

genWHY micro-generations breakdown, US Census 2020 (c)

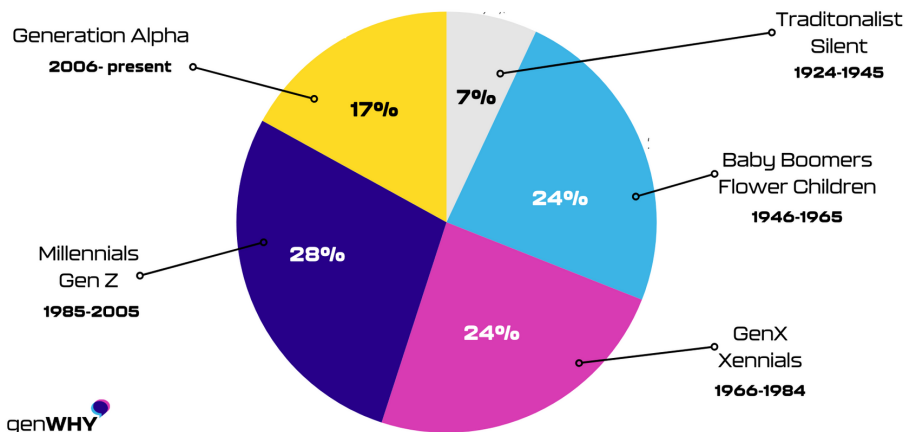
[www.genwhy.com](http://www.genwhy.com)

## Step 1: ASSESS

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

## Step 2: CAPTURE

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



2020 Breakdown of the US Population

**genWHY**  
 COMMUNICATIONS

- Go over your job descriptions and remove any job requirements that may be making it difficult to hire and aren't absolutely necessary or are outdated (EX: Ability, Education, Years of Experience.)
- Build pipelines from high schools with apprenticeships and internships and reach out to nonprofits under-resourced children and foster care.
- Remember YOU represent the organization when they interview with you.
  - 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 organization
- NO GHOSTING:
  - Rockstars don't wait, Check in via email!
  - Use a template for quick replies (on the last page)



## **Step 2: CAPTURE - Ask Soft Skill Interview Questions to Assess if they have the 10 Abilities and if they are TEACHABLE & TOLERABLE!**

- Self-Sacrifice
- Teamwork
- Resolve Conflict
- Listen Actively
- Organize/Prioritize
- Handle Pressure & Deadlines
- Self Monitor
- Self Regulate
- Adapt
- Communicate

## **Step 3: DEVELOP**

Intentionally develop the hard and soft skills of employees. The number four "WANT" of Millennials and GenZ is to receive more training and career development. How are you helping them advance and grow?

### 1) Conflict Resolution Skills

- The importance of controlling emotions (anger, ego, guilt, flattery).
- How to get what you want without everyone hating you.
- How to admit when you're wrong and OWN your part.
- How to talk through difficult topics.
- HOW & WHEN TO PRESS PAUSE IN A CONVERSATION.

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

### 2) Taking Risk & Initiative

- Not everyone had the RISK of the 12ft slide.
- Faux self esteem comes from being told your great. REAL self esteem comes from overcoming hard things.
- No Child Left Behind Impacted moving on to the next task.
- Fearful childhood = prone to take fewer risks & seek task approval
- Syllabi + Tools List + Rubric



## **Step 3: DEVELOP, cont.**

### 3) Setting Standards of Excellence

Posted comparisons allowed for students to see where they stood amongst peers.

TAPPING new leaders to your \*future leaders program\* holds them up as "gold standard". (more coming)

Clarity on standards and expectations.

Slippery slope when you "let it slide"

### 4) Managing Time

- Streetlights on or Dark = COME HOME
- Hard deadline, strictly enforced, kids had tools (watch), learned to manage time.
- WE DON'T TEACH THIS OR HOW TO HANDLE MONEY ANYMORE.
- One of the top trainings you need to get into your employees' hands is how to budget and schedule TIME.

Don't act "parental" towards young employees. Set standards, empower them to reach those standards by a deadline, HOLD THAT STANDARD.

## **Struggle Time :**

**Temporarily DELAYS GRATIFICATION and empowers your employees to find the answers themselves and use you as a secondary RESOURCE.**

## Step 4: LEAD

Intentionally use generational preferences to lead your employees and refine their abilities.

### Baby Boomers:

- Training: Face-to-Face, Watch and Learn, Expert to Novice.
- Feedback: Formal documentation, Face-to-face , Write Ups
- Com Methods: Telephones, Meetings, Newsletters/Memos
- Style: More direct, Expectations of meeting standards, Socializing is part of work, Work-ethic is important.

### Generation X

- Training: Webinar or autonomous, Give resource/ let them try alone/ give corrections, Figure it out as you go.
- Feedback: Face-to-face or email, No news is good news, Feedback often delayed.
- Com Methods: EMAIL! Call if its long, text if its short, "Don't waste my time" .
- Style: Less small talk, Likes paper-trail of documentation, not a huge fan of socializing at work.

### Millennials

- Training: Webinar or autonomous, Real-time practice with corrections along the way, Gamification.
- Feedback: Can handle digital if they trust the person, Wants feedback once a quarter minimum, Wants managers Consistent and Fair when assessing, Hesitant to give negative feedback, especially when managing older employees.
- CM Methods: 1-Text, 2-Software, 3-Email, Phone NEVER. High virtual availability but doesn't like monitoring
- Style: More likely to choose digital methods to communicate, emoji/ text speak communicates nonverbal, Frustrate when treated like a child.

## **Step 4: LEAD , cont.**

### Generation Z

- Training: Face-to-Face or autonomous. It's about ability to find resources not what you know. Real-time practice with corrections as you go. Gamification.
- Feedback: High Risk Aversion = prefers digital feedback, Minimum quarterly feedback, needs high frequency of positive & negative feedback.
- Com Methods: 1) Instant Messenger Software, 2) Group Me, 3) Social Media. Likes to be able to reach quickly, doesn't always reply as quickly, Rarely checks voicemails/email
- Style - Hesitant to ask for help, more likely to check a resource before a person, braver behind a screen, more likely to ghost to avoid conflict.

## **Step 5 INVOLVE**

**PUBLICALLY** tap potential leaders to your leadership development program & community events

- Develop a Leadership Development Program
  - Put out a opt-in request for consideration for Leadership Program with form
    - Seek manager input. - Make a big deal about selection - Set them as the STANDARD of what the ideal employee looks like (use for promo materials, company face-time ambassadors, etc). - Be very clear TO THEM you want them to stay and that you're prepping them to become future leaders.
- Develop Community Outreach Committees
  - GenZ & Millennials often passionate about "causes". Your BRAND needs to demonstrate "helping" the community. - Opportunity to do "low level leading".
- Generate Social Media content to submit to a common dropbox.

# Post Interview Follow-up Template

Dear (interviewees name) ,

I wanted to check in with you about where we are in our interview process for (insert job).

We are still evaluating and interviewing candidates to ensure that we are putting together a great team.

You are still in the running for this position, and we will let you know as soon as we can whether we will proceed with a job offer.

If, for any reason, you are no longer interested in this position or have taken a job elsewhere, please email to let us know. Don't worry; we will be happy to talk to you if you want to apply again in the future.

Hopefully, I will be in contact with you again very soon. If I can answer any questions, please do not hesitate to ask.

Best Wishes,  
(Your name)

**Scan the QR Code or go to the website  
to get the 100 Interview  
Questions FREE**



**<https://mailchi.mp/genwhy/100-interview-questions>**