

Why Millennials Have The Power To Transform Your Organization

| Make the right choice

 By [Evan Hackel](#)

If you look around your organization, you will be sure to notice what wonderful employees millennials are. They bring an energy that radiates up through your company and offers fresh new perspectives. They know what is happening in the marketplace. If you are a boomer-aged executive like I am and don't know the difference between Snapchat and Instagram, one of the younger millennials on your team can probably pull out a phone and show you in a less than a minute.

Yet if you work alongside millennials and are older than they are, chances are you are making assumptions about them that are just plain wrong. If you think that millennials are only concerned with what's popping up on their smartphone screens . . . that they are disloyal . . . or that they dislike and distrust anyone who is older than they are, perhaps it is time to change your thinking.

That might sound harsh, but I can back it up. A growing body of research documents the fact that most of the "common knowledge" about millennials is turning out to be deeply flawed. The [Deloitte 2017 Millennial Study](#), for example, polled almost 8,000 millennial workers in 30 countries and found that millennials generally feel strong loyalty toward their employers. (I bet you didn't think that was the case.) And the [2017 Millennial Impact Report](#), based on a

study of more than 100,000 millennials, found that they are involved in social causes and charities.

If you think that millennials only care about themselves, you are wrong. Here are some of the reasons why.

Millennials Bring Beautiful Diversity and Varied Perspectives

Today's millennial workforce is comprised of smart young professionals who come from every part of North America, and from other countries that are located just about everywhere. And if that isn't enough, the millennial cohort encompasses LGBTQ individuals, and straight people too. Taken in sum, millennials are a wonderfully varied group.

You could hire a consulting firm to help you to decode how all these people are thinking. But if you hire millennials, you don't have to. Their valuable perspectives are right there under the same roof with you.

Millennials Have Marketplace Knowledge You Need to Succeed

Whatever services or products you sell, millennials can provide you with the latest intelligence about what is taking place in your industry . . .



- What do consumers think about your products and your brand?
- How does your company compare to your competitors?
- What are the biggest trends in your industry today?
- What companies are the leaders in your sector, and why?
- How do millennials make buying decisions?
- How and when do millennials become loyal customers?
- Do millennials still want to purchase homes and cars, go to college, and engage in other activities that were “givens” among members of older generations? Or have they changed?

- What lessons can you learn and apply from cutting-edge companies like Uber, Amazon.com, and Google? Many millennials are loyal to the latest companies, and they can give you critical insights that you need about them.

Viewed from those perspectives, it becomes obvious your millennial workers are one of your company's most valuable assets. Are you treating them that way?

Millennials Create a Culture of Learning in Your Organization

You probably think that millennials are the “tech generation.” That might be true, but even more so, they are the generation that learns. One reason is that

many of them were in college not that long ago, and learning is part of their DNA. Another is that they are part of a generation that has needed to adapt and adjust to major - and at times cataclysmic - change. Over just the last few decades, that change has included dramatic new technologies like the Internet, new social outlooks, the changing demographics of the American population, as well as the time in office of America's first African-American president.

That is a lot of change for one cohort to absorb. Doing so has uniquely prepared millennials to adapt to change. Clearly, a workforce that learns in that way can equip any organization for success. Hopefully, that success will be yours.

Millennials Bring an Entrepreneurial Outlook to Your Company

Members of older generations generally waited to get permission before trying new things. In contrast, millennials like to take risks, act independently, move ahead, take ownership of their work, and get things done. To unlock the benefits of those outlooks, try to lead them in these ways . . .

Have the courage to let them take risks.

Cut rules and restrictive red tape that cripple ingenuity and ambition.



Instead of using traditional reporting relationships, create multifunctional task forces of people from different parts of your organization - teams of energetic young millennials if you can.

Reward millennials, thank them, and let them move right on to new challenges. In general, millennials want to keep moving forward instead of looking back at what they have accomplished in the past.

Millennials Encourage Good Succession Planning

Who is going to run your company in 10, 20 or 25 years? You could hire a management consulting firm to help you create a succession plan. But here is a radical idea to consider. If you hire, retain and promote a superior millennial workforce, you won't need to.

A thriving workforce made up of millennial employees can act like a living, growing succession plan - possibly one that you never need to write down.

In Conclusion

Are you welcoming millennials to your organization and embracing all the good they bring? Or are you letting flawed misconceptions and prejudices stand in your way?

Ultimately, the decision is up to you. But if you would like your organization to succeed, I hope you will make the right choice.



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