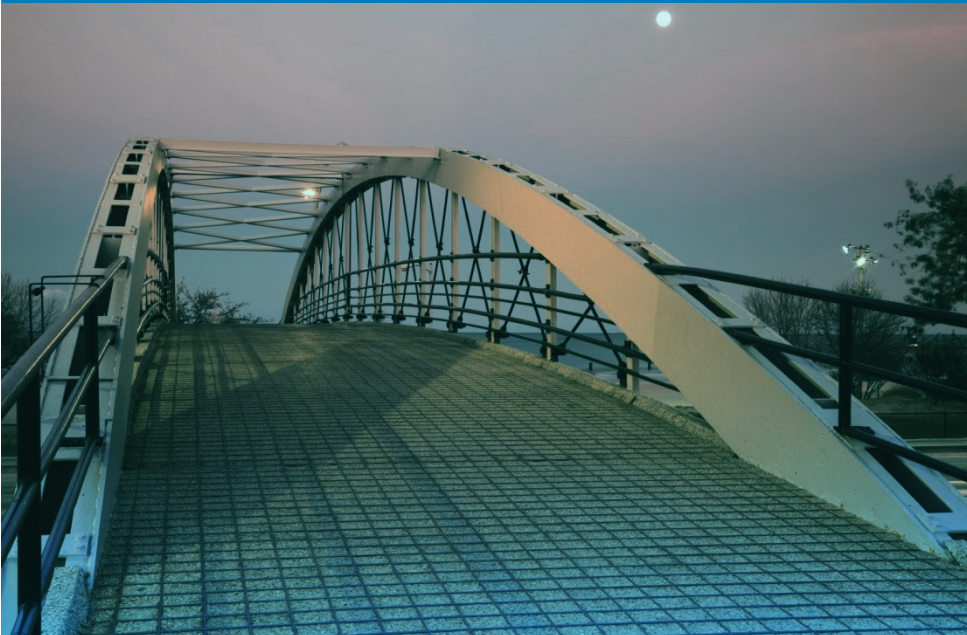


Finding, Training, Motivating and Keeping the Next Generation of Workers

FEMSA/FAMA Presentation 9-27-13



MID AMERICAN GROUP
— THE LEADING EDGE™

Who Are They

- Generation Y – a.k.a. the Millennials – is made up of 63 million Americans born roughly between 1980 and 1995.
- They're young, smart and brash.
- They want to work, but they don't want work to be their life.
- Generation Y will comprise more than 40% of U.S workers by 2020.

60 Minutes – Who are Millennials

- www.youtube.com/watch?v=owwM6FpWWoQ

Number Play

16.3

- The percentage of millennials who are unemployed in the United States, according to the [United States Labor Department](#), this is even more alarming when paired with a [Harvard study](#) finding that just 6 in 10 millennials have a job, half of which jobs are part-time.

21.6

- The total number, in millions, of [millennials who lived in their parents' home](#) in 2012, up from 18.5 million of their same-aged counterparts in 2007.
“We simply can't afford to live on our own.”

Number Play

538

- The percentage increase of college tuition cost across the country for our generation; according to Bloomberg, over the last 28 years tuition expenses have increased 538 percent. This has made college nearly unaffordable and created high demand for those student loans, which leaves us with the next dreaded number...

\$26,600

- The average student loan debt of the two thirds of millennials who graduate from college with outstanding debt.

