



## Millennials: Creating The Workforce Of The Future

Call them intelligent and innovative or demanding and disrespectful. No matter what your opinion of your youngest employees — the Millennials — there is no denying the fact they are different. Their approach to life is influencing their approach to work, and it is forcing many companies to rethink the basics.

We can help you reexamine your workplace norms and ideals with the Millennials in mind.

The researchers and analysts at Frank N. Magid Associates have dedicated the last five years to studying generational perceptions, preferences and habits. Utilizing quantitative and ethnographic research, we have followed the Millennials through their everyday lives — at work, at home and at play. Some of our key insights at work include:

- Most are still influenced by their parents, especially when making career decisions.
- The concept of “company loyalty” doesn’t exist for them. Half of adult Millennials have changed jobs three or more times in the last five years.
- Their personal lives are equally important as their work.

Our one-year program begins with customized internal research to identify Millennial perceptions of your company. Using that information, our expert team of consultants will conduct a strategic planning session to identify key objectives that will guide the training sessions.

You will then identify a department or division, preferably with a high concentration of Millennial employees, in which to conduct individual and group training sessions. Magid consultants will work with those managers quarterly to:

- Review and modify the orientation process
- Observe and assess managers at work
- Establish development partnerships between Millennials and managers
- Help plan and guide Millennial career paths

That Millennial employee — no matter how complex — is the future of your organization. Plan for your future now by developing strategies to effectively manage, motivate and maintain quality employees for years to come.

### **The Program**

Millennials In The Workplace

### **The Approach**

Custom-designed programs  
Research driven  
Individual or group training

### **The Goal**

Effectively manage, motivate and retain Millennial employees

### **The Takeaways**

Understand generational differences from a unique workplace perspective

Determine effective leadership styles for each generation

Create a succession plan

Develop strong communication skills

Implement Millennial mentoring programs



## The Millennial Strategy Program®

The Millennial Strategy Program® studies Millennials from every angle. MSP research covers everything from media preferences to buying habits, career decisions to political opinions.

Each year we conduct three Millennial Lifestyle And Attitude studies, six Generational Brand Tracker surveys and twelve Instant/i Real Feedback sessions. Additionally, Ethnographic Exploration studies are done on an ongoing basis. This intensive research schedule has placed Frank N. Magid Associates at the forefront of Millennial insight.

## About Frank N. Magid Associates

Since its founding in 1957, Frank N. Magid Associates, Inc. has built a sound international reputation on being one of the most innovative firms in our field.

We apply the most rigorous research methods available to study behaviors, attitudes and intentions for a variety of clients, including those in the media industry – Internet, publishing, cable and satellite television, newspapers and radio – and those who make extensive use of consumer insights, such as retailers and medical service providers. However, our fundamental business is to provide the best customer service possible.

- We serve more clients than any other strategic media firm, with thousands of individual communication coaching sessions, seminars on presentation skills and strategy sessions on interacting with the media.
- Frank N. Magid Associates, Inc. works with the nation's top CEOs and Fortune 500 companies.
- We have helped nationally recognized journalists rise to network-level assignments at ABC, NBC, CNN, Fox News and MSNBC. We train thousands of journalists every year and consult more than 150 television stations.
- Our Entertainment Division works with all of the major Hollywood studios and television networks, as well as many video game development firms.

### Magid's Millennial work sets the standard:

While doing research for **ABC Family Channel** four years ago, researchers at Magid uncovered data that the Millennial Generation, born between 1977 and 1996, were behaving quite differently from previous generations.

"The Millennial work was groundbreaking in terms of the directions that the companies need to take and how they go about building their business," said **Steve Mosko, president of Sony Pictures Television**, who has been using the program to revamp Sony's strategies.

"Our research into the Millennials and their new attitudes is another example of how this company dictates the conversation about the direction of media," [Magid Vice-President Jack] MacKenzie said. "Four years ago, no one knew who the Millennials were. Now you see so-called 'Millennial' conferences and media companies very blatantly addressing that demo."

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