The Millennial Whisperer

The practical, profit-focused playbook for working with and motivating the world's largest generation.

Workbook

Chris Tuff

Free Millennial Leadership Assessment

If you've already read the book, you know I'm a big believer in the old phrase, "what gets measured gets done."

That's why I made sure the book was packed with practical, profit-focused strategies based on the best and latest research on leading Millennials in the workplace and created this workbook to help you start to think about how the strategies could work in your unique situation.

To that end, we partnered with G360 Talent Development to build a custom Millennial Leadership Assessment to allow you to analyze your strengths and identify areas for improvement in leading Millennials.

This powerful tool was developed by a team led by Dr. Brian Griffith, a professor,author, and former director of the Human and Organizational Development Program at Vanderbilt University.

And the good news is, every reader of The Millennial Whisperer can take the Millennial Leadership Assessment for free.

Before you start this workbook, I suggest taking the assessment to establish your baseline strengths and potential areas for improvement.

To claim your free Millennial Leadership Assessment, visit the book's Resources page at TheMillennialWhisperer.com/BookResources.

Introduction

Debunking the Millennial Myths:

Recognizing That Millennials Have Been Misunderstood and Mismanaged

1. Millennials are inspired by the impact their organization makes on the world. Write down some positive impacts your company makes on the world. You can have one or you can have a dozen. They can be huge or they can be small. Anything counts.

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2. Take a moment to think about how each member of your team contributes to the impact your organization makes on the world. Write down the contribution of each team member. If you're struggling to do this then challenge your team to each write down three things they do to make a step toward the impact.

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3. What small wins or hurdles can you set up to acknowledge your team and make sure each team member is staying on track?

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4. Be transparent with your team. What information can you share, with them, about the role profits play into the bigger purpose of the company? How does their role impact profits?

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5. What are the main goals of the organization? What are the main goals of each (or your) team or department? How do these goals define success for you? One year from now where do you want your team or organization to be?

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6. What boundaries can you set up to keep people moving in the right direction to achieve that one goal without having to micromanage each step of the way?

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Chapter 1

Creating a Culture for Millennials to Thrive: Attracting, Retaining, and Setting up Millennials for Success

1. Use this 5-point model to develop your company culture. Make sure that you establish guidelines around how your organization deals with each of these critical questions:

   A. How will you treat each other?

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   B. How will you act within the group?

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   C. How will you deal with the negative things?

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   D. How will you connect with your team?

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   E. How will you connect your team with each other?

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2. What steps are you taking to ensure that your organization is doing something about diversity and inclusion?

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3. Take a moment to write down your expectations. Then, after writing down your expectations, see if you are meeting them. This will show you if you are creating a culture of hypocrisy towards your Millennial workers.

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4. Write down some examples, that happened over the last month or so, where you took time out of your day to show your Millennial workers respect and recognition by doing a "fly by." If you can't think of any examples then you know that's something you need to work on and change. It'll only take five minutes and means a lot to Millennials.

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Chapter 2

Attracting the Right Millennials:

Giving Your Company and Your Millennial Team Members a Built-In Advantage

1. What are you doing to attract the right Millennials to your company? Is your culture appealing to Millennials? How are you finding prospective employees?

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2. What are you doing to involve your team in the hiring process?

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3. What measures do you take to get the right Millennials on your team? Do you put personality over pedigree? Are you doing a freelance-to-hire process? Do you hire slow and fire fast? Do you have an inspirational leader do the interviewing rather than a mid-level manager?

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4. How are you utilizing social media? Are you using it for digital marketing? Are you building relationships with it?

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Chapter 3

Getting and Keeping Millennials Engaged:

Unlocking the Power of Such a Passionate and Resourceful Generation

1. I encourage you to follow Millennial employees on social media for 30 days. After following them on social media, for 30 days, write down the ways that it has strengthened your relationships with your Millennial employees.

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2. How have you gotten real with your Millennial employees? Have you shown your personal side to them? They need to understand that you're human too.

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3. Creating genuine relationships is critical to getting and keeping Millennials engaged. What steps are you taking to create genuine relationships with your Millennial employees? If you can't think of what steps you've taken then it's time you start taking them.

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4. What are some examples of passions that your Millennial employees have outside of work? Are you letting them pursue their passions within the workplace?