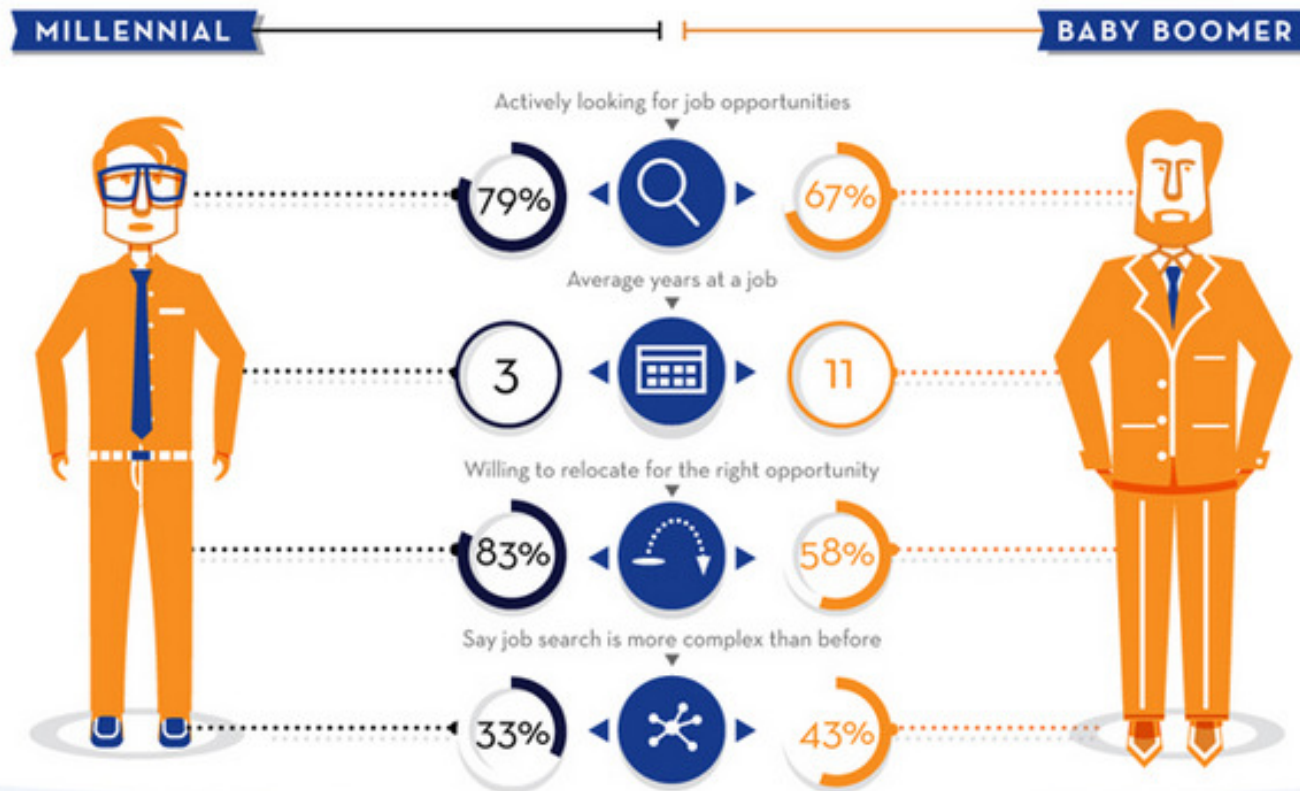


Finding & Attracting Millennials

Generational Difference

THE GENERATIONAL DIFFERENCE

How the search for jobs differs by generation:



What Job Sources do they look at?

SEARCH

Google

bing

YAHOO!

AOL

JOB BOARDS

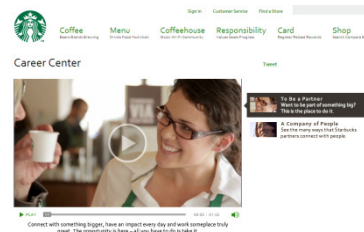
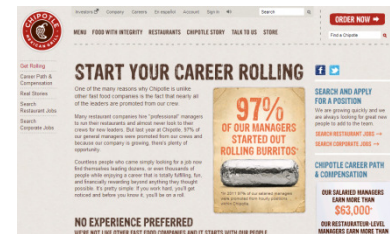
careerbuilder.com

monster

simply|hired

indeed
one search. all jobs.

