Please Understand Us: How to Attract and Retain Millennials

ABMS Conference 2017
Presented By Amelie Karam
Work-Life Balance Ideas:

• Flexibility with family-related activities
• Option to work from home a few days a week/month
• Opportunity to change shifts if needed
The Generations Defined

The Millennial Generation
Born: 1981-1997
Age of Adults in 2017: 20-36

Generation X
Born: 1965-1980
Age of Adults in 2017: 37-52

Baby Boomers
Born: 1946-1964
Age of Adults in 2017: 53-71

The Silent Generation
Born: 1928-1945
Age of Adults in 2017: 72-89

*Pew Research 2015

The Greatest Generation
Born before 1928
Age of Adults in 2017: 90 and older
By 2029, all Baby Boomers will have reached age 65.

*AARP 2011

In 2015, Millennials surpassed Generation X as being the largest generational group in the American workforce.

*Pew Research 2015
What Millennials Want in Healthcare
When Millennials need healthcare, what do they find as the most important factor?

a) Online scheduling and registration
b) Care and compassion of practitioner
c) Safety and quality
d) Latest technology

*Amelie Karam: Millennial Healthcare Survey 2016*
When Millennials need healthcare, what do they find as the most important factor?

a) Online scheduling and registration
b) Care and compassion of practitioner
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*Amelie Karam: Millennial Healthcare Survey 2016*
### Millennials

<table>
<thead>
<tr>
<th>Service</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Scheduling</td>
<td>17.10%</td>
</tr>
<tr>
<td>Same Day Appointments</td>
<td>30.57%</td>
</tr>
<tr>
<td>Wait Times</td>
<td>46.39%</td>
</tr>
<tr>
<td>Latest Technology</td>
<td>27.32%</td>
</tr>
<tr>
<td>Connection to Social Media</td>
<td>4.15%</td>
</tr>
<tr>
<td>Cost</td>
<td>5.15%</td>
</tr>
<tr>
<td>Out-of-Pocket Fees</td>
<td>7.14%</td>
</tr>
<tr>
<td>Friendliness of Staff</td>
<td>24.90%</td>
</tr>
<tr>
<td>Care and Compassion</td>
<td>64.95%</td>
</tr>
<tr>
<td>Safety and Quality</td>
<td>79.90%</td>
</tr>
<tr>
<td>Very Important</td>
<td>91.19%</td>
</tr>
</tbody>
</table>

### Baby Boomers

<table>
<thead>
<tr>
<th>Service</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Scheduling</td>
<td>6.12%</td>
</tr>
<tr>
<td>Same Day Appointments</td>
<td>22.45%</td>
</tr>
<tr>
<td>Wait Times</td>
<td>44.10%</td>
</tr>
<tr>
<td>Latest Technology</td>
<td>55.10%</td>
</tr>
<tr>
<td>Connection to Social Media</td>
<td>10.20%</td>
</tr>
<tr>
<td>Wi-Fi and Entertainment</td>
<td>6.12%</td>
</tr>
<tr>
<td>Cost</td>
<td>5.15%</td>
</tr>
<tr>
<td>Out-of-Pocket Fees</td>
<td>74.09%</td>
</tr>
<tr>
<td>Friendliness of Staff</td>
<td>76.29%</td>
</tr>
<tr>
<td>Care and Compassion</td>
<td>61.22%</td>
</tr>
<tr>
<td>Safety and Quality</td>
<td>79.90%</td>
</tr>
<tr>
<td>Very Important</td>
<td>88.80%</td>
</tr>
</tbody>
</table>

*Amelie Karam: Millennial Healthcare Survey 2016*
Strengths and Weaknesses
Strengths

- Tech Dependent
- Social Media Machines
- Enthusiastic
- Inclusive
- Self-Sufficient
Weaknesses

- Entitled
- No Sense of Commitment
- Not Hard Workers
- Know-It-All Attitude
#MillennialsAreConnected

Don’t forget, Millennials share their opinions on social media.

Have clearly stated cell phone policies.

Be aware of your Millennials’ online presence.

Use your Millennials’ connectivity for your benefit.
How to address a Millennial and their cell phone use:

• Have a clearly stated cell phone policy.
• Offer cell phone “friendly” times.
• Have a “no cell phone” conference room policy.

“There should be no cell phones in conference rooms. None, zero. When sitting and waiting for a meeting to start, instead of using your phone with your head down, everyone should be focused on building relationships”

*Simon Sinek 2016
Work-Life Balance Ideas:

- Flexibility with family-related activities
- Option to work from home a few days a week/month
- Opportunity to change shifts if needed
The Millennial Physician
What Millennial physicians look for in a future community:

- Proximity to extended family
- Leisure activities
- Affordability of living in a city
- Size of city
Top 3 factors Millennial physicians seek when interviewing:

1. Strong work-life balance
2. Competitive pay
3. Tailored Pitch
Millennials and Work-Life Balance
These events have impacted Millennials’ desire for a strong work-life balance.
Work-Life Balance Ideas:

1. Flexibility with family related events
2. Option to work from home
3. Flexibility with shift changes
Work-Life Balance Ideas:

• Flexibility with family-related activities
• Option to work from home a few days a week/month
• Opportunity to change shifts if needed
Everyone has a story.

