Attracting & Retaining

the NEXT Greatest Generation

Kristin T. Scroggin, genWHY.com

genWHY COMMUNICATIONS

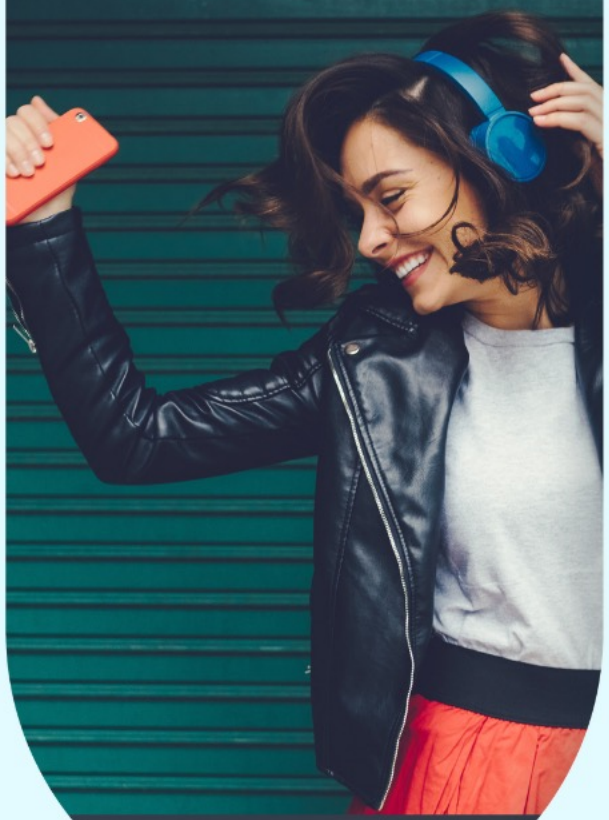
01 ASSESS

02 CAPTURE

03 DEVELOP

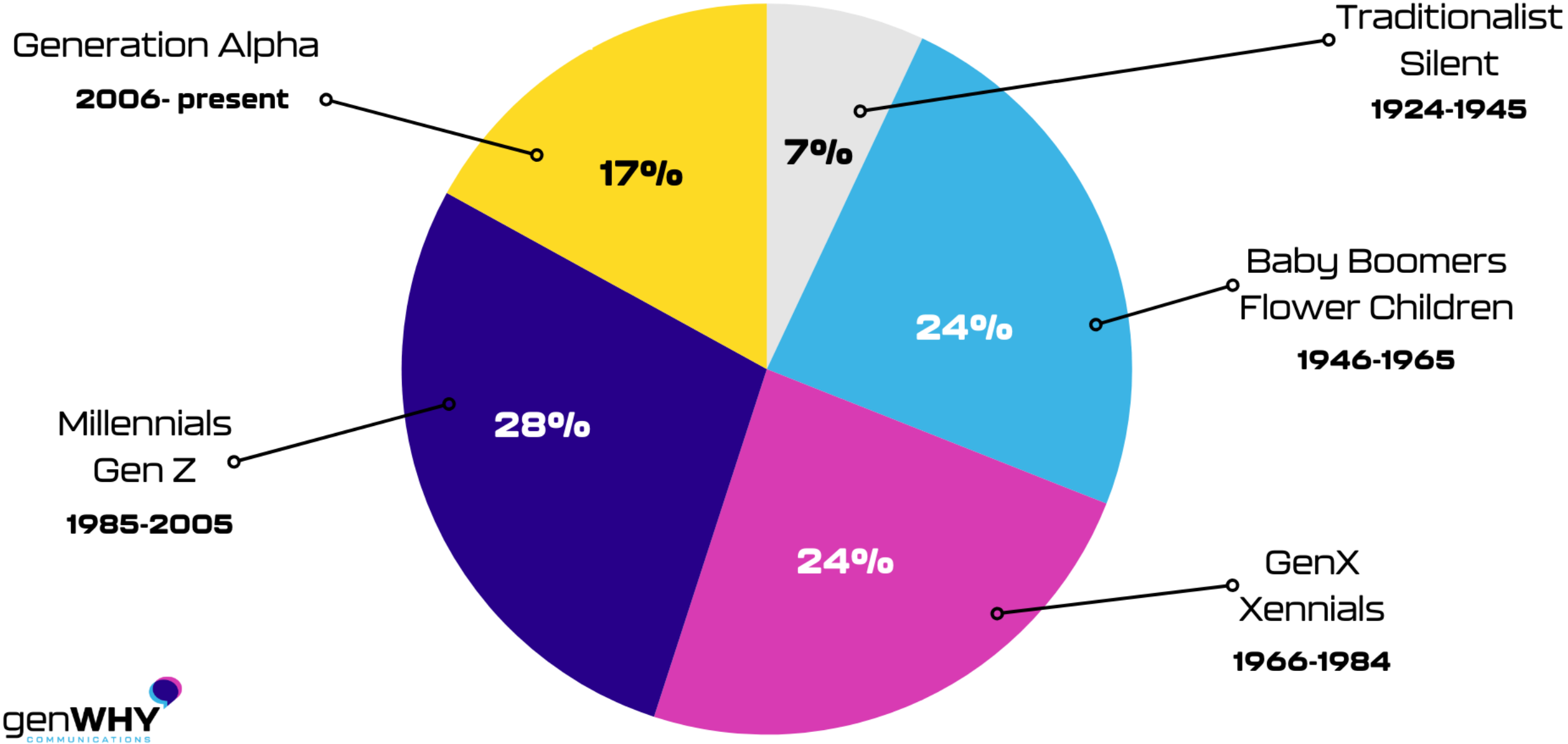
04 ELEVATE

Roadmap To Attracting & Retaining Talent



ASSESS *FIRST*

To get what you *need* you need to *know* what you *have* because you can’t *fix* what you don’t know.



