



THE MILLENNIAL MYSTERY: HOW TO COMMUNICATE GREAT WITH THEM

There are two sides to every story. But when it comes to dealing with millennials we all think we know their side. We say, “they’re entitled, unfocused, narcissistic and aloof.” And we couldn’t be more wrong.

What they really are is misunderstood.

We authored an in-depth millennial study through our conversation workshops with college students and young professionals from a wide range of backgrounds. It led us to some surprising conclusions. We found that:

- Better communications drove better engagement
- Helping them connect to their work, professors/bosses and peers created monumental shifts in their attitudes
- Setting expectations gave them clarity about what they were working towards and accountability for the outcomes... which made them work harder
- By identifying and harnessing their strengths it motivated them to reach their goals

We’ve spent a lot of time millennial-bashing but maybe it’s time to turn the focus on ourselves.

We know that aligning on goals, giving and getting feedback, and working through conflict takes tough conversations...skills that are learned and take a whole lot of practice.

So why would we expect a generation that doesn’t engage much in face-to-face conversation would have the prowess to have productive conversations? And, why are we trying to engage them on our own terms instead of getting to know what makes them tick and helping them out in more relevant ways?

“Millennials often lack developmental communication skills. Therefore, they’re confused by and tune out negative feedback and conflict. This is a problem for them and for us.”

– Julia LaRosa,
Associate Clinical Professor,
LeBow College of Business

Millennials are adventure-seekers and wouldn’t think twice about traveling the world alone...but what really scares them is having a conversation.

One of the most telling things we found in our research was when they all said they had never been taught how to have an effective conversation. Many students shared that through their lives there’s been more emphasis on resume writing than on conversation or interview skills. They admit that what has them most scared and intimidated is communication and since

they don't feel confident in conversation they try to avoid the difficult ones at all cost. But avoidance leads to a lot of misunderstanding, resentment and unresolved issues at school, work, home and with their friends.

While millennials are feeling the effects of this in college, by the time they enter the workforce, where their success depends on collaboration and conversation with people of all generations, they're unprepared, intimidated and frustrated. Despite their degrees and ambition, they're missing what they really need.

4S™ for SUCCESS and SANITY

If you've ever talked about millennials and said, "they're driving me crazy!" our research shows that you both have something in common. They're saying the same about you...with good reason. A lack of meaningful conversation creates frustration.

So we adapted our 4S Conversations® model to include millennial needs and taught them how to have effective conversations, with a focus on composure during difficult situations. We helped them understand the importance of feedback, including how to give and receive it constructively. And ultimately, we gave them the teaching and tools needed to build stronger relationships.

After the 4S™ workshops, millennials expressed that they "felt empowered and no longer feared conversations." Their "self-doubt was replaced with confidence" and they saw that their newfound conversation skills increased their personal currency. They now felt equipped to talk through any situation in school, work and life. Professors and bosses describe it as "game-changing."

Once again, our 4S™ model proves that when people communicate better everything's better.

"I'm amazed by the transformation I've been seeing since the young talent in my department went through Hello's 4S™ workshop. We're now having more meaningful conversations...and I'm not always the one initiating them."

- Sr. Manager, Global Pharma Company



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Say hello to better conversations.