MILLENIALS: STOP TALKING ABOUT US AND START TALKING WITH US

2018 IPMA-HR INTERNATIONAL TRAINING CONFERENCE & EXPO
Ana Bradshaw
Other titles include:
- Proud City of San Antonio Employee
- College Graduate (2x)
- Homeowner
- Tommy’s Wife
- James’s Mom
TIME
THE ME ME ME ME ME GENERATION
Millennials are lazy, entitled narcissists who still live with their parents
Why they’ll save us all
BY JOEL STEIN
22 to 37
born 1981-96

70+ million
US population

35%
US labor force

Source: Pew
TRAGEDIES IN YOUTH
9/11, Columbine, Oklahoma City

DIGITAL NATIVES
Introduced to technology at an early age

SOCIAL MEDIA SAVVY
New means of communication and connectivity
EDUCATION

Millennials will likely become the most educated generation ever
25 PERCENT of the government workforce are millennials. Millennials comprise 34% of private sector workforce.
The Barge Effect

*n.* Condition where Millennials view government as a system of monolithic entities where status quo is preferred.
The key to connecting Millennials to careers in government is to focus on Getting, Keeping, and Growing them.
Reach us where we are

Connect job to mission

Sell the benefits of service
Recognize Our Value
Provide opportunities to show our skills

Show Appreciation
We’re not looking for participation trophies

Work-Life Integration
Stop trying to find “balance”
There are no good statistics about student loan debt. They are all very, very sad.
The best way to help grow a millennial in their current role is to let them know you’re preparing them for their next role.

MILLENNIALS: STOP TALKING ABOUT US AND START TALKING TO US
“[Young people] are high-minded because they have not yet been humbled by life, nor have they experienced the force of circumstances.

... They think they know everything, and are always quite sure about it.”

ARISTOTLE
4TH CENTURY BC