



# Coaching Millennials

1-Day Workshop for Managers

## A Managers Guide to Coaching Millennials

## Background Information

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Increasingly, managers are perplexed by how to manage and coach the Millennial workforce (currently age 32 and under). Their needs, expectations, and deficits are significantly different than the Xers and Boomers who are currently in management positions. A research study by LifeCourse reveals that almost three-quarters of employees think that generational differences are a challenge in the workplace.

The Coaching Millennials Workshop is designed provide managers with the tools they need to manage, coach, and mentor their Millennial employees.

### Millennials in the Workplace

The Millennial Generation, first born in 1982, has arrived in the workplace. Our work on the Millennial Generation has redefined how America sees today's young people. This program will provide participants with the opportunity to tap into that deep expertise and apply that knowledge to their day-to-day coaching activities. Workshop participants will come away with hands-on strategies and best practices to retain and energize the Millennial worker. They will also learn how to improve productivity, teamwork, and morale across all generations.

There are a few constants when dealing with generations in general and generations specifically in the workplace.

**Constant #1:** Existing generations are always surprised by the incoming generation. They think they will be an “extension” of themselves—which they are not.

**Constant #2:** Existing generations view the incoming generation negatively. They never live up to expectations. **Constant #3:** The incoming generation brings lost traits to the workplace—they fill a void that doesn't exist.

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## Workshop Outcomes

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- Understand how generations are formed and three rules for how they behave
- Know the characteristics of today's two older generations in the workplace
- Recognize how the generational experience of Millennial employees shapes their overall perspective
- Know the specific wants, needs, and expectations of the Millennial workforce
- Understand how the current organizational culture supports or hinders Millennial employees
- Know the four Critical Management Skills required to acquire, retain, and energize Millennial employees
- Demonstrate how to interact effectively with a Millennial employee.

## Workshop Outline

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### Coaching Millennials: Retain, Energize, and Motivate for Peak Performance

Topic	Method	Objective
<ul style="list-style-type: none"> <li>▪ <b>Introductions:</b> <ul style="list-style-type: none"> <li>○ Workshop Objectives</li> <li>○ Workshop Agenda</li> <li>○ Participant Instructions</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Presentation</b></li> <li>▪ <b>Small Group Activity:</b> <ul style="list-style-type: none"> <li>○ Participant Introductions                             <ul style="list-style-type: none"> <li>▪ Who are you?</li> <li>▪ What is your Generation?</li> <li>▪ Your objective for this workshop</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Understand the objectives, content, and activities for the workshop</li> <li>▪ Get to know one another and the personal objectives for the workshop</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Self-Assessment:</b> <ul style="list-style-type: none"> <li>○ What’s your Gen IQ?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Assessment</b></li> <li>▪ <b>Group Discussion</b></li> <li>▪ <b>Applications</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Test your knowledge of the characteristics, needs, and wants of the four generations</li> <li>▪ Understand how your “world view” will affect your “work view”</li> <li>▪ Recognize the similarities and differences between the Millennial Generation and all others</li> </ul>

