GENERATION WHAT?

Getting the most from your 18-25 yr old customers and employees.

Today's college student often referred to as "Generation Y" or the "Millennial Generation" has a very different set of characteristics from other generations. They not only want more from life, they demand it. They are self-confident, tech savvy, and high performers. They also require more work-life balance, flexibility at work, advancement opportunities, and a say in what's going on around them.

Businesses will need to begin to critically examine how they will attract and retain this very unique generation both as employees and customers. Have you considered changing how your business functions to accommodate this generation? If not, you may be at direct odds with today's young adult's and tomorrows big spenders.

Objectives of this session:
• Attracting younger customers
• Getting the most from your young employees
• Understanding their parents
• Leveraging social media and technology

Companies that take the time to make changes and adjust how they interact with their employees and customers will obtain positive results well beyond just improved employee performance. The best result will be a higher level of customer satisfaction, which will drive customer loyalty and higher revenues.

As a supervisor, have you had a parent call you about his/her son/daughter yet? If not just wait it's coming!

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Dr. Hueber currently serves as the Dean of Students at a small private university in Texas and has worked in higher education for over 15 years. He has served as a speaker and consultant to a variety of universities and businesses. He holds a master's degree in Counseling and Psychology and doctorate in Higher Educational Administration. He has published numerous articles on leadership, customer service, making the most of your interview process, and marketing. *His primary research interest is social integration.*