



Successful Coaching Strategies for Millennials *Workshop*

Warren Wright

Gaining an understanding of the Millennial Generation and learning the best ways to manage them

The Challenge: Generational Gaps Still Persist

Most employers agree that generational differences pose a challenge in the workplace, and the largest gap is between Millennials and their older bosses. Despite the fact that the oldest Millennials are about 35 years old and they represent more than one-third of the workplace, the challenges persist.

At the heart of the challenge is the manager's inability to understand the Millennial perspective on work and life, and therefore, an inability to develop and execute a strategy that aligns the Millennials' goals with the company's goals.

Millennials have different traits, behaviors, communication styles, and priorities than older generations. For example, when it comes to preferred work styles, Millennials gravitate toward *work-life integration* while Boomers are *work-centric*. Meanwhile, GenXers prefer *work-life balance*. Ignoring or dismissing these differences can lead to increased tension, decreased productivity, and retention issues.

Solution: Provide Managers the Knowledge and Skills to Manage Millennials

Successful Coaching Strategies for Millennials is a one-day training workshop for managers who manage Millennial employees. Designed for those professionals who are Boomer and GenXers, the goals of this workshop are to reduce generational tension, improve communication between the generations, raise Millennial engagement, increase productivity, and encourage employee retention.

The workshop guides participants on how to become an effective coach (as opposed to an effective manager). Participants are introduced to ***The Hierarchy of Millennial Needs*** a model that identifies and prioritizes Millennials' five fundamental needs: Recognition, Speed, Structure, Professional Development, and Personal Development. Before the workshop, participants complete a simple online assessment called, [*What's My Coaching Style?*](#) This assessment allows each participant to leverage his or her own management style in overcoming the Millennial generation barrier.

Participants complete the workshop with a better understanding of how to coach Millennials to higher levels of productivity.

Workshop Details

An on-site instructor facilitates the Workshop between 9am – 5:00pm with a one-hour lunch break. The workshop is divided into two segments-- one in the morning, and one in the afternoon. At the conclusion, participants build his/her own action plan to optimize the engagement of their Millennial employees.

Morning

9:00am – 12:30noon

Topic	Method	Objective
Introductions <ul style="list-style-type: none"> • Workshop Objectives and agenda • Icebreaker 	<ul style="list-style-type: none"> ➤ Presentation ➤ Large Group Activity 	<ul style="list-style-type: none"> • Understand the objectives, content, and activities for the workshop
Self-Assessment <ul style="list-style-type: none"> • What is your Generational IQ? 	<ul style="list-style-type: none"> ➤ Assessment ➤ Group Discussion ➤ Application 	<ul style="list-style-type: none"> • Test knowledge of traits of three generations • Understand your “generational world-view” •
Unconscious Bias <ul style="list-style-type: none"> • Generational bias 	<ul style="list-style-type: none"> ➤ Presentation ➤ Small group activity 	<ul style="list-style-type: none"> • Understand how to bring consciousness to unconscious bias
Gen-Speak <ul style="list-style-type: none"> • Boomers • Gen-X • Millennials 	<ul style="list-style-type: none"> ➤ Large Group Activity 	<ul style="list-style-type: none"> • Know how to accurately interpret the language of each generation
7 Core Traits of Millennials	<ul style="list-style-type: none"> ➤ Presentation ➤ Small group discussion 	<ul style="list-style-type: none"> • Learn the seven core traits that distinguish Millennials from other generations
BREAK		
The Four Stages of Learning-Conscious competence	<ul style="list-style-type: none"> ➤ Presentation ➤ Large group discussion 	<ul style="list-style-type: none"> • Understanding where you sit on the 4 Stages of Learning
Hierarchy of Millennial Needs	<ul style="list-style-type: none"> ➤ Presentation ➤ Large Group discussion 	<ul style="list-style-type: none"> • Understand the needs priorities on Millennials

Afternoon
1:30 – 5:00pm

Topic	Method	Objective
Best Practices for Managing Millennials	<ul style="list-style-type: none"> ➤ Presentation ➤ Videos 	<ul style="list-style-type: none"> • Introduce strategies for Managing Millennials
The Managing- Coaching- Mentoring paradigm	<ul style="list-style-type: none"> ➤ Large group exercise 	<ul style="list-style-type: none"> • Distinguish the “different hats” a manager wears
Introduce the 4 coaching styles using <i>What’s My Coaching Style</i> results	<ul style="list-style-type: none"> ➤ Presentation ➤ Individual time ➤ Discussion 	<ul style="list-style-type: none"> • Understand personal coaching style
BREAK		
Four Step Coaching Process- Coaching Method: <ul style="list-style-type: none"> • Prepare, Share, Plan, Act 	<ul style="list-style-type: none"> ➤ Exercise 	<ul style="list-style-type: none"> • Understand the coaching process
IAP- Individual Action Plan	<ul style="list-style-type: none"> ➤ Individual time 	<ul style="list-style-type: none"> • Build Individual Action Plan for coaching

Recommended Requirements

- **Class size.** Ideal class size is between 15 – 18.
- **Room Set-up.** LCD with screen. Two flip charts. Round tables with between 5 and 8 seats.
- **Manager Participation.** Managers are expected to attend the entire day. This is not a half-day workshop.
- **Pre-workshop requirements.** In order to assure success of the training, participants will be asked to complete reading assignments and participate in a short assessment, *What's My Coaching Style?*
- **Client Administrative.** Client will provide a point person for logistics. Client will be sent access codes for assessment ahead of time, invite participants to complete, track to assure completion, and print individual reports in time for the workshop. Client will provide breakfast, lunch, and snacks for the training day.