genWHY COMMUNICATIONS

2020 Breakdown of the US Population

genWHY COMMUNICATIONS

Traditionalist
1924-1945

Baby Boomers
1946-1965

Generation X
1965-1984

Millennials
1985-2005

Generation Alpha
2006-present

1924-1933 - Traditionalist
1934-1945 - Silent

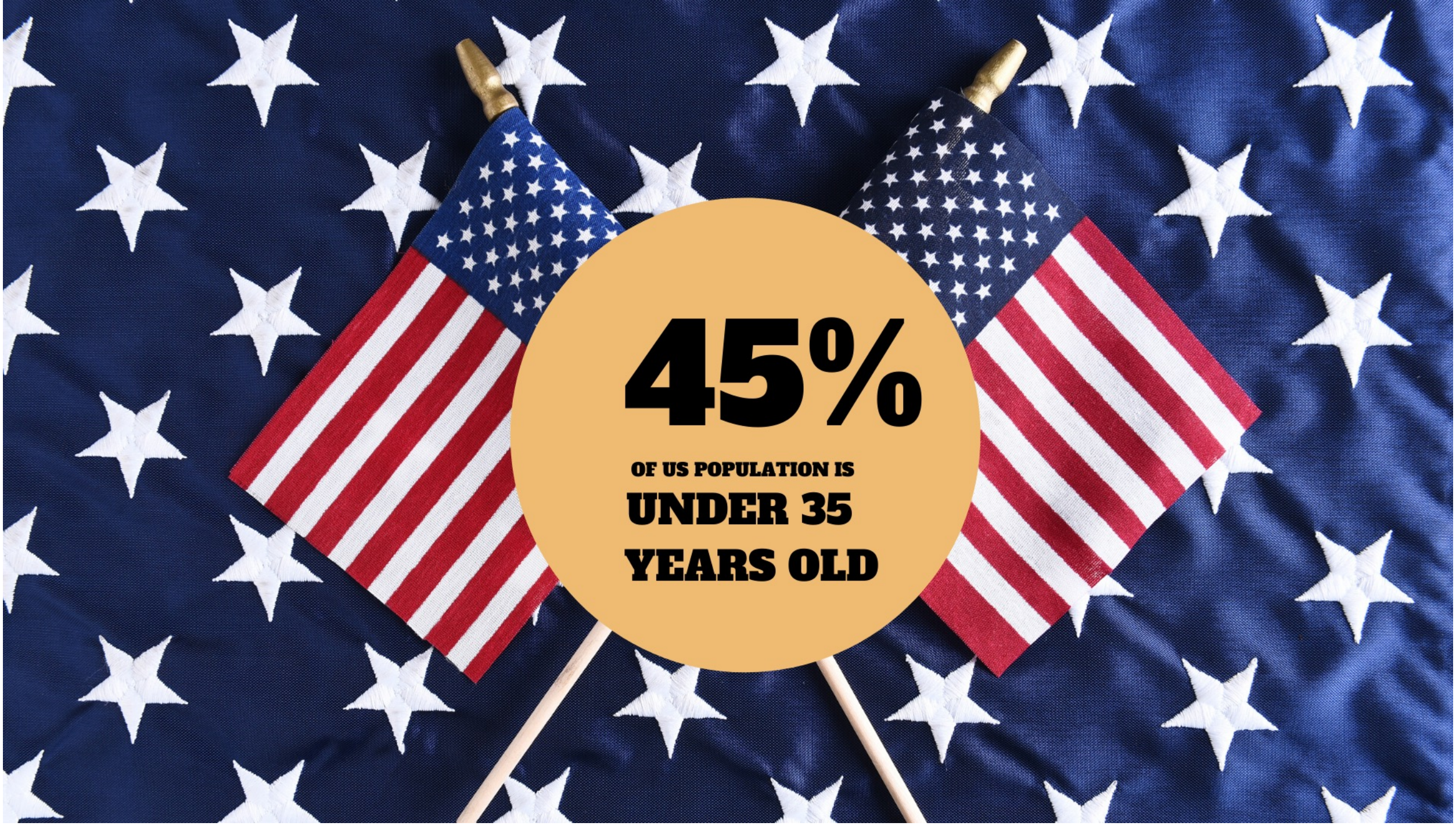
1946-1955 - Baby Boomers
1955-1965 - Flower Children

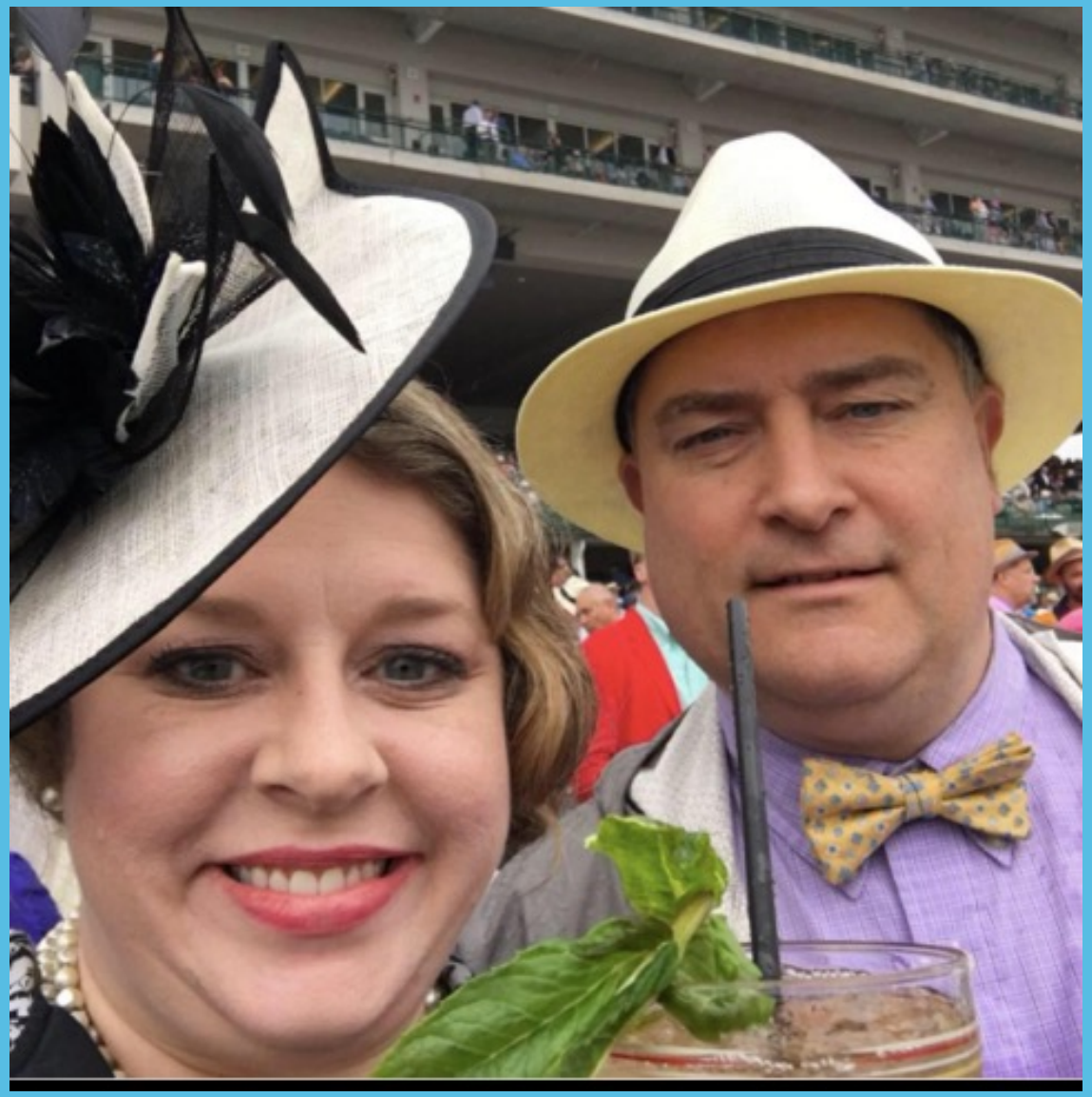
1965-1977 - Generation X
1978-1984 - Xennials

