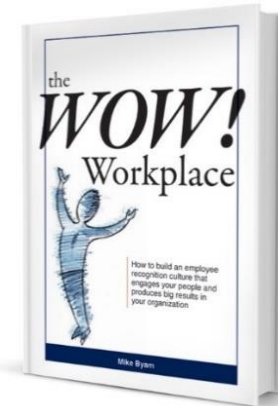


WOW Your Multi-Generational Workforce



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



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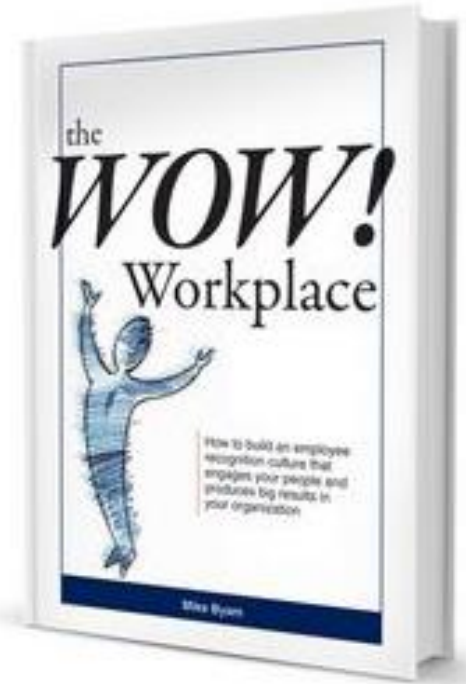
Meet the Recognition Experts via Chat



Kelly Eger | Business Development
Manager in West Allis, WI

WOW! us and **Win!**

If we address your question during today's live broadcast, you'll receive a complimentary copy of ***The WOW! Workplace*** by Mike Byam.



*Get involved and **be recognized!***

Q & A will take place at the end of the webcast. Submit questions any time using your tool tray on the right side of your screen.

TODAY'S AGENDA:

1. Who are the Multi-Gens
2. **W**ork Culture
3. **O**nboarding
4. **W**inning Loyalty

Meet the Generations

Traditionalists

Baby Boomers

Generation X

Millennials

Generation Z



Traditionalists

(born 1922 to 1945)

“Work is a privilege”

Retired

Organization historians

Loyal to Company

Proud of their accomplishments

Respect Authority

Baby Boomers

(born 1946 to 1964)

"I live to work"

Optimists

High expectations

Retiring

Competitive

Value personal growth

Strong work ethic



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Generation X

(born 1965 to 1980)

"I work to live"

High job expectations

Seek work-life balance

Tech pioneers

Independent

Productive

Millennials

(born 1981 to 1997)

"I work to make a difference"

Team oriented

Self-expressive

Task oriented

Tech-savvy

Largest generation in US workforce

Generation Z

(born since 1998)

COMING
SOON!

*"I work for my
myself"*

Entrepreneurial

Proactive

Tech reliant

Innovative

global

Mindful of the future

Which Generation are you?

(no worries, we won't display names & ages)

- ☐ Baby Boomer (born 1946 to 1964)
- ☐ Generation X (born 1965 to 1980)
- ☐ Millennial (born 1981 to 1997)
- ☐ Generation Z (born since 1998)

Generations at a Glance

	Baby Boomers	Gen X	Millennial	Gen Z
Behavior	Challenge the rules	Change the rules	Create the rules	Customize the rules
Training	Preferred in modification	Required to keep me	Continuous & expected	Ongoing and essential
Communication Style	Guarded	Hub and spoke	Collaborative	Face-to-face
Leadership Style	Unilateral	Coach	Partner	Teaching
Change Management	Change = Caution	Change = Opportunity	Change = Improvement	Change = Expected
Recognition and Feedback	Once a year/ annual review	Weekly/ daily	On demand	Consistent and frequent

What is your organization's biggest challenge with a multi-gen workforce?

