



# Bridging the Millennial Gap

A look at generational hiring challenges.



MIKE

MONICA

ELLIS

AVELEEN

ROXIE

The Pitts Family

MONICA



STACY



TYLER



ERIKA



KATIE



REBECCA



DANA

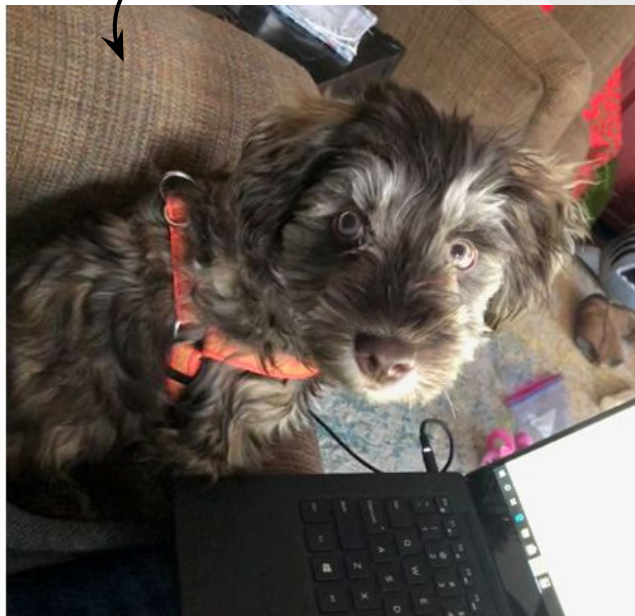


JULIE

# The MayeCreate Family



ROXIE



QUIMBY



FINN PUPP

# MayeCreate Support Staff

**We solve marketing problems.**



Even the dogs.



**Mostly online.**

Does he  
like me?

**I don't have the answer.**





Does he  
like me?




**You do.**



# The Challenge

The image shows the interior of a bus, viewed from the back of the vehicle looking towards the front. The seats are blue with a colorful, abstract pattern. Yellow handrails are visible throughout the cabin. The floor is a light grey color. The text "Finding the right people for the right seats on the bus." is overlaid in white on the lower right portion of the image.

**Finding the right people for  
the right seats on the bus.**

A photograph of a road construction site. In the foreground, a dark asphalt surface is being laid on a light-colored concrete base. A yellow paver machine is visible in the middle ground, with several workers in high-visibility vests standing around it. The background shows a clear blue sky and some distant trees.

**For the first time in history, the American workforce is populated by four generations, 50% of which are Millennials.**

from LinkedIn.com

Some brands succeeded.



TARGET



Others not so much.