1985-1994 - Millennials
1995-2005 - Gen Z

2006-2019 - Generation Alpha
2020 - Covid Babies, name TBD

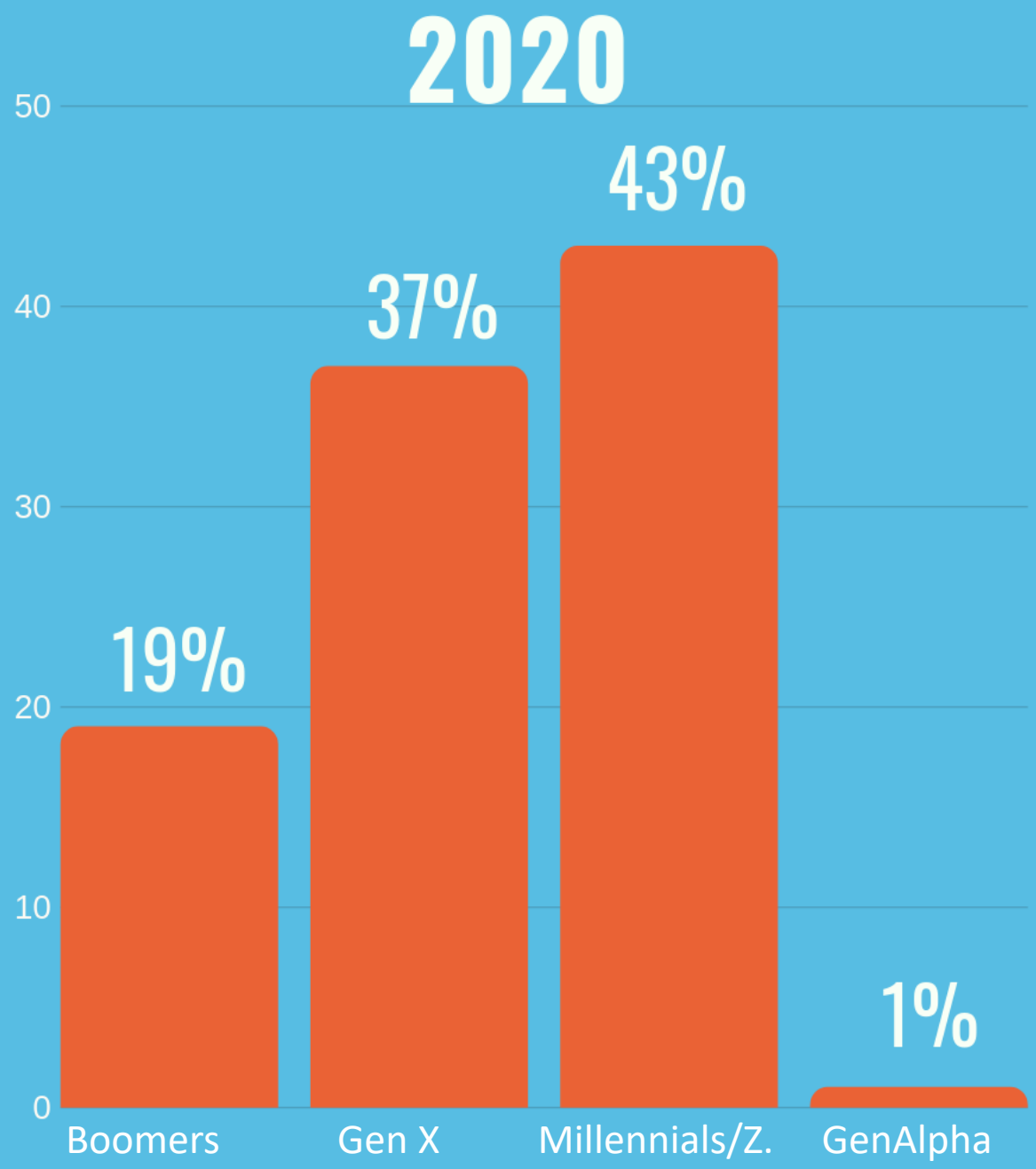
genWHY COMMUNICATIONS

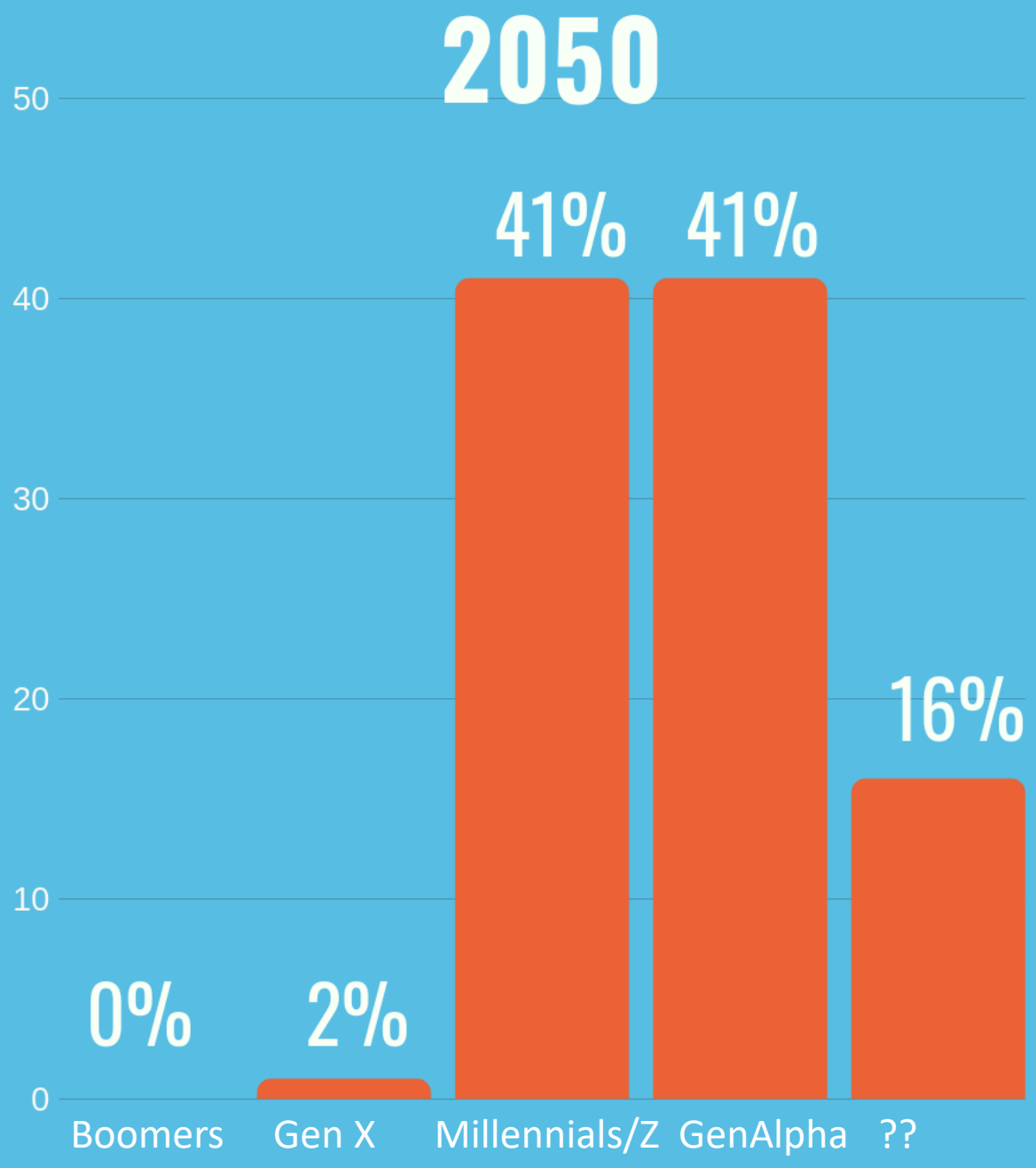

45%
OF US POPULATION IS
UNDER 35
YEARS OLD

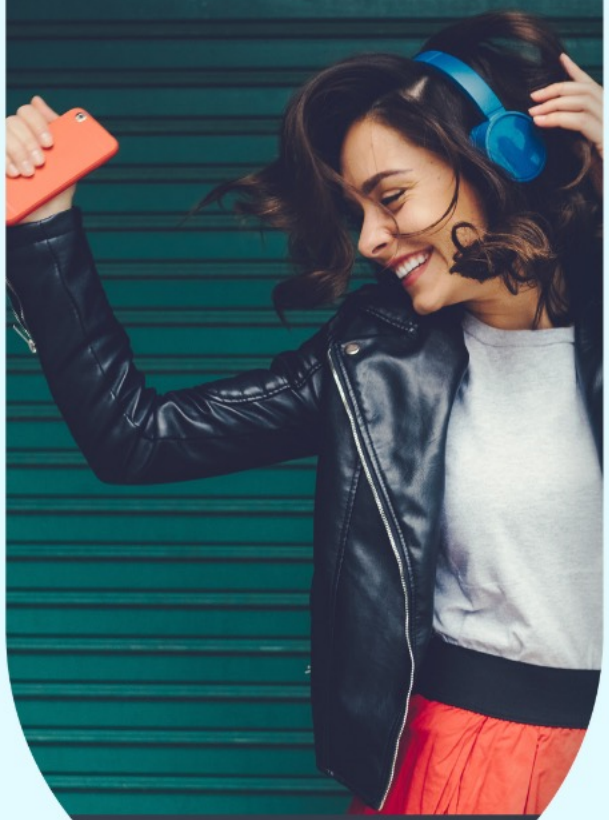


I've got a TIP

