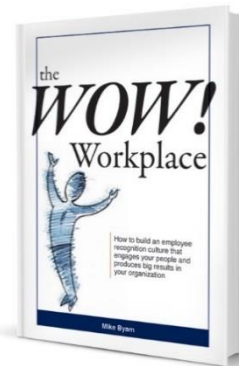


WOW! Your Y's

Employee Recognition for a New Generation



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





Meet the Recognition Experts via Chat



Drew Beckeman | Business Development
Manager, St. Louis, MO



Terryberry Marketing

TODAY'S AGENDA:

1.

Meet Gen Y

2.

Work Culture

3.

Onboarding

4.

Winning Loyalty



Meet Gen Y

- AKA Millennials, Net Generation, Echo Boomers
- Approximately 75+ million in the U.S.
- In April, 2016 – Millennials surpassed Baby Boomers as the largest living generation in the U.S.



POLL

What percentage of your employees are Gen Y (ages 22-37)?

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

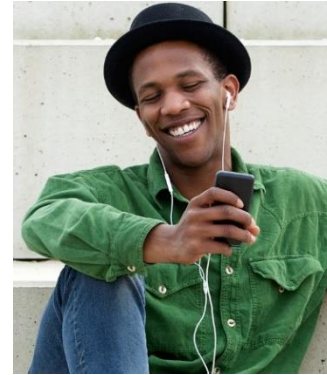
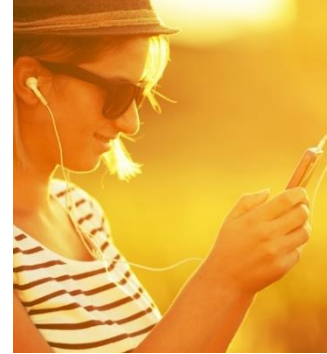
Meet Gen Y



Illustrations: Graham Erwin

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 (trophies for everyone)



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
- 38% of millennials globally said they would leave their jobs within two years – The Deloitte Millennial Survey 2017

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

Gen Ys



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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.)

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

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

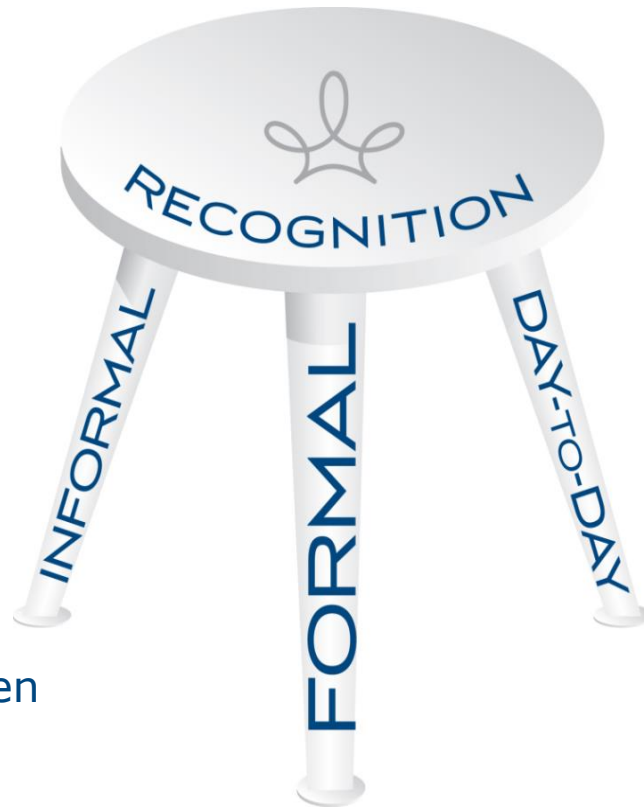
Recognition Basics

- 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

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Work Culture
Onboarding
Winning Loyalty

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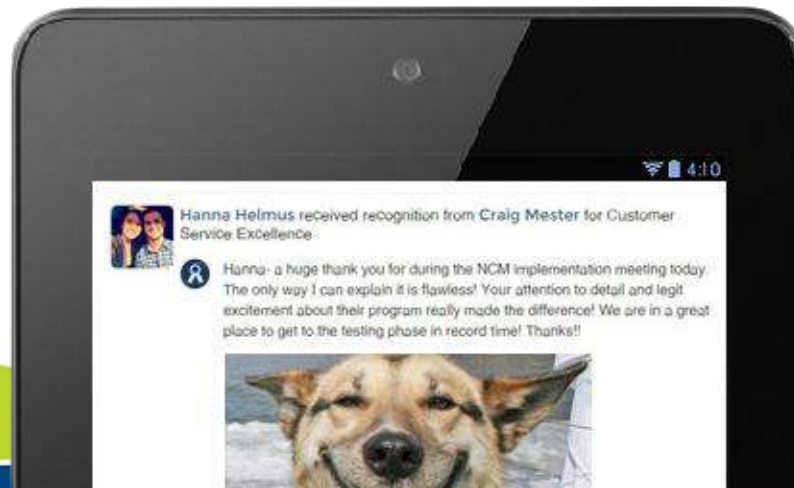
Winning Loyalty



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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



Download the free New Hire Questionnaire:
www.terryberry.com/tools

WOW! Your Y's

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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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What the #Hashtag?