CAREER SITES



SOCIAL

facebook

LinkedIn



Instagram

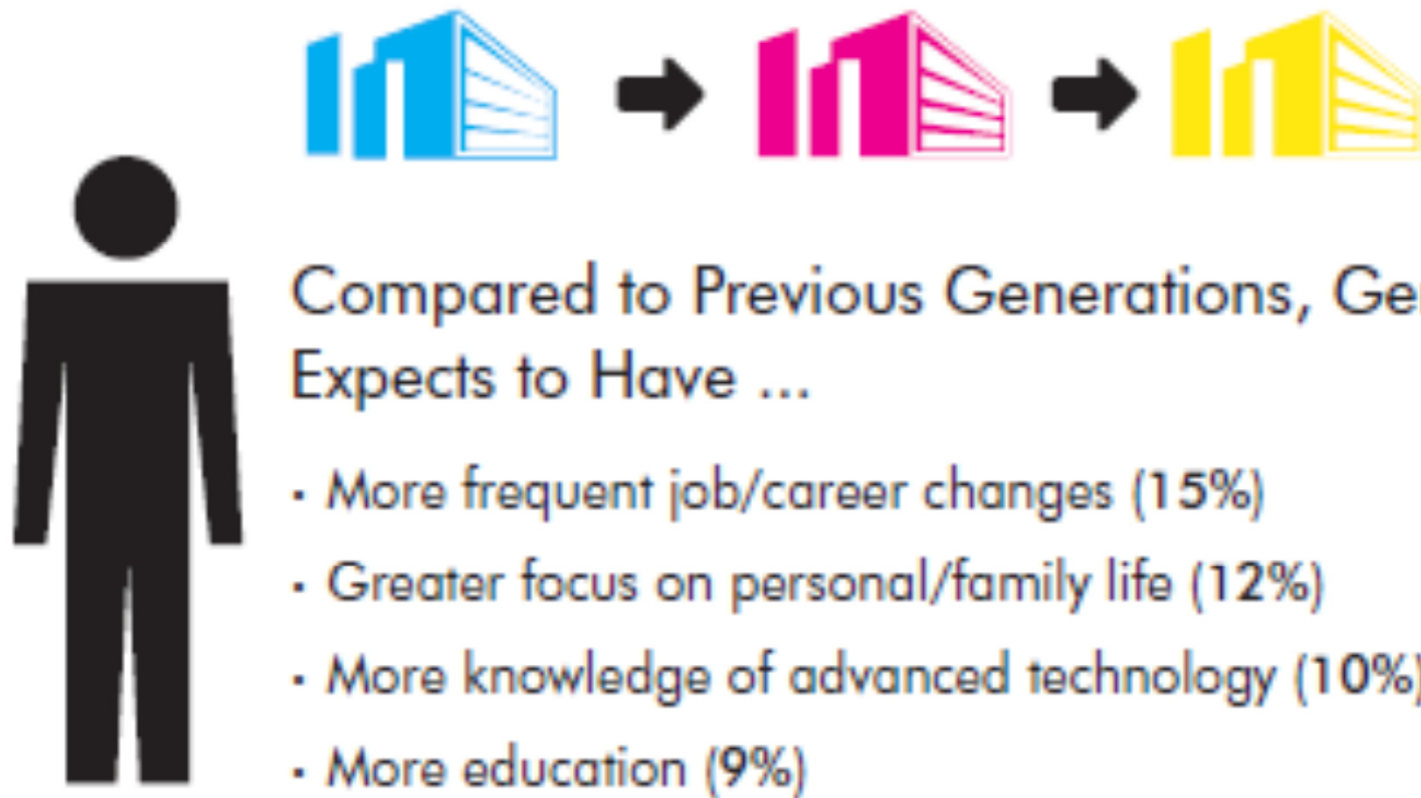
Pinterest



glassdoor.com



Gen Y - Expectations



6 Interviewing Tips

- Be brutally honest in the interview
- Don't hire them if you sense even a whiff of entitlement
- Do a hunger check
- Remember, everyone announces themselves in the interview
- Shake 'em up a bit
- When you find the good ones, help them move up—even if that means losing them

Gen Y – Job Considerations

Gen Y respondents ranked the following job considerations on a one-to-10 scale, with 10 being most important, and one least important:

Salary	9.05
Benefits (health insurance, 401(k), etc.)	8.86
Opportunities for career growth/advancement	8.74
Company's location	8.44
Company's leadership	7.95
Company's reputation/brand recognition	7.56
Job title	7.19
In-house training programs	6.95
Tuition reimbursement programs	6.44
Diversity of the company's staff	6.07
Company's charitable/philanthropic efforts	6.06

8 Successful Recruiting Tactics

1. Make your office look more like the Apple Store than a cube farm.
2. Meet them on their (virtual) turf.
3. CC Mom and Dad.
4. Embrace their desire to explore different roles every few years.
5. Build Communities and encourage friendships.
6. Influence the influencers.