on a HOT HORSE


2020
50
40
30
20
10
0
19%
37%
43%
1%
Boomers
Gen X
Millennials/Z.
GenAlpha


2050
50
40
30
20
10
0
0%
2%
41%
41%
16%
Boomers
Gen X
Millennials/Z
GenAlpha
??



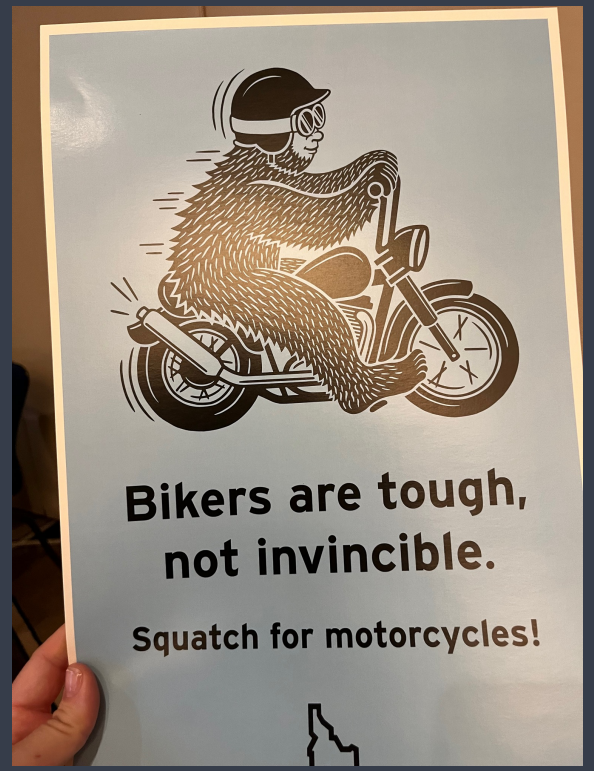
CAPTURE

Finding the RIGHT people up front will help your turnover rate and increase chances of engagement.

