity ID: **16-0YHRR**