



REACH.
RETAIN.
ENGAGE.

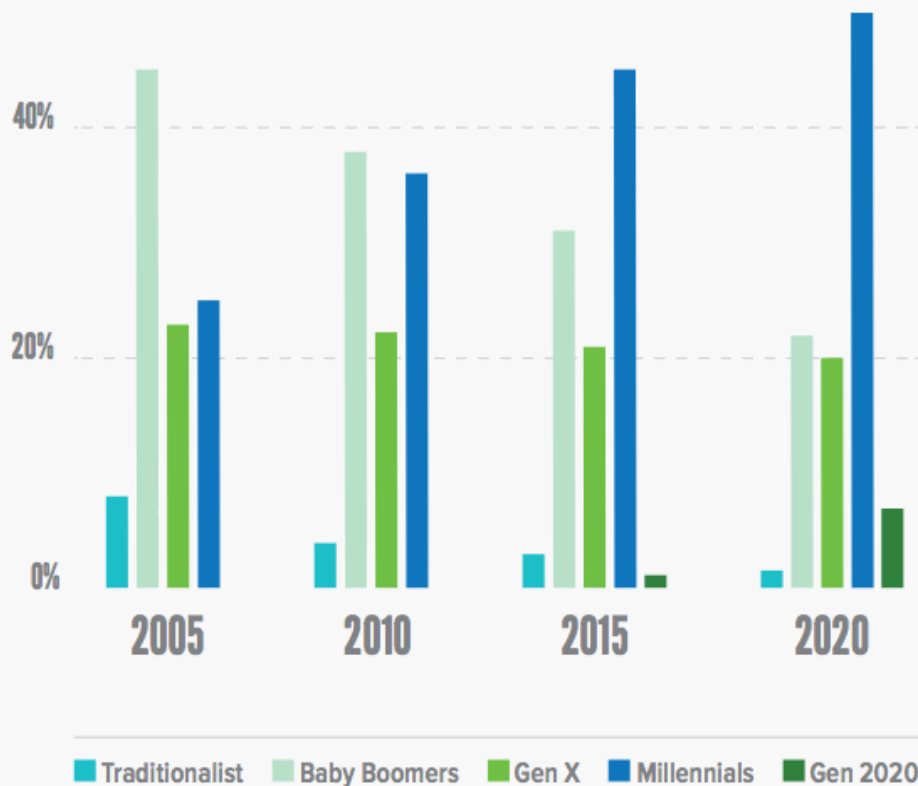
THE MILLENNIALS

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THE MILLENNIAL SOLUTION



THE TRUTH ABOUT MILLENNIALS

Rise of Millennials in the Workforce



**FOR EVERY 1 ½ MILLENNIALS ENTERING
THE WORKFORCE, ANOTHER BOOMER
REACHES RETIREMENT AGE**





MILLENNIALS STAY AT THEIR JOBS AN AVERAGE OF 2-3 YEARS



65%

**MILLENNIALS ARE
LOOKING FOR OTHER
EMPLOYMENT...
RIGHT NOW.**

COLLEGE VS. REALITY



THE UNATTACHED





THE EXPLORERS

THE DISTRACTED





THE ACTIVISTS



GEN Z vs. MILLENNIALS

WHAT MOTIVATES MILLENNIALS





WE ARE MISSION DRIVEN



WE ARE CHANGE MINDED



WE CRAVE LEADERSHIP



WE WANT DEMAND FEEDBACK



WE DEMAND TRANSPARENCY



WE EXPECT MENTORSHIP





**MILLENNIALS WANT TO BE BRAND
AMBASSADORS**





WHAT TO NEVER TELL A MILLENNIAL...

- ✓ THAT'S HOW THINGS
HAVE ALWAYS BEEN DONE
- ✓ WAIT YOUR TURN
- ✓ BECAUSE I SAID SO
- ✓ WE TRIED THAT BEFORE
AND IT DIDN'T WORK



MARKETING TO MILLENNIALS

FORGET OLD-SCHOOL ADS

1% are compelled by an advertisement to trust your brand

SELL ACCESS NOT OWNERSHIP

71% would rather rent a car than buy one

EDUCATE DON'T SELL

33% rely on blogs before making a purchase (3% on TV)



MARKETING TO MILLENNIALS

BE REAL

43% rank authenticity over content

TAKE THE FIRST STEP

62% will engage with your brand if you engage them online

ASK FOR THEIR HELP

42% would be interesting in helping companies create products





WHAT THE FUTURE LOOKS LIKE ...

- ✓ COLLABORATIVE OVER COMPETITION
- ✓ CHANGE IS ASSUMED
- ✓ LESS LABELS
- ✓ AUTHENTICITY AND ACCOUNTABILITY
- ✓ EXPERIENCE HEAVY
- ✓ MORE CAREERS, LESS "EXPERIENCE"



HOW TO BE SUCCESSFUL

- ✓ MARKET TO US
- ✓ MAKE ROOM AT THE TABLE FOR US
- ✓ MENTOR LIKE YOU MEAN IT
- ✓ CREATE COMMUNITY
- ✓ PROVIDE ONGOING TRAINING & DEVELOPMENT



FASTEST WAY TO MAKE A MILLENNIAL QUIT

- ✓ Micromanage
- ✓ No feedback
- ✓ Static job tasks
- ✓ Unclear purpose



**DO YOU HAVE A SOCIAL MEDIA
POLICY DESIGNED WITH
MILLENNIALS IN MIND?**

A group of people are sitting around a wooden table in a collaborative workspace. A laptop is open on the right, and several notebooks and pens are scattered on the table. The scene is dimly lit, with a dark overlay applied to the entire image. The text is centered in white, bold, sans-serif font.

CONTACT US TO LEARN MORE!

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