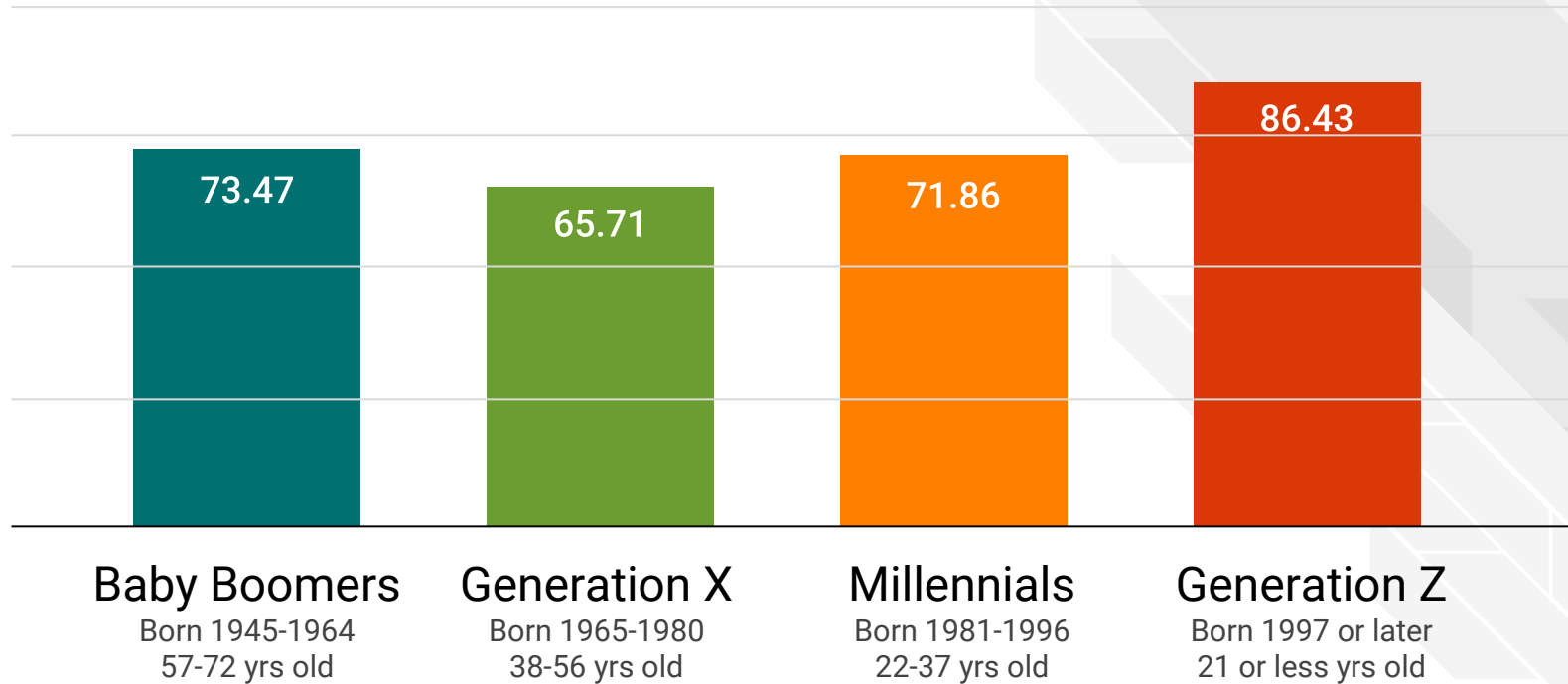


# Millennial

What comes to mind?



# Population in Millions



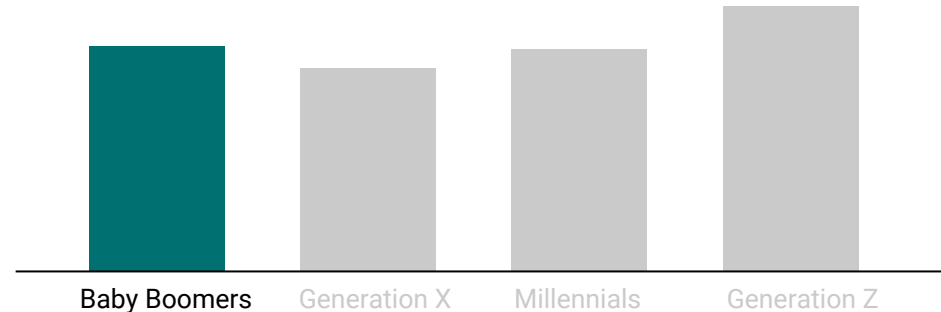
# Baby Boomers

Born 1946-1964

57-72 yrs old

“We’re just getting started.”

“We’re not ready to lay down and just be grandparents.”



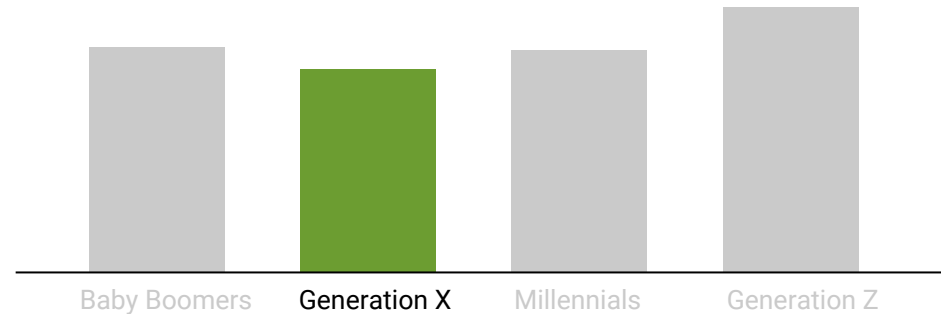


# Generation X

Born 1965-1980

38-53 yrs old

“I have to manage them ALL.”