Yes. You need to BRAND now.

Meet Stanley
Brainchild of **Bill Kotowski,**
Grants & Contracts Officer for
Idaho Transportation
Department

(ps he has a baby named Lolo)


Bikers are tough,
not invincible.
Squatch for motorcycles!

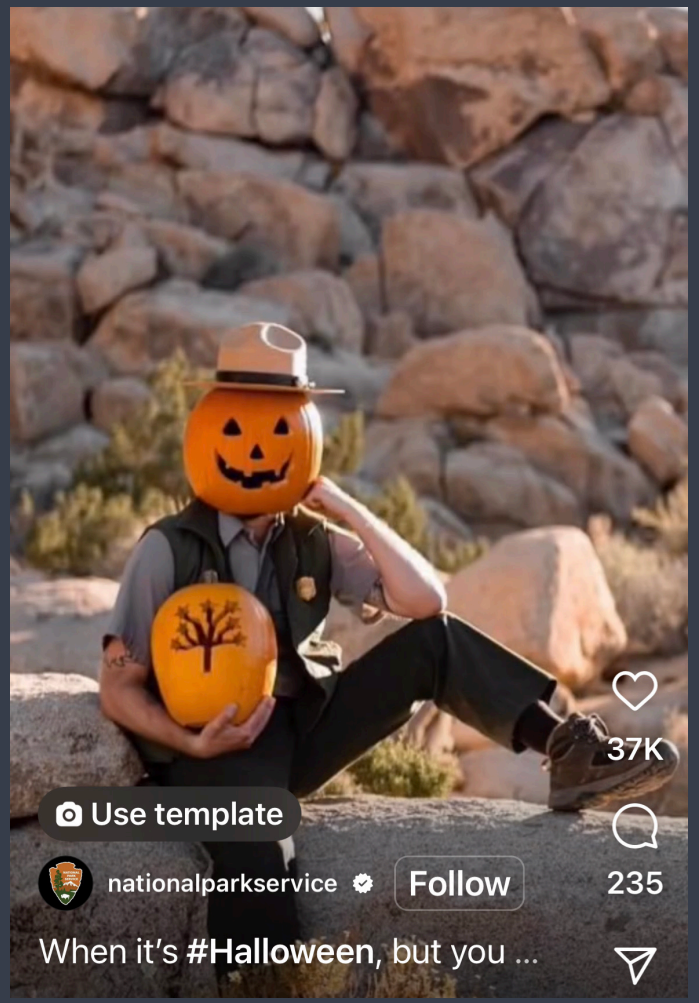
SHIFT
SQUATCH

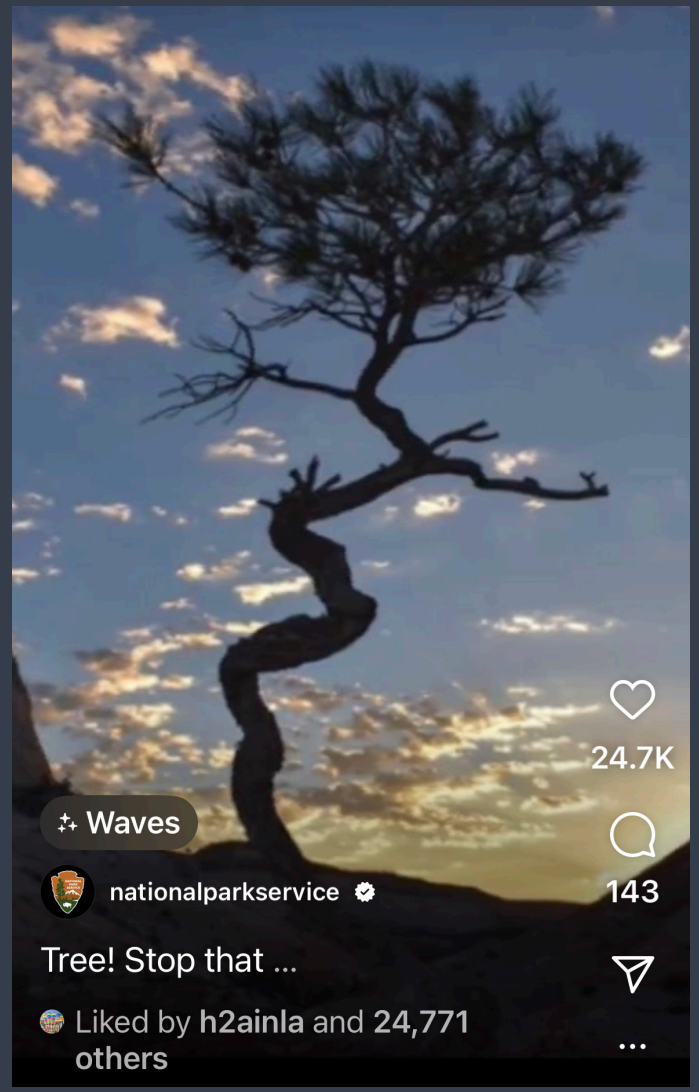
YOU can become a
SAFETY SUPERHERO!
Follow the road to find out how!
1 When riding a bike, always wear a helmet.
2 When crossing a road, always look both ways and follow traffic signs.
3 By being safe on or near roads YOU can be
Focusing
Please
Avoid a hairy situation.
Plan for a
sober ride home.
Distracted driving?
Not on my squatch.
SHIFT

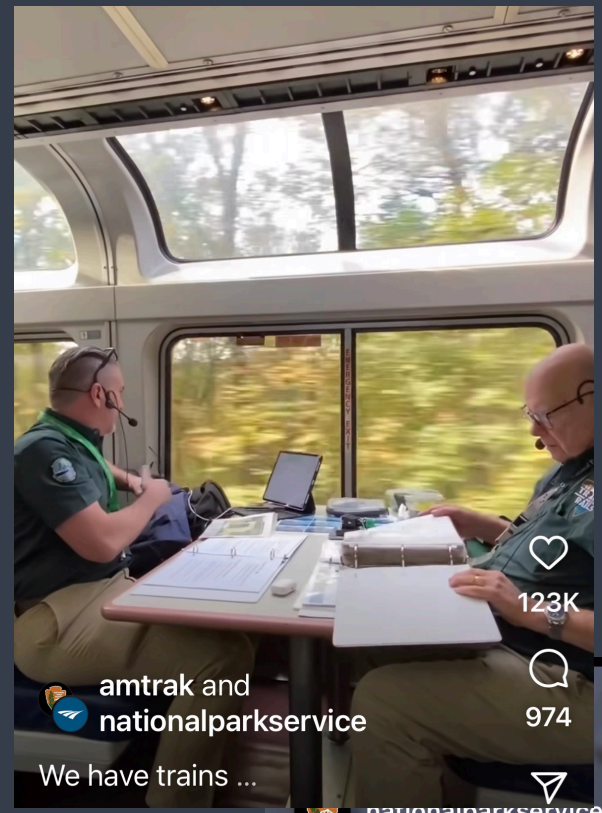
Avoid a hairy situation.
Plan for a
sober ride home.
Distracted driving?
Not on my squatch.
SHIFT