- ☐ Communication styles
- ☐ Retention
- ☐ Keeping them motivated
- ☐ Company culture
- ☐ None of the above – “It’s all good”

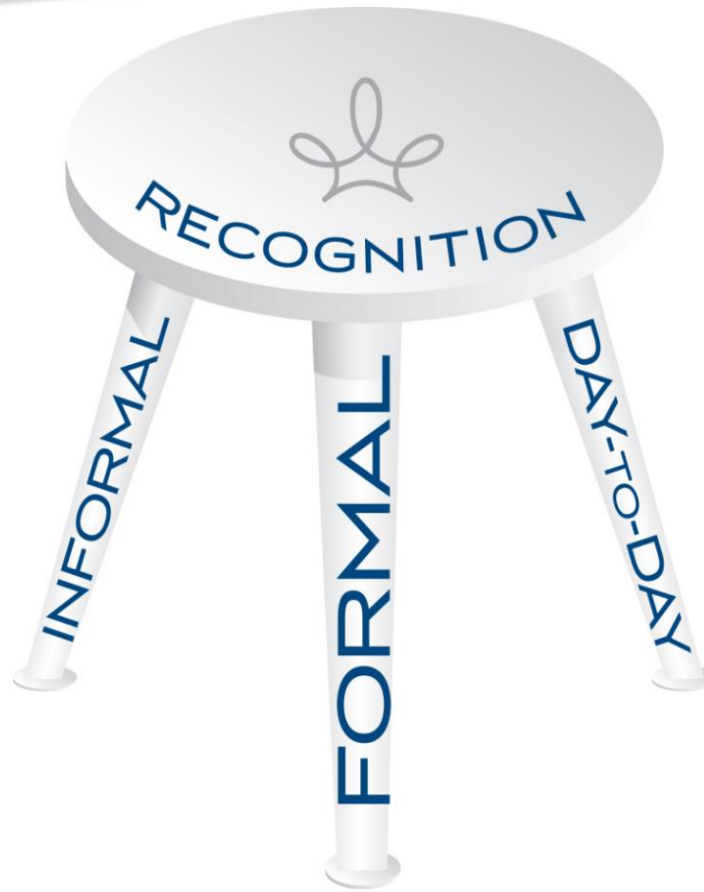
Recognition Basics

- Often
- Instantaneous
- Interactive
- Authentic



Informal

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



Day-to-Day

- Manager/Employee interactions
- Peer/Peer interactions

Formal

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

WOW Your Multi-Gens

Work Culture

Onboarding

Winning Loyalty



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WOW Your Multi-Gens

Work Culture

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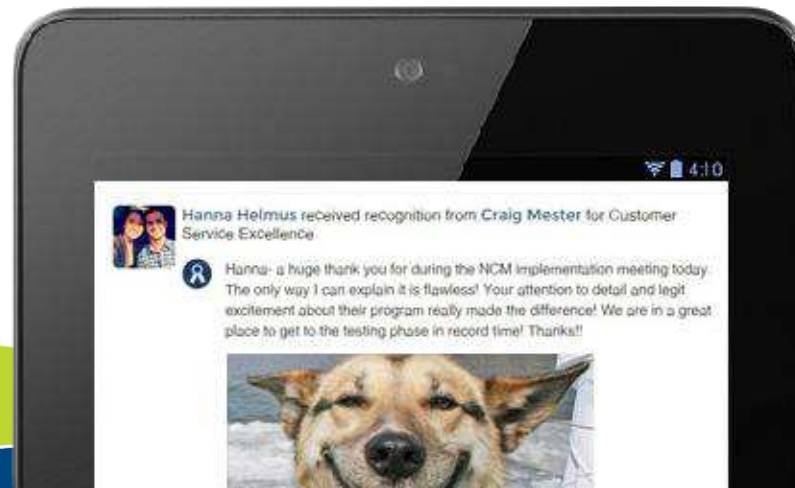
Winning Loyalty



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Work Culture

- Culture is an important factor for recruiting
- 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 Brad, the hardest working engineer/producer in NC. 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 all generations