# Millennials

Born 1981-1996

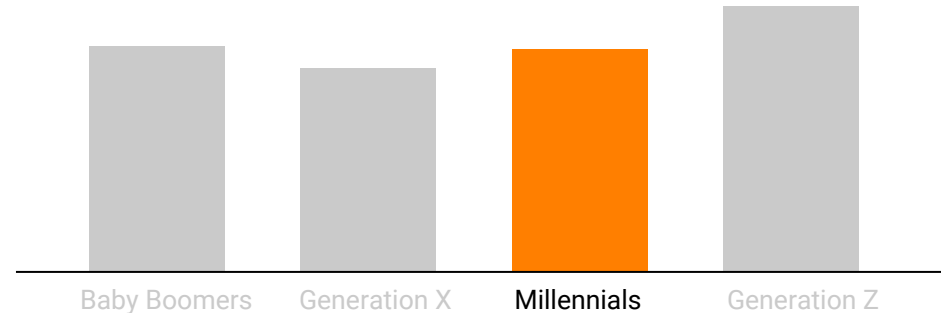
22-37 yrs old

“This is all wrong.”

“I’ve got a really great idea to fix this.”

“When can I move up?”

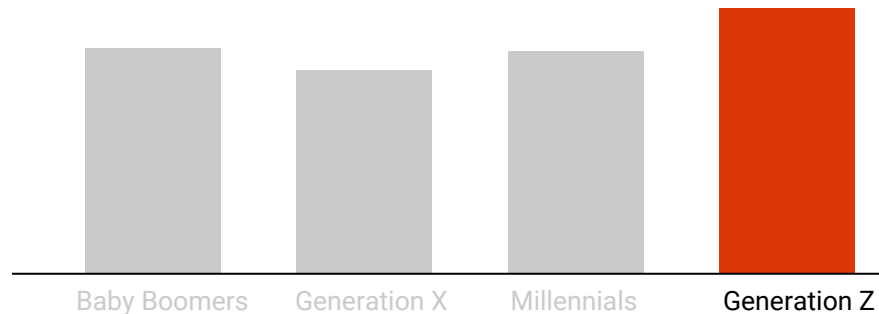
“What’s in it for me?”



# Generation Z

Born 1997 and later  
21 yrs old and younger

“I’m so excited to be here!”



**There's nothing wrong with  
the younger generation that  
becoming taxpayers won't cure.**

-Dan Bennett  
Comedian

There's nothing wrong with  
the younger generation that  
becoming taxpayers <sup>^</sup> won't cure.  
*or parents*

-Dan Bennett's words adapted by Monica Pitts

**The problem with hiring millennials is  
their age, not their generation.**

-Matthew Goldman  
Co Founder and CEO of Wallaby

*past*  
The  $\wedge$  problem with hiring millennials ~~is~~ *was*  
their age, not their generation.

-Matthew Goldman's words adapted by Monica Pitts



# 10.8 million

Millennial households have children



Brands favored **pre-kids**.



Brands favored **post-kids**.



from [barkleyus.com](http://barkleyus.com)



# What are Millennials like as parents?



cared for by  
parent at home



go to licensed  
daycare



cared for by relative  
in relative's home



cared for by relative  
in child's home

The majority of preschool age children raised by millennials are cared for by a parent at home.