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Available Dates

Generally available 3-months advance notice. Contact [CoachingMillennials](#) for availability.

Pricing

Contact [CoachingMillennials](#) for pricing details.

About Coaching Millennials

Coaching Millennials' mission is to prepare the next generation of leaders by providing coaching tools for executives and the Millennials they manage. We teach data-driven generational theory through presentations, training, and research, as well as skill-based training for the emerging professional.

Warren Wright Bio

Warren Wright is President of Coaching Millennials. He educates, teaches, and coaches leaders about the impact of Millennials and generational change in the workplace and society.

Wright has over 25 years in the fields of behavioral sciences, market research, organizational development and media, working with a range of clients nationally and internationally including Fortune 500 companies, U.K. Charities, U.S. Government, Foundations, and Non-Governmental Organizations.

Clients have included U.S. Army, Navy SEALs, World Bank, World Economic Forum, Knight Foundation, Proctor & Gamble, McDonalds, Pepsi, and American Airlines. Wright started his career in radio and television advertising sales, and in 1997, co-founded an internet start-up Jobfinder.com, which was sold in 2000. He then went on to become Managing Partner at Gallup, leading innovation in the fields of psychology, sociology, economics, and statistics that included the largest polling project ever conducted on Iraqi citizens during the Iraq war. It was at Gallup that Wright became interested in generations, and in 2011, developed a strategic partnership with author and economist Neil Howe, who coined the term "Millennials". Mr. Howe serves as a senior advisor to Coaching Millennials. Wright is an accomplished presenter and [training facilitator](#) who has facilitated hundreds of workshops for dozens of clients.

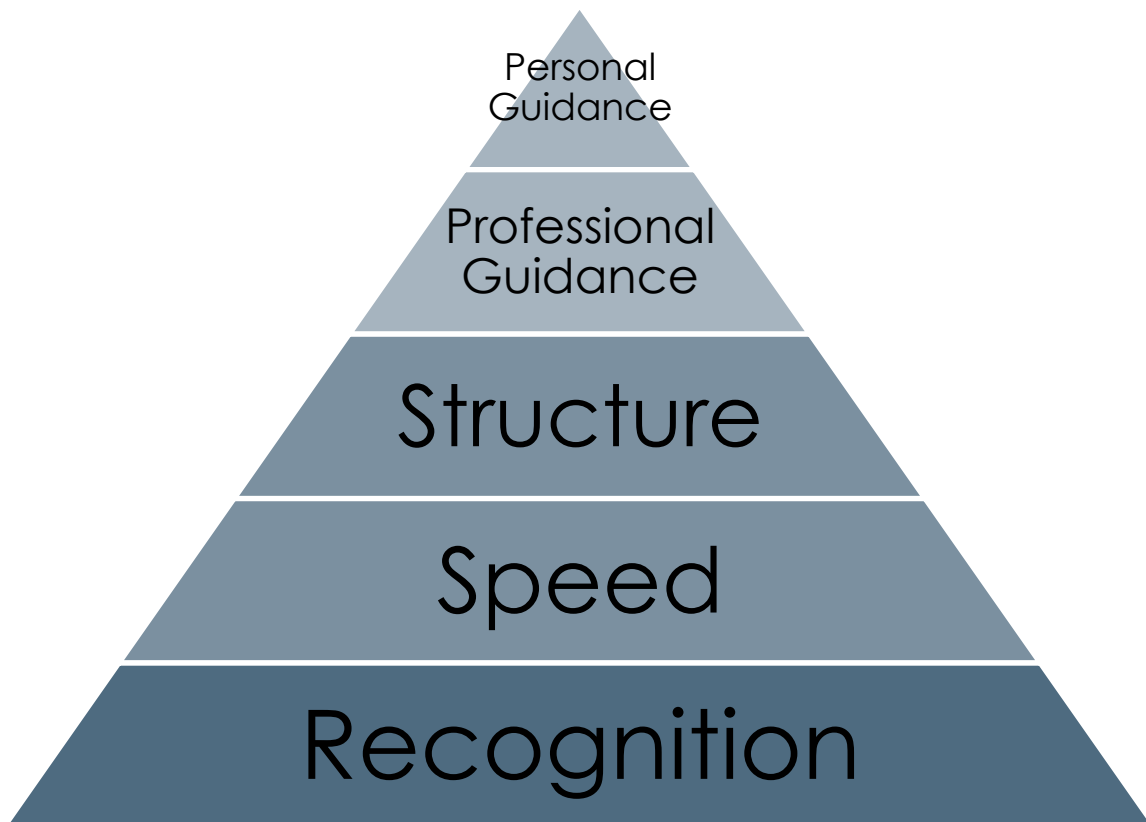
Wright received a B.S. from Franklin & Marshall College and an MBA from the University of Nebraska. He's married with two grown Millennials and lives in northern Virginia.

Contact Information

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APPENDIX

The Hierarchy of Millennial Needs



The Four Stages of Learning



What's My Coaching Style?