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Chapter 4

Managing Millennial Angst:

Keeping Them Focused and Removing Distractions

1. It's important to give Millennials opportunities to learn that the grass isn't always greener on the other side. Encourage them to pursue their pipe dreams. What are some instances where you've given Millennial team members a safe space to fly? When have you allowed them to use a small portion of their workday to explore side hustles and passion projects?

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2. Knowing that you can make a mistake without putting your job in jeopardy allows you to be more creative and take more risks. Don't rule with an iron fist. Show sympathy. When have you shown sympathy towards your Millennial employees after they made a mistake?

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3. Phones can be a big distraction from connecting with one another. When have you gotten your team to unplug and unwind? Did they connect better as a result?

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4. When have you gotten feedback from an employee? How did it resonate with you? If you haven't gotten feedback from an employee then it's time you ask for it. Be willing to listen. If you're not willing to take it then forget about dishing it out.

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Chapter 5

Rewarding and Recognizing Millennials:

Saving Money and Finding Better Incentives

1. You can either rule with a carrot or with a stick. The carrot wins every time. What is an example of you ruling with a carrot and not a stick? Are there any examples where you ruled with a stick? How can you learn from that and rule with a carrot next time that happens?

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2. It's hard to retain Millennials. What's an example of a Millennial leaving your company after a short span of time? What could you have done better to retain them?

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3. When was the last time you held an in-person meeting with one of your Millennial employees? If it wasn't in the last two weeks you need to work on that. Bi-weekly touch-base meetings build relationships with your employees so that it's easier to retain them.

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4. What have you done to recognize your team members? It's good to find creative ways to reward them. Memorable experiences and thoughtful gifts go a long way.

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Chapter 6

Getting the Most out of Millennials:

Unleashing the Full Power of the Your Team

1. Millennials are obsessed with experiences. When was the last time you gave them a memorable experience? I, for example, had my team do a Bad Axe Throwing event that increased productivity by at least 50 percent for a week afterwards. Think of something you can do, with your team, to provide an experience that will increase productivity.

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2. Investing in your employees is a great way to build their loyalty and willingness to go the extra mile for you. Putting money into tools and training that equip your Millennial team members to do their jobs better can absolutely transform their job performance and company wide profitability. When was the last time you invested in your employees?

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3. If an employee can't be trusted to get the work done then they don't deserve to be on your team. Do you trust all of your team members to get the work done? If not you may need to reconsider their employment.

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4. Who, on your team, can you cut some slack? Millennials appreciate work schedules that meet their needs. Is there a mother who asked for a few hours off to go to her kids soccer game? Think about some of your employees, who have asked for time off, and give them what they want.

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Chapter 7

Promoting Millennials:

Motivating Them to Advance up the Corporate Ladder

1. Millennials expect promotions. What are you doing to satisfy your team members' ambitions?

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2. Millennials want to be able to put their finger on the impact that their individual contribution is making. They need to know they're contributing to a bigger purpose before they'll give you their continued best effort. How are you conveying, to your Millennial employees, that their contribution has a bigger purpose?

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Chapter 8

Maintaining Millennial Morale:

What to Do When Things Go Wrong or You Need to Have Difficult Conversations

1. Negativity is extremely damaging to the workplace. Failing to proactively maintain a culture of positivity will disrupt employee engagement and productivity. What are you doing to maintain a culture of positivity and get rid of negativity?

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2. For the sake of your team let any negative people go. Remember that your entire team is watching to see if you'll stick up for the good of the whole. Who on your team is a source of negativity?

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3. Give your employees "nose flicks" rather than quarterly gut punches. Create a culture of real-time feedback. When have you given your employees nose flicks? If you haven't recently then it's time you do some reflection and find some noses.

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Make it Happen

1. How much money have you saved by eliminating things that don't matter to your Millennial team members? What else can you eliminate?

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2. How has the positive energy in your team, department, or company boosted after applying the principles of this book?

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3. What shifted in how your team members interact with each other after you implemented the strategies of this book? Do they now work better together and support each other well?

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Curious about how you are performing as a Millennial Whisperer? Remember to take the Millennial Leadership Assessment and Get Resources and Implementation Materials to Become a Millennial Whisperer at TheMillennialWhisperer.com/BookResources

If you want even more help and guidance getting the most out of the incredible Millennial generation, check out TheMillennialWhisperer.com/ImplementationWorkshops and learn how you and your team can learn more from Chris and his team of hand-chosen implementation specialists.