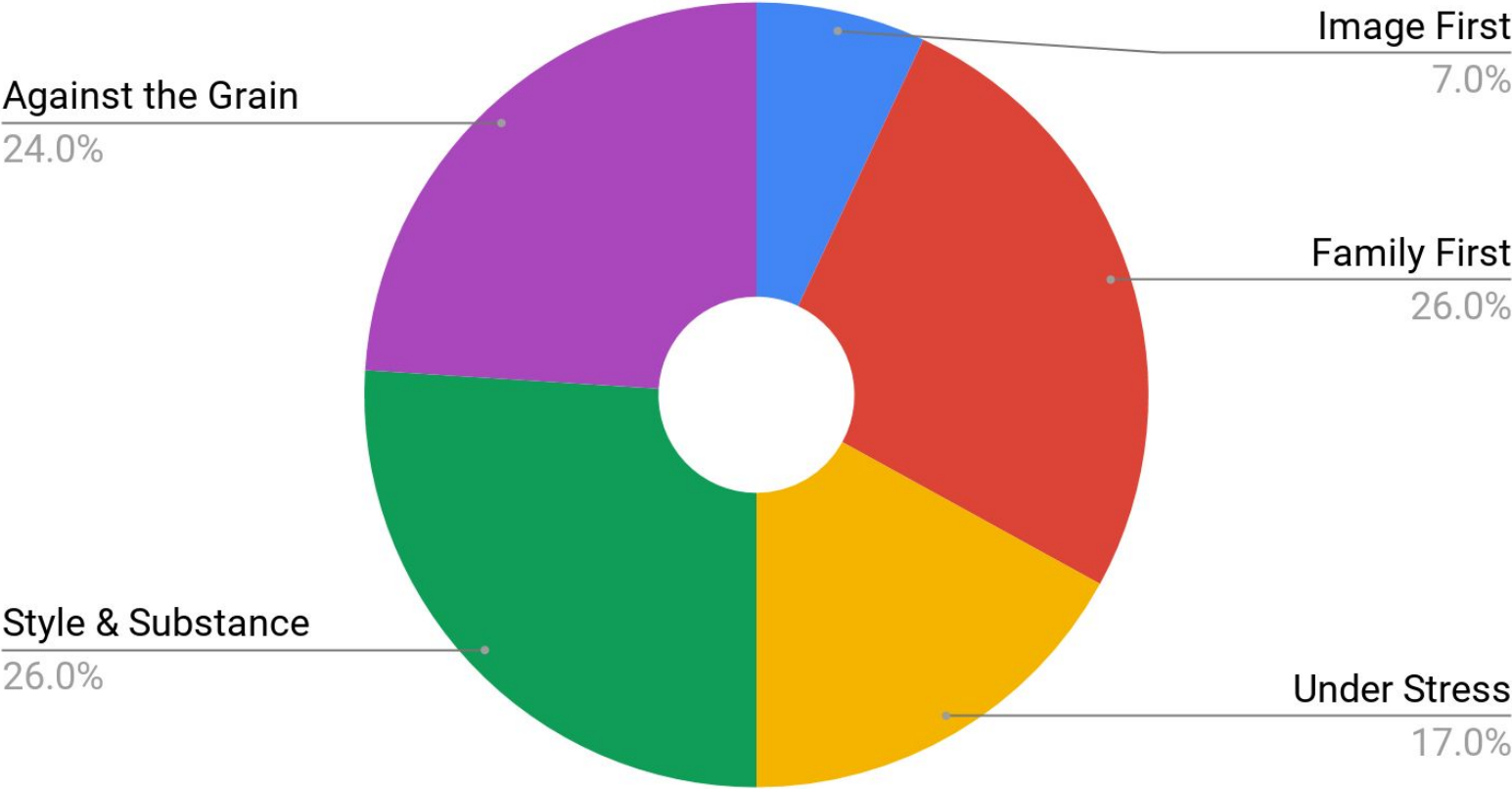
## What are Millennials like as parents?

**7%**

### Image First - “Typical Millennial”

- Image-conscious
- Confident
- Ambitious
- Attached to social media
- Thrives on constant interconnection

# 5 Segments of Millennial Parents



from barkleyus.com

# Long Term Career Goals

## PERCENTAGE OF RESPONDENTS WITH THE FOLLOWING LONG-TERM GOALS

|  | Millennials | Gen X | Baby Boomers |
|--|-------------|-------|--------------|
| Make a positive impact on my organization              | 25%         | 21%   | 23%          |
| Help solve social and/or environmental challenges      | 22          | 20    | 24           |
| Work with a diverse group of people                    | 22          | 22    | 21           |
| Work for an organization among the best in my industry | 21          | 25    | 23           |
| Do work I am passionate about                          | 20          | 21    | 23           |
| Become an expert in my field                           | 20          | 20    | 15           |
| Manage my work-life balance                            | 18          | 22    | 21           |
| Become a senior leader                                 | 18          | 18    | 18           |
| Achieve financial security                             | 17          | 16    | 18           |
| Start my own business                                  | 17          | 12    | 15           |

# Long Term Career Goals

PERCENTAGE OF RESPONDENTS WITH THE FOLLOWING LONG-TERM GOALS

|  | Millennials | Gen X | Baby Boomers |
|--|-------------|-------|--------------|
| Make a positive impact on my organization              | 25%         | 21%   | 23%          |
| Help solve social and/or environmental challenges      | 22          | 20    | 24           |
| Work with a diverse group of people                    | 22          | 22    | 21           |
| Work for an organization among the best in my industry | 21          | 25    | 23           |
| Do work I am passionate about                          | 20          | 21    | 23           |
| Become an expert in my field                           | 20          | 20    | 15           |
| Manage my work-life balance                            | 18          | 22    | 21           |
| Become a senior leader                                 | 18          | 18    | 18           |
| Achieve financial security                             | 17          | 16    | 18           |
| Start my own business                                  | 17          | 12    | 15           |

**At their core, Boomers, Gen X, and Millennials  
are actually not that different (anymore).**

**They intake information differently.**



**They make decisions differently.**

# Don't hate.

Appreciate the differences and  
adapt to accommodate.