Training Millennials

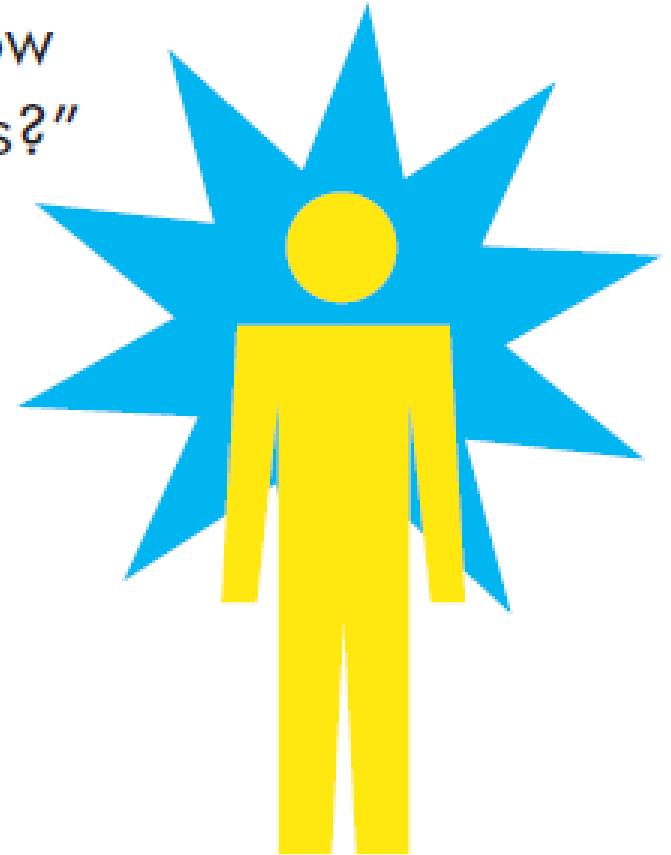
5 Training Tips for Gen Y

1. Keep training short & to the point.
2. Good communication tools within the training system are a must. Leverage Technology!
3. Community is important. Build forums & discussion groups around topics.
4. No one likes to be told what to do, especially Gen Y. Make sure your training 'guides' thinking rather than telling them how it is.
5. Incorporate the big picture. Generation Y are very interested in their part in it, and more importantly how they can change it!

Gen Y – Dream Boss

Gen Y respondents were asked, “How would you describe your dream boss?”
The top responses were as follows:

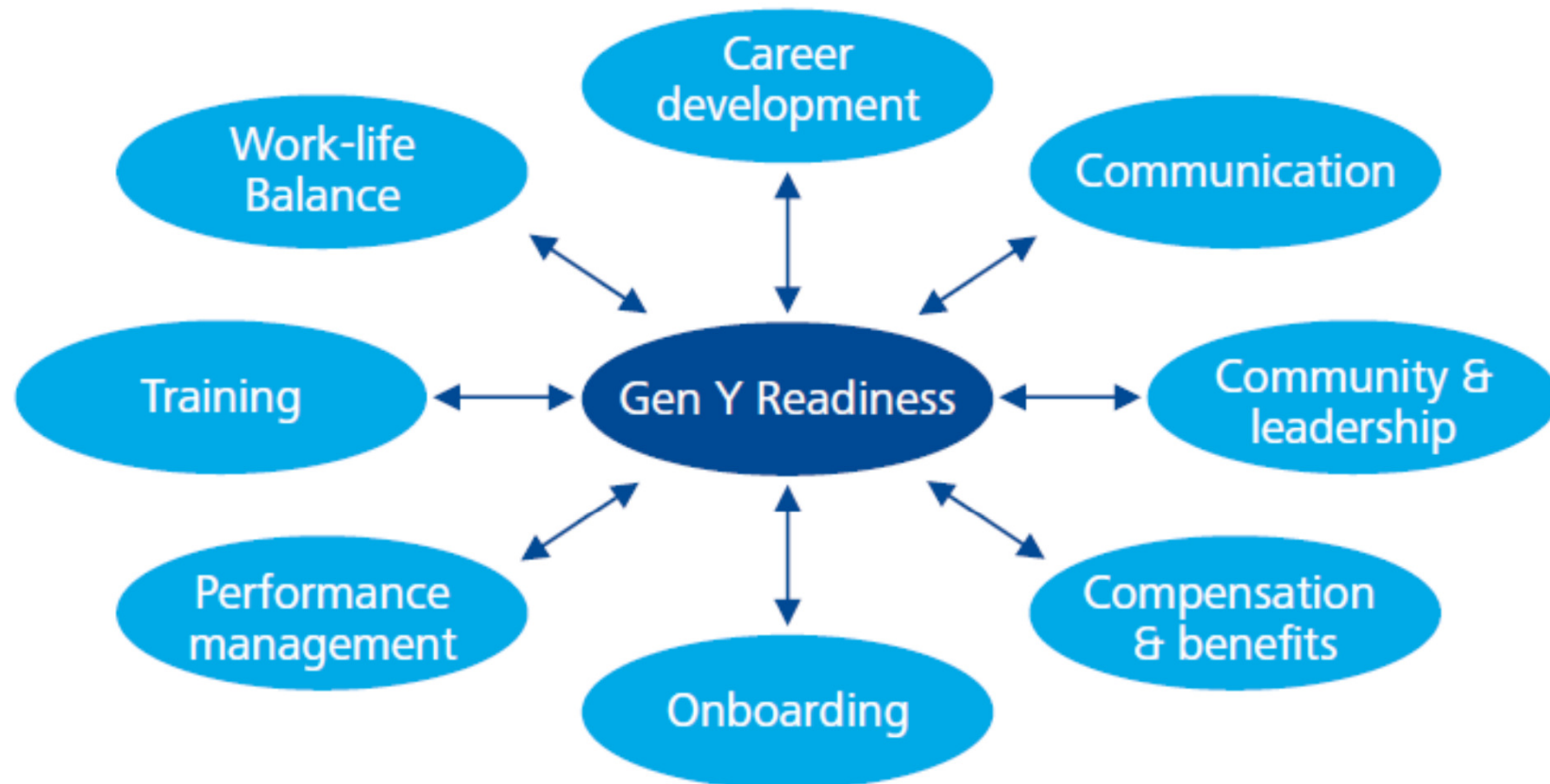
- Good management skills
- Pleasant and easy to get along with
- Understanding and caring
- Flexible and open-minded
- Respects/values/appreciates employees
- Good communication skills



Training Tips

- Showcase perks such as:
 - in-house training programs
 - tuition reimbursement
 - paid time off to attend professional development events
 - reimbursement of membership fees for professional associations
- Develop a Mentoring Program

Training – Gen Y Readiness





Motivating & Keeping Millennials

Gen Y's – Most Valued Benefits

If You Provide It, They Will Stay ...

Gen Y's Most Valued Benefits:

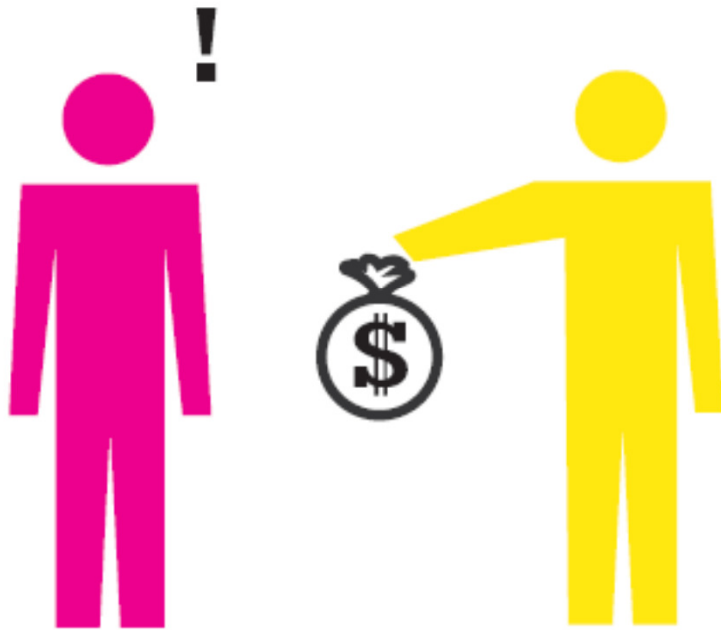
- Healthcare coverage
- Paid vacation
- Dental care coverage
- 401(k) programs
- Bonuses
- Flexible work hours/telecommuting



Gen Y and the Workplace

- <http://www.youtube.com/watch?v=K0lSQydPhcc>

Why They Leave



They Are Most Likely to Be Lured to Another Firm By:

- Higher pay
- Better benefits/perks
- Greater opportunities for advancement
- More interesting work

What you can do.....

- Benchmark your compensation & benefits package against other organizations / competitors
- Provide On-line Technology access to your Benefits Package
- Show them the Value of their Total Compensation Package with a Professional Statement

CASH COMPENSATION

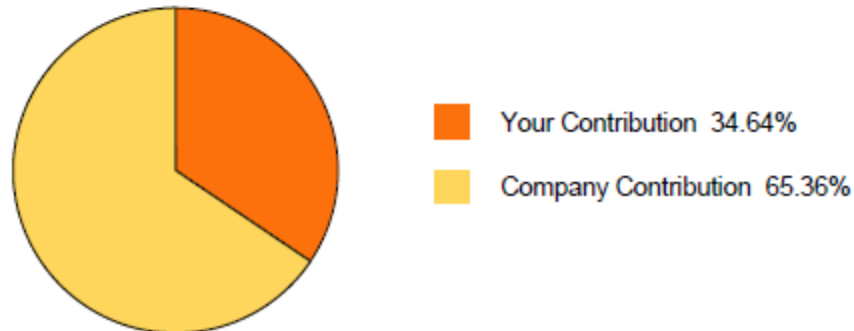
	Amount
Salary	\$50,000.00
Bonus	\$1,000.00
Commission	\$4,780.00
Total:	\$55,780.00

2011 Annual Salary \$62,000.00

Salary as of 12/31/2011.

BENEFITS	Plan	Coverage	Your Contribution	Company Contribution
Medical Insurance	Kaiser HMO	Emp & Family	\$2,476.76	\$11,307.64
Dental Insurance	Delta Dental	Emp & Family	\$1,145.56	\$286.40
Vision Insurance	VSP	Emp & Family	\$163.02	\$40.74
Life and AD&D Insurance	Cigna	\$101,000	\$0.00	\$121.20
Voluntary Employee Life Insurance	John Hancock	2x Salary	\$130.00	\$0.00
Voluntary Spouse Life Insurance	John Hancock	\$10,000	\$76.00	\$0.00
Voluntary Child Life Insurance	John Hancock	\$5,000	\$30.00	\$0.00
Long Term Disability	Cigna		\$0.00	\$99.96
Short Term Disability	Cigna		\$0.00	\$161.55
Social Security and Medicare			\$3,535.43	\$3,535.43
Federal Unemployment Insurance			\$0.00	\$56.00
401k Retirement Plan			\$1,000.00	\$500.00
Employee Assistance Plan (EAP)			\$0.00	\$36.00
Total:			\$8,556.77	\$16,144.92

The above benefit elections are based on 12/31/2011.



Resources

- Deloitte Millennial Model – *An Approach to Gen Y Readiness*
- Robert Half – *Generation Y Whitepaper*
- Psychology Today – *Bridging the Big Divide*

Thank You!

Mid American Group

- About us..
 - 25 Years in business
 - Employee Benefit Program
 - Consulting
 - Brokerage
 - HR Administration
- www.MidAMGroup.com