43% of Millennials have been through an event forcing them to mature more quickly than their age suggests.

*Amelie Karam: Millennial Survey 2015*
Creating a Millennial Culture
What Millennials Want:

• Flexible hours
• Meaningful work
• Relaxed and efficient workplace
• Good benefits and perks
“Happiness led to a **12%** spike in productivity, while unhappy workers proved **10%** less productive.”

*University of Warwick 2015*
Work-Life Balance Ideas:

• Flexibility with family-related activities
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The more satisfied your employees are in their work, the more satisfied your patients and/or customers will be.
How can you make your healthcare organization stand out from the other healthcare organization?

Create a culture of meaning and purpose.
Millennials want a culture that is:

- Well-defined
- Properly executed
- Makes an impact
- Gives their work meaning and purpose
You have to stand out.
Virgin America Safety Video #VXsafetydance

Virgin America knows all the places you wanna be

https://www.youtube.com/watch?v=DtyfiPlHsIg
Work-Life Balance Ideas:

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How and Why to Affirm Millennials
Millennials have a strong need for affirmation.

99% of Millennials surveyed said affirmation was important.

*Amelie Karam: Millennial Survey 2016*
How do Millennials like to receive affirmation?

a) Verbally in private  
b) Verbally in public  
c) Sent in an email  
d) Handwritten in a note

Millennials like to receive affirmation from their **coworkers** or **direct boss**.

*Amelie Karam: Millennial Survey 2016*
Clearly state spoken and unspoken office rules.
Collaborating with Millennials
100% of Millennials surveyed wanted to be heard and asked for input at work.

*Amelie Karam: Millennial Survey 2015*
Ways to involve Millennials:

• Collaborate when decision making
• Offer a Mentoring/Reverse-Mentoring program
• Have a Millennial representative on the board
• Construct a multi-generational strategic planning committee
Generational Changes
Generational Changes
Millennials and the dress code

40% of Millennials have at least one tattoo.

79% of Millennials think they should be able to wear jeans to work at least some of the time.

*Pew Research 2010

*MTV, No Collar Workers 2012
Clearly state the dress code policy.

Possibly have a Millennial help when re-evaluating the dress code policy.
Work-Life Balance Ideas:

- Flexibility with family-related activities
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Millennials average **five** business trips a year.

*Boston Consulting Group 2013*
Ask your Millennials if they have gathered new ideas or information through their travels, living in other cities, or working with other companies.
Work-Life Balance Ideas:

• Flexibility with family-related activities
• Option to work from home a few days a week/month
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Millennials vary by culture.
*Harvard Business Review Study 2015

**MILLENIALS WANT TO BE LEADERS FOR DIFFERENT REASONS**

*What is it you consider most attractive in a managerial/leadership role?*

<table>
<thead>
<tr>
<th>Percentage of Respondents</th>
<th>60%</th>
<th>40%</th>
<th>20%</th>
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</thead>
<tbody>
<tr>
<td>Africa</td>
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<tr>
<td>Asia-Pacific</td>
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<tr>
<td>Central &amp; Eastern Europe</td>
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<td>Latin America</td>
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<td>Middle East</td>
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<td>North America</td>
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<tr>
<td>Western Europe</td>
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</tbody>
</table>

**SOURCE** “MILLENNIALS: UNDERSTANDING A MISUNDERSTOOD GENERATION”

HBR.ORG
Takeaways
Takeaway #1

To attract and retain top talent you must:

- Stay up-to-date with technology
- Create a culture of meaning and purpose
- Treat each Millennial as an individual
Takeaway #2

Build a community within the workplace that is supported by individual relationships.

• Promote team building
• Possibly think about cell phone free conference rooms
• Get to know your Millennials and their “stories”
Takeaway #3

Be aware of Millennials’ needs in the workplace to help them feel satisfied with their job.

• Work-life balance
• Flexible hours
• Meaningful work
• Benefits and perks
Takeaway #4

Involving and understanding your Millennials will help them feel motivated.

• Affirmation is always appreciated
• Millennials want to feel heard
• Collaborate with your multi-generational workforce
Takeaway #5

Check in often with your Millennials.

• This will help to ensure they are on track with their work.
• Checking in will help connect to your Millennials.
• Clearly state your expectations for them.
Work-Life Balance Ideas:

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And now, my talk will end
And so we face, the final curtain
Since we, are now all “friends”
I’ll get “likes,” of that I’m certain
Millennials, are here to stay
We’ll travel each, and every airway
Posting pics, on Instagram
We do it our way
News travels fast, from afar
With the new, Smartphone invention
The world, shaped who we are
We see it through, online connection
Affirmation would be bliss
Our ideas could be your heyday
And more, much more than this
We do it our way
Yes there were times, I’m sure you knew
We surfed the net, with work to do
And through it all, when there was doubt
Millennials, we should log out
Snapchat and all, we text, not call
We do it our way
Questions
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