# We want need these qualities

Entrepreneurial

Collaborative

Technological

Cautious

Appreciate Feedback

Idealistic

Not Money Hungry

Motivated

Question Conventions

Independant



# SWOT

How can you accommodate?



# Strengths

Competitive advantages



## **Strengths:** Why you're great clients

→ Honesty

→ Down to earth

→ Transparency

→ Value input

→ Longevity

→ Family oriented

→ Respectful

→ Generous

**You pay your bills.**



## **Strengths:** Why you're great employers

- Generous pay
- Experienced management
- Advancement potential
- Training opportunities
- Retirement
- Paid time off
- Value employees
- Family first



# You're awesome

Except for those pesky little weaknesses...





# Weaknesses = Opportunities

Opportunities for improvement

Weakness #1

# Limiting beliefs



Limiting Belief

**Millennials Suck**

Opportunity

*DO NOT*  
**Millennials ^ Suck**

Limiting Belief

**Hiring = HR Process**

Opportunity

Hiring = *SALES* ~~HR~~ Process







Let it go.

Weakness #2

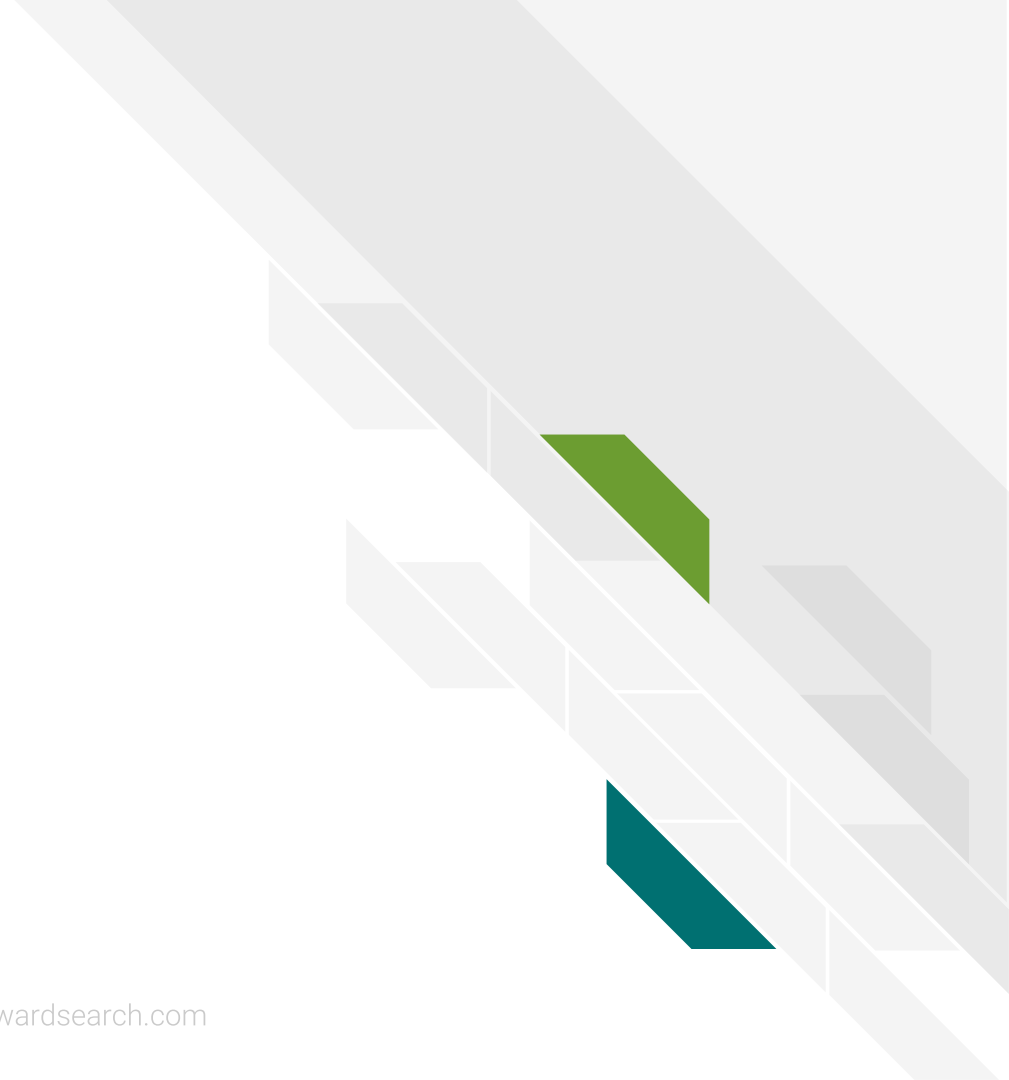
**Lack of flexibility**



# 45%

Of Millennials will choose  
**flexibility** over pay.

from onwardsearch.com



# 89%

Of Millennials prefer to  
**choose where they work**  
versus taking a nine-to-five job.

from [onwardsearch.com](http://onwardsearch.com)







| COFFEE          |      |
|-----------------|------|
| Drip            | 4.25 |
| French Press    | 4.25 |
| Cold Brew       | 4.25 |
| Espresso        | 4.25 |
| Double Shot     | 4.25 |
| Latte           | 4.25 |
| Cappuccino      | 4.25 |
| Mocha           | 4.25 |
| Hot Chocolate   | 4.25 |
| Tea             | 3.00 |
