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Grow Your Business

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## GENERATIONAL PRECONCEPTIONS

absorbed ambitious attention bright centered  
connected creative debt dependent driven  
**entitled** ethic expectations flexible focused free fun  
hard immature impatient lack **lazy** life  
media motivated oriented phones problem  
savvy **self** self-centered selfies selfish sensitive  
smart snowflake **social** sometimes special spirits  
spoiled tech **technology** unmotivated  
unrealistic unreliable value willingness **work** young





## WHAT MILL-Z BRING TO THE TABLE

- Tech Savvy and comfortable Utilizing Tools
- Collaborate by Nature
- A Fresh Perspective
- Help engage a Younger Demographic
- Quickly becoming the Decision Maker for our Core Customer Group

## EMPOWERMENT

- WANT Responsibility
- Share the Goal Line
- Set Clear Goals
- Set Expectations Upfront

## RECOGNITION

- Provide Feedback and Opportunities for Additional Development
- Welcome New Ideas to Old Problems

If you give a millennial a trophy,



## TRAINING & MENTORSHIP

- OUR job, not Theirs
- WANT to Learn
- Accommodate Different Learning Styles
- What if We Don't Train Them?
- Partner Veterans and New Hires



## COMMUNICATION

- What is YOUR shared Mission, Vision, and Values?
- Is it Sticky, Portable, and Simple to Remember?

### Old Mission Statement

Creating musical communities by providing the knowledge, products, and services people need to experience the power of making music.

### New Mission Statement

Play now. Play for life.

## COMMUNICATION

- Constancy and Consistency





## IT'S ABOUT THE WHY

- Want to be Involved
- Not going to follow Blindly
- Share Big Picture – Discuss It
- Don't Simply Assign Mundane Tasks



## WHAT HAS WORKED...IN YOUR WORDS

- “Don’t lecture ...WORST Way to teach. Share info...[Treat them] as if they are not just a cog in a machine”
- “Fun Night Out - meet for a drink and an appetizer as a group...”
- “Purpose...given to even the smallest of tasks...must feel empowered...”
- “Patience...help to develop their leadership skills.”

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