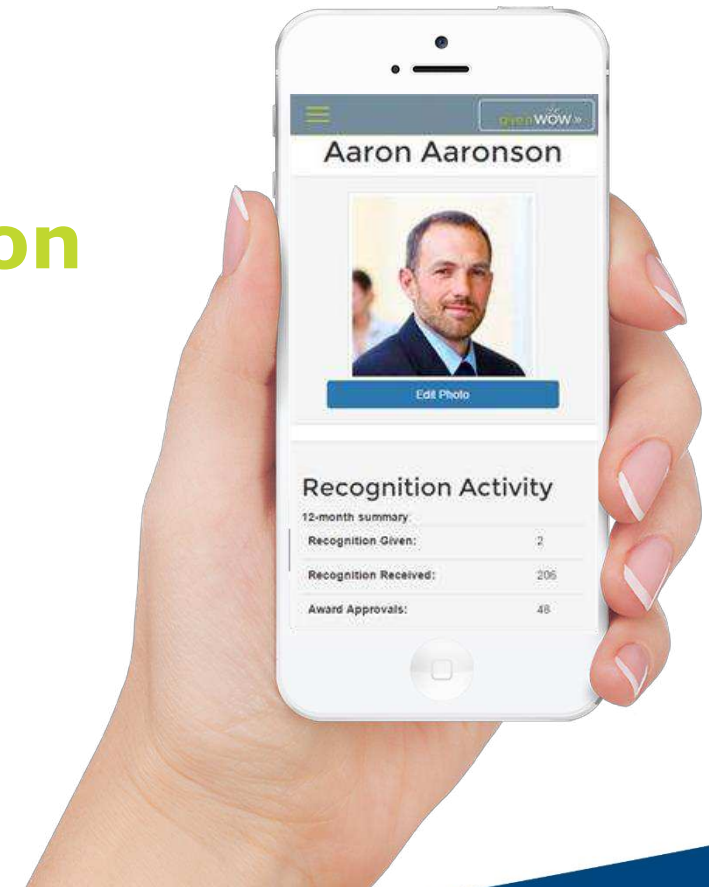
Previous Way	New Way
Paper-based or static web-based	Interactive Media
Annual program	Ongoing, points-based recognition
Micro Recognition	Macro Recognition
Administrator or Manager driven	User participation, peer-to-peer

Work Culture

Accelerate Performance with Performance-based Recognition

Equip managers for success:

- ☐ Resources
- ☐ Training
- ☐ Accountability



WOW Your Multi-Gens

"You can never make a 2nd First Impression"

WorK Culture

Onboarding

Winning Loyalty



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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."**



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 meeting, 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 to the team!

Tell us about you

This is not a test. There are no wrong answers.
We just want to get to know you better.

Your name _____ Nickname? _____

How do you enjoy spending a day off? _____

Favorite snack food? _____ Favorite restaurant? _____



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

WOW Your Multi-Gens

Work Culture

Onboarding

Winning Loyalty



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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 Multi-Gens

Work Culture

Onboarding

Winning Loyalty



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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



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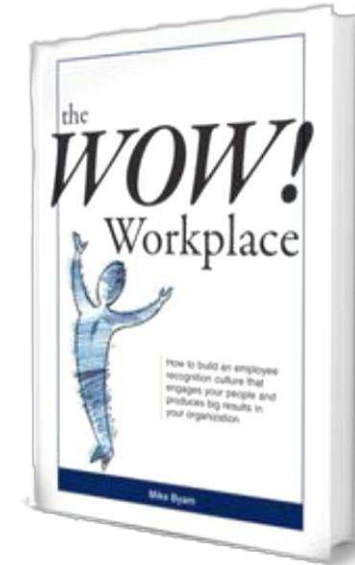


Q&A

with

Mike Byam

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



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



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



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Ask our 25,000 clients worldwide.

**We're ready to help you build
a WOW recognition culture.**