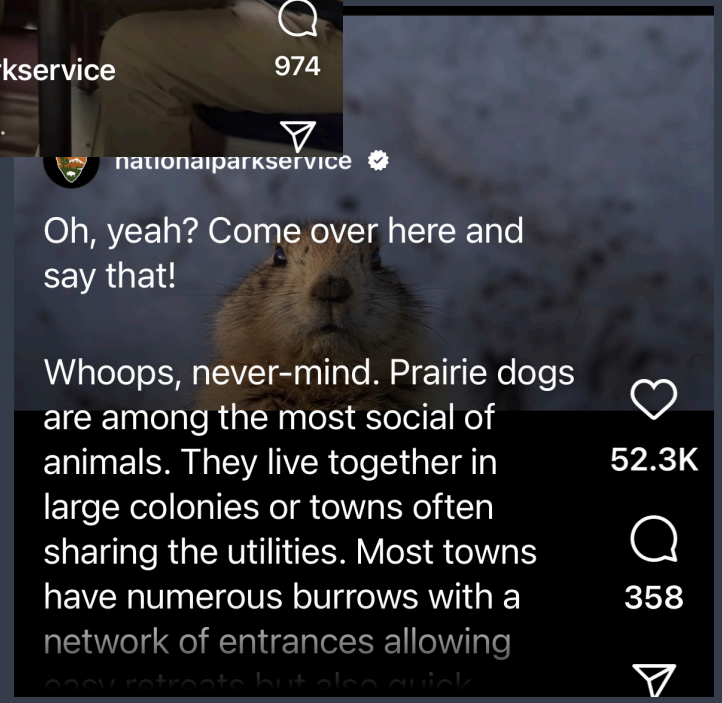
Drive
well,
Idaho.

National Park Service on Instagram

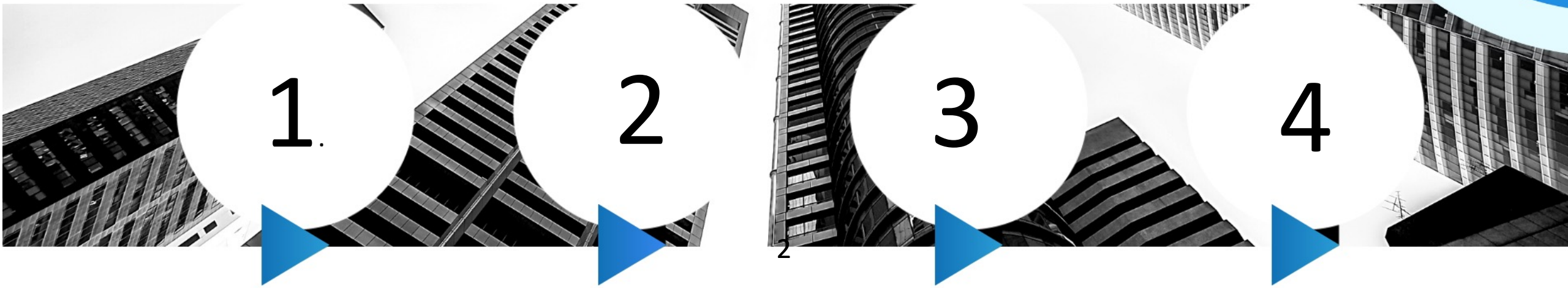








Uhhhh About your Application Process…



Check your Posting

- Job description correct?
- Ableist language?

YOU are the Organization

- Every interaction with you shapes how they perceive working for the organization.
- Just because they're not right for you doesn't mean they're not right for the state.

Interview Better

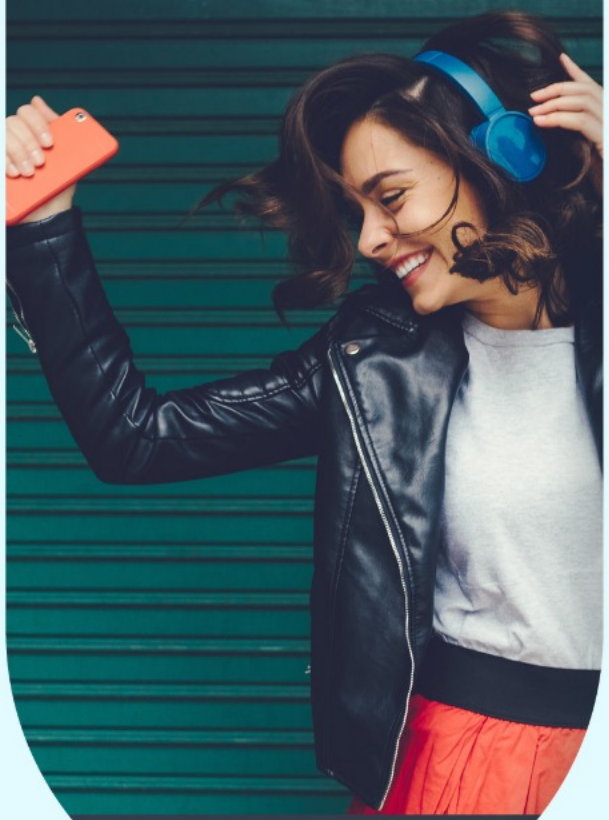
- Can you see them fitting into this team?
- Can they really do what they say they can?

No Ghosting

- Rockstars don't wait
- Checking in via email
- Use a template on the handout for quick replies.

The 10 ABILITIES

- Self-Sacrifice
- Organize/Prioritize
- Work in a Team
- Resolve Conflict
- Listen Actively
- Handle Pressure/Deadlines
- Self Monitor
- Self Regulate
- Adapt
- Communicate



DEVELOP

Intentionally develop the hard and soft skills of employees and use preferences to communicate.