| Hot Tea         | 3.00 |
| Iced Tea        | 3.00 |
| Charlottesville | 3.00 |
| Hot Chocolate   | 3.00 |

Weakness #3

**Outdated hiring process**



# 19%

Of brides **found their spouse online** in 2017.\*

That's up **14%** from 2015.\*\*

\*from the knot survey of 14,000 engaged or recently married individuals

\*\*from 2015 Pew Research poll





# 78%

Of Millennials use their **mobile devices to search for jobs** as of 2016. **73% of Gen X** and **52.2% of Boomers** search for jobs on their phones.

ONLY

**27%**

Of adults age 30-49 live in a home with a desktop or laptop computer.

**88% have smartphones.**

from [pewinternet.org](http://pewinternet.org)

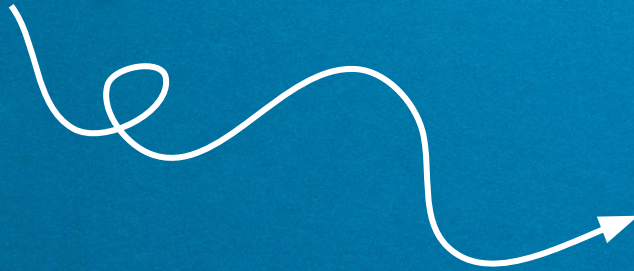


**Get to the point Monica.**

go  
mobile  
or  
get  
burned



**Opportunity**





**Having a website isn't enough.**

Google thinks you're a paving company,  
not a job board.



Google

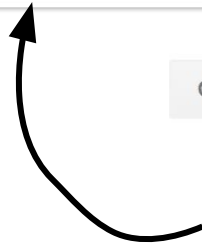
construction job boards



Google Search

I'm Feeling Lucky

**Opportunity**



Weakness #4

**Too humble**







# Having a website isn't enough.

Job seekers are looking for different information than sales prospects.



# 84%

Of job seekers would **consider leaving** their current job if offered a job by a company with an **excellent reputation.**

# 69%

Of job seekers **would not take a job** with a company that has a **bad reputation** -- even if unemployed.

Go outside your  
comfort zone.



# 79%

Of job seekers use **social media** in their job search. This figure increases to **86% of younger job seekers** who are in the first 10 years of their careers.



