

## NASPD Presentation – June 21st

### I Introduction

Tariffs, Turbulence, & Turnover...Oh My! (Judy Garland to the Wizard)

### II What is that Edge? Employee Retention & Equipping

Forbes Research – 4 out of 10 will change jobs this year (64MM)

AARP – 10,000 Boomers retiring each day

Average age of C-Level Leaders today is 53 (youngest boomer)

Next year, that average age will fall into the Gen X group

Gallop Poll – 51% of American Workers are somewhat satisfied

Only 32% actually feel engaged with a voice at work

\$30T will be passed down to Gen X and the Millennials in 20 years

So we have at least one delusional job hopping generation receiving the most significant transfer of wealth in history? We have a lot to talk about!

### III Adding Value Approach to Equipping and Retaining your best asset

Seeing value in them

Adding value to them\*

Expecting value from them

\*Recognizing their voice

Identify their total W2 Compensation

Promote from within

Employee Reviews & Corrective Action

Merit Raises, COLA, Educational Opportunities

Award Lunches for merit and length of service

Corporate Gear – uniform patches, etc

#### **IV Most Interesting employee group to retain and equip are Millennials**

What do the boomers have in common with them?

Boomers = 1945 to 1965 Youngest today is 54

Gen X = 1965 to 1985

1/3 more spending power but 7MM less than M's

Next year – average age of C-Level Officers = Gen X

Elon Musk, Jeff Bezos, Mark Zuckerberg – notable X'rs

Some view as middle child, I see them as an elder sibling

Share values of each generation they bridge

M's = 1985 to 2005

Can we even understand them?

#### **M's and the Economy**

Hardest Hit by Recession with 19% unemployed

\$1 T in student debt

50% underemployed

Many are putting off marriage & a family

50% don't believe SS will exist when they retire

Simple fact – we are living longer

**Corp America must improve its PSP Contribution**

## **M's and their values**

They value giving with 81% donating something  
61% are worried about social causes and are involved  
They love social justice and corp involvement

### **Michael Mendoza Story**

They are more tolerant of diversity than others

### ***Make leadership groups more diverse***

Most health conscience and educated in history

### **Cap One Testimony – Cash back to Health Care!**

### **Challenge Health Care Provider – Gym Members?**

## **As Employees**

By 2025 they will be 75% of the world's workforce  
84% prefer a positive difference over recognition  
92% believe a business success is more than just profit

### **How can we be a better Corp citizen?**

They don't have the same organizational commitments

### **Flatten it out with less layers for decisions**

29% believe in face to face meetings (boomers = 45%)  
71% don't obey social media restrictions at work  
69% don't believe office attendance = job worth

### **4 hrs/mo = paid volunteer?**

## M's as Consumers

In 2015, they spent \$2.45T, 2018 = \$3.39 T

This year, they will be America's largest spending gen

41% don't have a land line

**Phone booths, phone books obsolete**

**Metals will always be needed**

32% don't trust advertising but love to YELP

**Stellar Customer Service or else!!!!**

They shoulder less cc debt than other generations

They love this new shared economy (UBER, VRBO, etc)

84% welcome financial advice but with video conf

**Raymond James Ad Campaign?**

The BB's and M's share many life experiences with much in common

	<u>Boomers</u>	<u>M's</u>
Shaping Public Opinion	Vietnam, Selma	Iraq & Afgh
Challenging Authority	Nixon 1974	Clinton 1998
Sexuality	Playboy 1953	Sexting 2005
Live Music	Woodstock 1969	Lollapalooza 1991
Genocide	18 during 20 <sup>th</sup> C	ISIS, al Qaeda
Fighting Discrimination	MLK 1965	All races/genders
Technology	PC's- 1975	WWW – 1990
Debt	CC = 1950	Shared Economy

Trauma

Pearl Harbor

Twin Towers

Cuban Missile Crisis

Two generations with many shared experiences and memories. Mentoring begins with a connection and this may be it!

## **V Conclusion**

Adding Value in Equipping and Retaining Employees - **one step at a time:**

Understanding & appreciating the generations that are coming

Seeing value in them

Adding value by mentoring and equipping

### **Bob Wieland Story**

Each step toward a shared vision by these generations is one step closer to a shared destiny that each one sees in the other. Values must be passed on. If not us, who? If not now, when? It begins with our how we treat each other.

Isadore Sharpe (4 Seasons) placed the golden rule into his mission statement.

Bob Wieland lives by that rule one step at a time, will you?

Thank you