TOP 4 SKILLS

- Conflict Resolution
- Taking Risks & Initiative
- EXCELLENT vs Good vs Average
- How to Manage Time

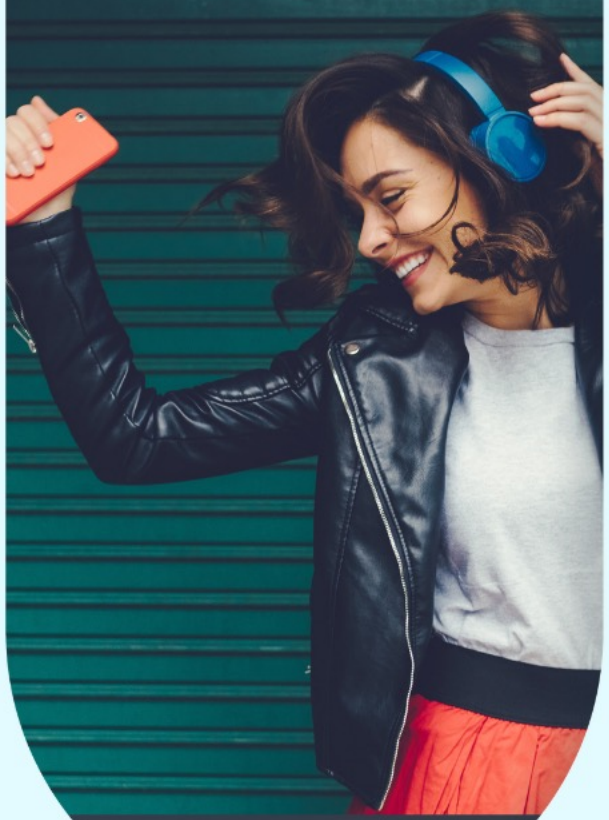
How to Resolve Conflict

Book Rec: Crucial Conversations: Tools for Talking with the Stakes are High by Kerry Patterson, Joseph Grenny, et al

- Playdates
- How to admit when you're wrong and OWN your part.
- HOW & WHEN TO PRESS PAUSE IN A CONVERSATION.

Managing Time

- Streetlights on or Dark = COME HOME
- Hard deadline, strictly enforced, kids had tools (watch), learned to manage time.
- One of the top trainings you need to get into your employees' hands is how to budget and schedule TIME.



ELEVATE

PUBLICALLY tap potential leaders to your leadership development program

FUTURE LEADER PROGRAMS
VS
MENTORSHIPS

- Rhonda vs Brittney
- Leadership Program will go better than a one-to-one mentorship.
- Make a big deal about selection. MAKE THEM FAMOUS in your org!

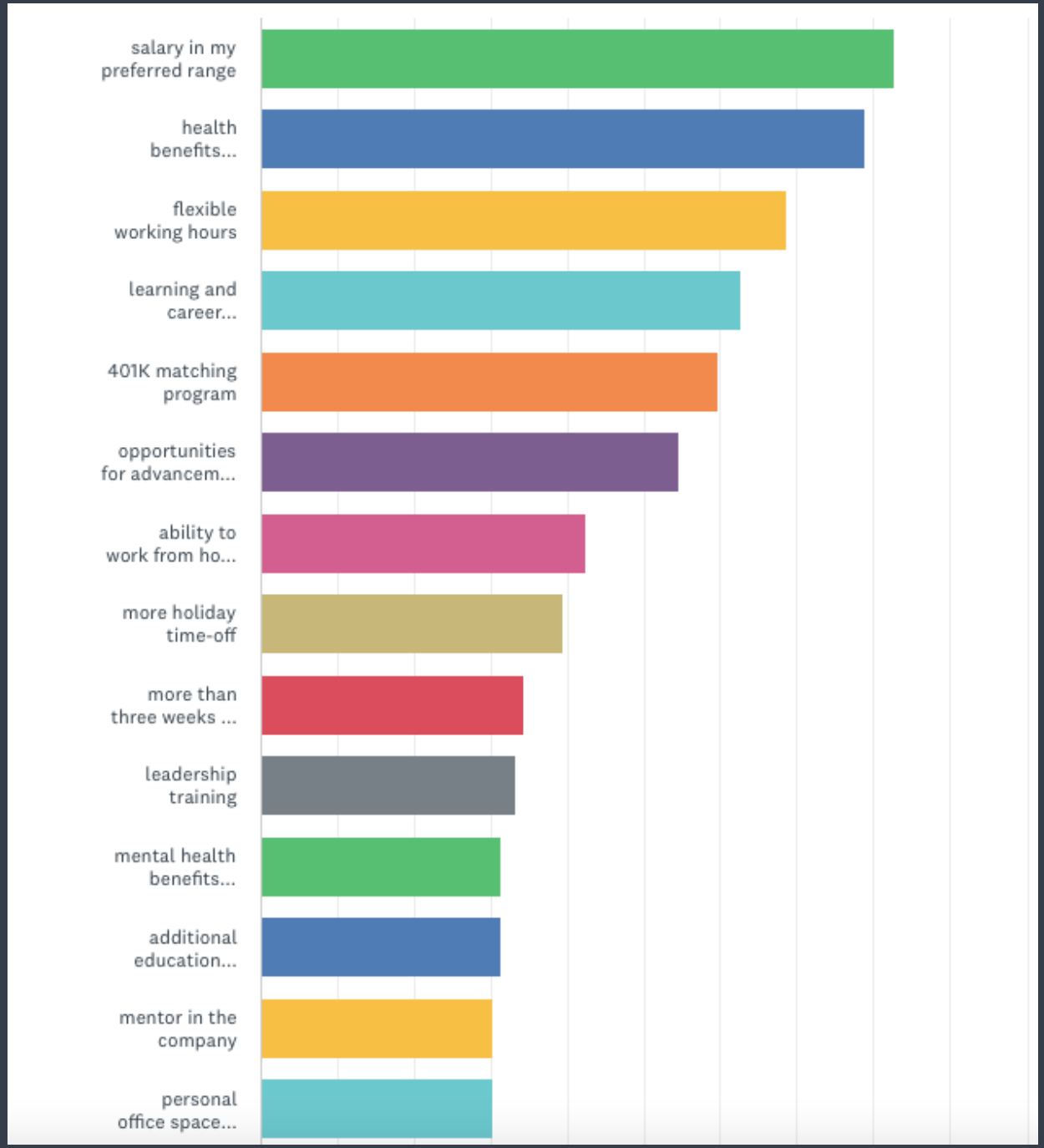
“STRUGGLE TIME”

Struggle Time temporarily DELAYS GRATIFICATION and empowers your employees to find the answers themselves and use you as a secondary RESOURCE. It increases executive functioning skills!!