QUIZ



Terryberry
recognized

Let's Play!

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

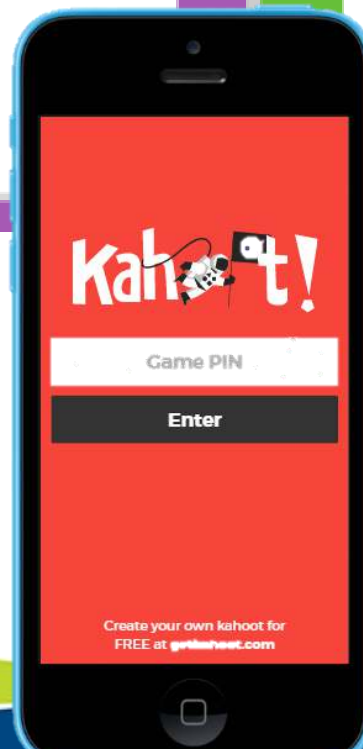


kahoot.it

Kahoot!

Game PIN

Enter



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

Maya Angelou



Terryberry

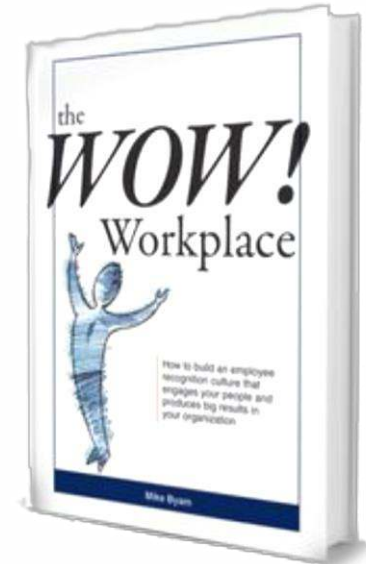


Q&A

with

Mike Byam

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Managing Partner, Terryberry



To learn about Terryberry's recognition programs & services, visit www.terryberry.com



For specific questions, contact Mike Byam m.byam@terryberry.com



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This program is pre-approved for ONE
General **HRCI** Credit, ONE **WorldatWork**
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HRCI ORG-PROGRAM:
313796

SHRM Activity ID:
17-CVF5R

Educational Webcasts



Best Practices in Employee Recognition

REGISTER TODAY

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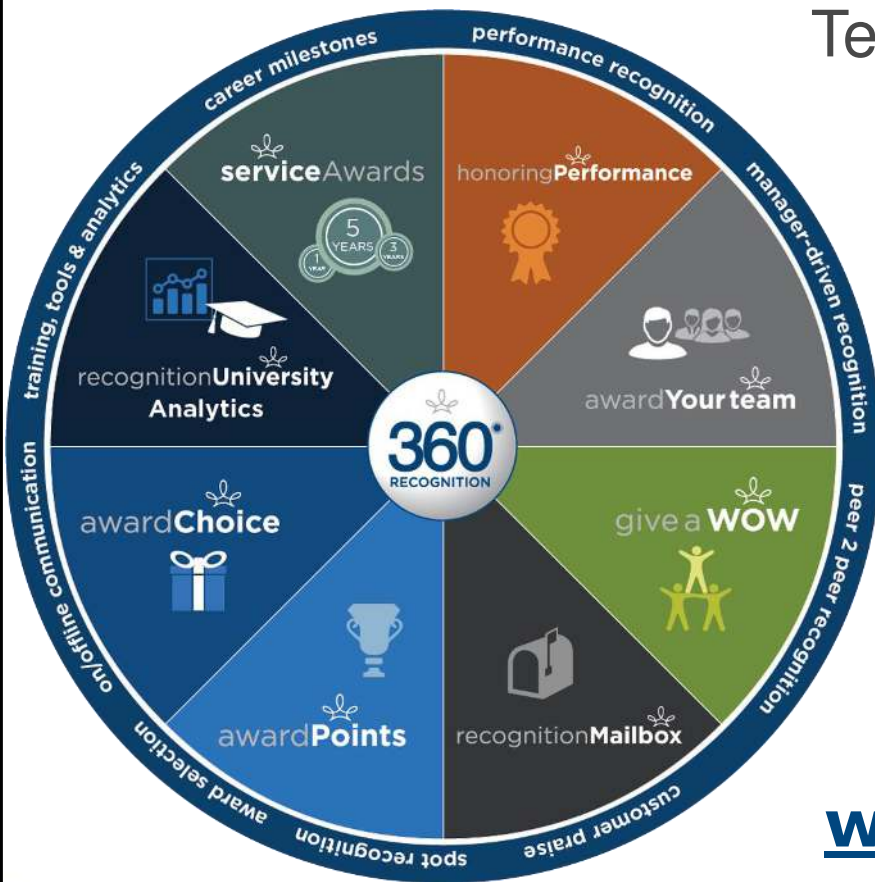
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*Most webinars are pre-approved for HRCI,
SHRM and WorldatWork recertification credits*

Request a Demo

Terryberry's 360 Recognition Platform for all things recognition.



www.terryberry.com/demo



Recognition University

www.terryberry.com/recognitionuniversity

Equip your organization's leaders with the know-how to energize and engage your workforce through effective recognition.



- **On-Site Training Programs**
- **Virtual Training Programs**
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