<b>Topic</b>	<b>Method</b>	<b>Objective</b>
<ul style="list-style-type: none"> <li>▪ <b>Historical Context/Background</b> <ul style="list-style-type: none"> <li>○ Definitions                             <ul style="list-style-type: none"> <li>▪ Silent</li> <li>▪ Boomer</li> <li>▪ Gen-x</li> <li>▪ Millennial</li> </ul> </li> <li>○ Three Rules of Generations</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Presentation/Group Discussion</b></li> <li>▪ <b>Video</b></li> <li>▪ <b>Group Discussion</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Know the definition of a generation</li> <li>▪ Know the definitions of the three generations in the workplace</li> <li>▪ Understand the scope and impact each generation has had/will have on the workplace</li> <li>▪ Know the Three Rules of Generations and how these rules affect our view of others in the workplace</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Gen-Speak:</b> <ul style="list-style-type: none"> <li>○ Boomers</li> <li>○ Gen-X</li> <li>○ Millennials</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Small Group Activity:</b> <ul style="list-style-type: none"> <li>○ Case Study: Do you know what they're talking about?</li> </ul> </li> <li>▪ <b>Large Group Presentation</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Know how to accurately interpret the language of a generation</li> <li>▪ Understand how generational language and perspective shapes work culture</li> </ul>
<p><b>Why are they that way?</b></p> <p>Understanding the Millennial employee: now that you have them, how will you keep them?</p> <ul style="list-style-type: none"> <li>▪ <b>The 7 Key Characteristics of Millennials:</b> <ul style="list-style-type: none"> <li>○ Special</li> <li>○ Sheltered</li> <li>○ Confident</li> <li>○ Team Oriented</li> <li>○ Conventional</li> <li>○ Pressured</li> <li>○ Achieving</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Small Group Activity:</b> <ul style="list-style-type: none"> <li>○ Perception Exercise</li> </ul> </li> <li>▪ <b>Video</b></li> <li>▪ <b>Group Discussion</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Understand the key characteristics of the Millennial Employee</li> <li>▪ Recognize how you view these characteristics</li> <li>▪ Understand how your view will affect positive workplace interactions with the Millennial employee.</li> <li>▪ Demonstrate how to interact effectively with the Millennial employee</li> </ul>

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<ul style="list-style-type: none"> <li>▪ <b>Energize the Millennial Employee: The Top 10 Actions</b> <ul style="list-style-type: none"> <li>○ Treat them like VIPs</li> <li>○ Provide feedback-Constantly</li> <li>○ Challenging and interesting work</li> <li>○ Offer Structure</li> <li>○ Teach them the basics</li> <li>○ Make them part of a group</li> <li>○ Community involvement</li> <li>○ Look after them</li> <li>○ Involve parents</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Presentation/Discussion</b></li> <li>▪ <b>Video/Discussion</b></li> <li>▪ <b>Small Group Activity:</b> <ul style="list-style-type: none"> <li>○ Case Study: Building on day 1</li> </ul> </li> <li>▪ <b>Large Group Presentation</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Understand the key actions managers must take to energize the Millennial employee</li> <li>▪ Demonstrate how to adjust/revise the work environment to include key actions</li> </ul>
<p><b>Sales Coaching to Address the Millennial Characteristics</b></p> <ul style="list-style-type: none"> <li>▪ <b>Six Characteristics of successful coaching</b></li> <li>▪ <b>What to coach:</b> <ul style="list-style-type: none"> <li>○ Product/Service Knowledge</li> <li>○ Selling Skills</li> <li>○ Attitude</li> </ul> </li> <li>▪ <b>When to coach:</b> <ul style="list-style-type: none"> <li>○ Exceeds</li> <li>○ Achieves</li> <li>○ Below</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Small and larger group activity</b></li> <li>▪ <b>Group presentation and discussion</b></li> <li>▪ <b>Presentation and discussion</b></li> <li>▪ <b>Case study: Identifying What to Coach</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Understand the actions needed to be a successful coach</li> <li>▪ Know the three key areas for coaching</li> <li>▪ Analyze a typical sales situation to determine areas for coaching</li> </ul>

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<p><b>The Five Step Coaching Process:</b></p> <ul style="list-style-type: none"> <li>▪ <b>Prepare for the discussion</b></li> <li>▪ <b>Position the discussion</b></li> <li>▪ <b>Discuss performance</b></li> <li>▪ <b>Determine a course of action</b></li> <li>▪ <b>Close the discussion</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Presentation/Discussion</b></li> <li>▪ <b>Small Group Activity:</b> <ul style="list-style-type: none"> <li>○ Positioning the Coaching Discussion</li> </ul> </li> <li>▪ <b>Case Study – Part II</b></li> <li>▪ <b>Practice Session</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Know the five steps of the coaching process</li> <li>▪ Demonstrate how to position the coaching discussion to meet the needs of the producer</li> <li>▪ Analyze a typical business situation and apply the knowledge, skills, and processes.</li> </ul>
<ul style="list-style-type: none"> <li>○ <b>Personal Action Planning</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Individual Activity</b></li> <li>▪ <b>Large Group Presentation</b></li> <li>▪ <b>Closing Video</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Developing a specific plan of action to address the actions needed to effectively coach the high potential producer.</li> </ul>