(GRAB YOUR CELL PHONE AND TAKE A PHOTO OF THIS SLIDE!)

Get Your Review Handout Now

https://mailchi.mp/genwhy/get-your-attracting-retaining-handout


salary in my preferred range
health benefits...
flexible working hours
learning and career...
401K matching program
opportunities for advancem...
ability to work from ho...
more holiday time-off
more than three weeks ...
leadership training
mental health benefits...
additional education...
mentor in the company
personal office space...

Taking Risks & Initiative

- The RISK of the 12ft slide.
- Faux self esteem comes from being told your great. REAL self esteem comes from overcoming hard things.

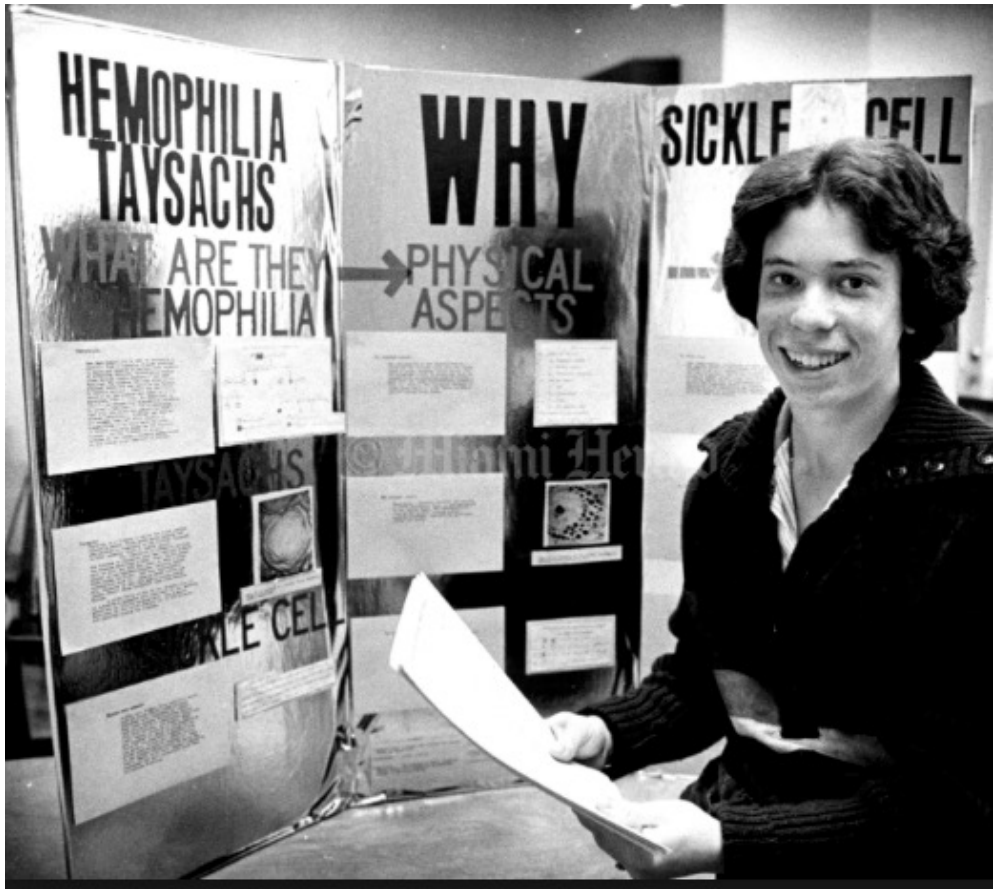
EXCELLENT VS GOOD VS AVERAGE

- Chick fil A is CLEAR on their standards
- Clarity on standards and expectations.
- Slippery slope when you “let it slide”

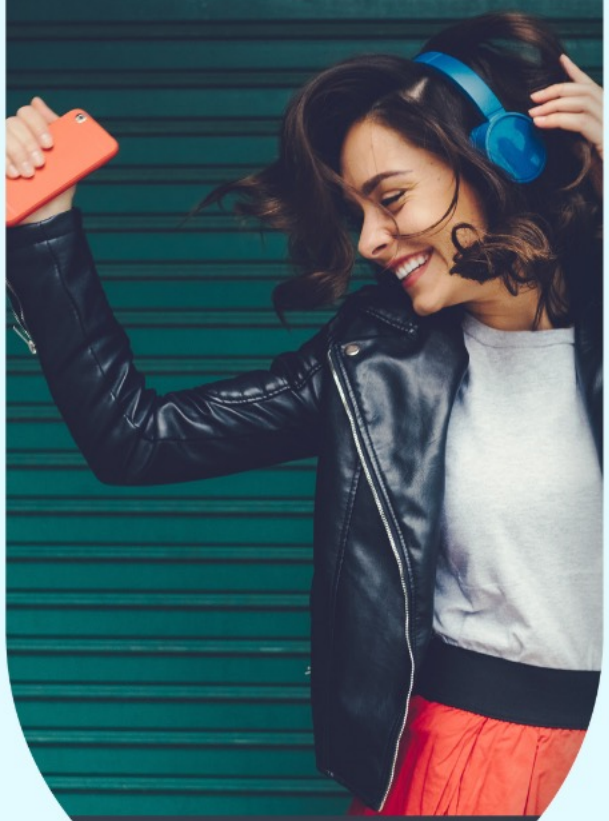
Community Outreach

- Develop outreach committees = Low level leadership opportunities
- Empower to make decisions
- Generate Content for Social Media

Taking Risks & Initiative



- SYLLABUS + TOOLS LIST + RUBRIC = TROUBLE
- Microsoft can help you build task lists!!
- Use software that saves managers time checking for completion and gives guidance to young employees WHILE gamifying.



EMPOWERS NOT ENABLES

The minute that you become “parental” towards employees by

- Not holding them to standards
- Backing up deadlines
- Revising their work/emails without telling them
- Constantly reminding
- Making excuses for lack of emotional control

YOU’RE IN TROUBLE

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