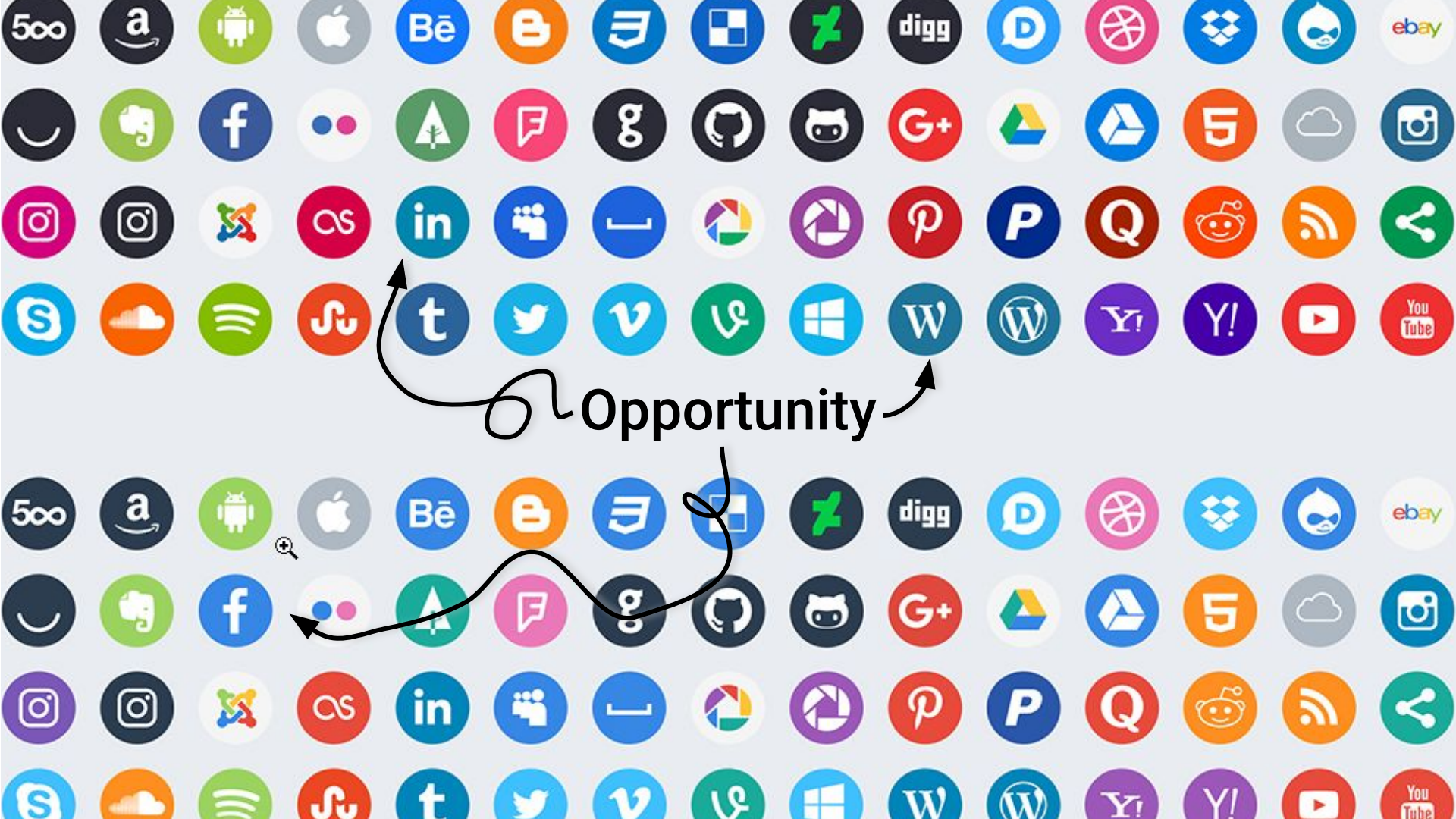
Opportunity





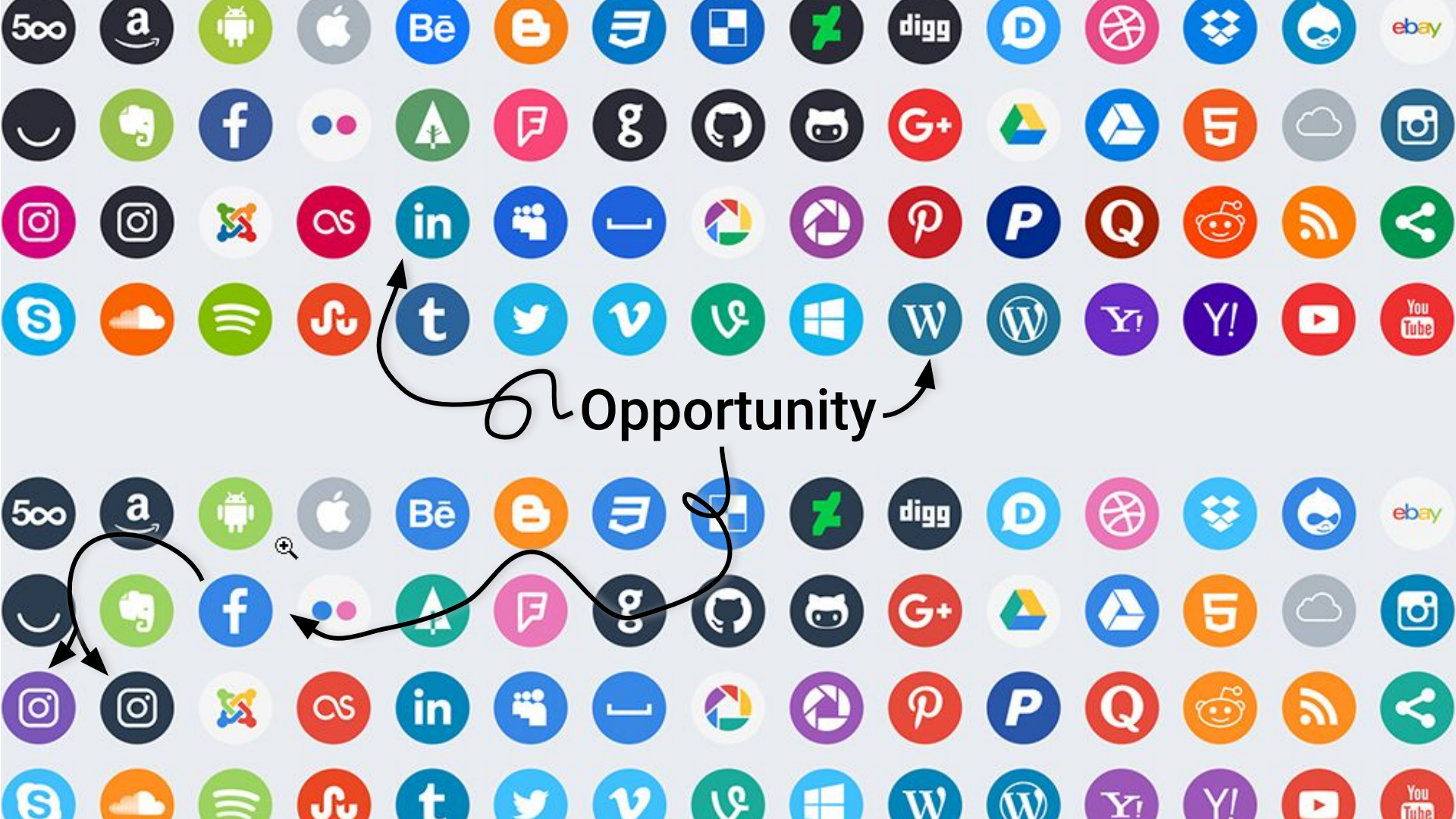
Opportunity





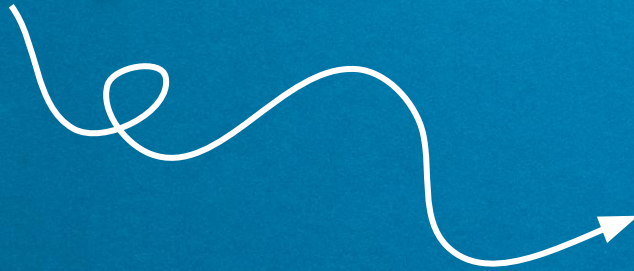
Opportunity





Opportunity

**Opportunity**



them

where

they

are

meet

Weakness #5

**Low awareness**





**Start young**





Opportunity



# Threats

Expecting different results  
from the same actions.

**What happens if you do nothing?**



Not so much.



JCPenney

SEARS

# What's your hypothesis?

- At their core, Boomers, Gen X, and Millennials are actually not that different (anymore). Let it go.
- They intake information differently. They make decisions differently.
- They hunt for jobs online using their phone.
- Hiring is a sales process.
- You are awesome.
- Having a website isn't enough.
- Practice the humble brag - tell your story.
- Meet job seekers where they are.
- Advocate young.





# Questions?

Bridging the Millennial Gap

**PRESENTED BY: Monica Pitts**



@MayeCreate



@MayeCreate



@MayeCreate



MayeCreate  
DESIGN

Find these slides at: [mayecreate.com/blog/mapa-millennial-hiring-talk/](https://mayecreate.com/blog/mapa-millennial-hiring-talk/)