



HR Strategy Series: Leading Millennials!

Yes...Millennials are different – but not in ways you might believe or expect:

- Bill Gates once said that he would always "hire a lazy person to do a difficult job...Because a lazy person will find an easy way to do it."
- Sir Richard Branson (Virgin Airlines) was asked: "Have you had to change your management since managing millennials?" He said "No, we've always had good management!"
- "Today's gap between generations is more than generational; it's cultural...As challenging as the young generation is to older managers, today's young people do want good leaders. They want role models. They crave leaders who portray competence and humility. They admire people who lead not by the status attributed to them by others, but by their own human greatness." – *David Lapin, Lead by Greatness*

Dealing with Paradigms:

- Hasn't every generation been labeled "the laziest generation"?
- Yes, many have unrealistic expectations (i.e., they want to be CEO in 18 months), but remember they've been immersed in technology their entire lives and have seen tech start-ups scale exponentially fast into multi-billion companies. They see what's possible!
- If you think managing millennials is tough, maybe you need to re-evaluate your leadership approach?
- Myth: Millennials are only in it for what they can get, not what they can give. However, when inspired, they can be very energized, focused, and very hardworking.
- Plenty of millennials are out there looking for the right opportunity. Are you rising to the occasion or falling back on stereotypes about the generation?

Some Recommendations:

1. Millennials are Purpose Driven. They want to be part of building something!
2. Millennials need Trust! Give them room to run. They're looking to be seen as "partners". Seek out innovative ways to integrate them into the business and tap their unseen talents.
3. Work/life balance and flexibility are highly valued.
4. It's about the "experience," not "achievement".
5. Get creative beyond traditional benefit offerings: Low cost, but high perceived value things like game tickets, gift cards, organized company events, recognition, service awards, etc.

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