Maslow’s Hierarchy of Needs

**What Millennial Employees Say**

**Self Actualization**
- “I love it here, the sky’s the limit!”
- “I’m living out my full potential.”
- “I’m being challenged.”
- “There’s deep meaning in my work.”

**Esteem**
- “I’m properly trained, and have a mentor who is developing me.”
- “I’m respected here and hungry to grow.”
- “I get recognized when I go above and beyond; my role is vital to the organization.”

**Love/Belonging**
- “I feel included and I like my team.”
- “It’s a collaborative environment.”
- “My manager knows me well and I get frequent feedback.”
- “The work culture and social norms are clear.”

**Safety**
- “I’ve got a pension and job security.”
- “This job provides good benefits.”
- “I’ve got PTO.”

**Physiological**
- “I have a job to earn money.”

**Loyalty Level**

**Very High**
- “I want to stay and be an ambassador for this organization.”

**High**
- “I’ll probably stay.”

**Medium**
- “If another job comes along, I’ll consider it.”

**Low**
- “If another job comes along that looks better, I’ll take it.”

**None**
- “I’m only here until I find something else.”

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Intrigued? Contact Lindsay

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1. **Purpose in Work**
   - Personal values align with values of company
   - Understanding how their role effects the outcome
   - Improving society outside of the organization

2. **Influential Relationships**
   - Having friends at work
   - Coached, not managed
   - Looking for mentors
   - Enjoy working in teams

3. **Personal Development**
   - Ongoing feedback
   - Incremental and self-appointed growth steps
   - Development of strengths instead of weaknesses
   - Need input for self awareness

4. **Whole Life Understanding**
   - Flexibility in work hours and location
   - Taking into account their stress levels, emotional and physical well being

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## Generations: At A Glance

### Silent Generation (1925-1942)

**FAMILY**
- “Children should be seen and not heard”
- Children of War and Great Depression
- The youngest mothers & fathers in history

**WORK**
- Conformity is path to success
- Work is an obligation
- Communication is formal and in writing
- Would rather work individually
- Wants to be respected

### Boomers (1943-1960)

**FAMILY**
- PostWWII-Community spirit
- Raised on post-war optimism
- Coming of age: Questioned authority, looked for personal meaning
- Crime rates and drug use UP | SAT scores down

**WORK**
- Work is an exciting adventure
- Team player (loves meetings)
- Communication is in person
- No work life balance – have to work to live
- Wants to be valued and needed
- No news is good news and I just want to be paid

### Gen X (1961-1980)

**FAMILY**
- Grew up in an era where the welfare of the children was not a top social priority
- Distrust of family: Divorce rates, limited childcare options
- Dated cautiously & married late
- Reconstructing the families they didn’t have

**WORK**
- Entrepreneurial minded
- Get it done pragmatism
- Work is a contract
- Communication is direct and immediate
- Wants to create their own rules
- Work/life balance matters

### Millennial (1981-1996)

**FAMILY**
- “Babies on Board” – babies were special
- Lamaze, attachment-parenting, child safety
- Youth volunteering surged
- Teen drinking, smoking, and violent crime declined
- Building non-traditional families

**WORK**
- Work is an expression of who I am
- Wants to work with other inspiring, intelligent, creative people
- Not loyal to “the man”
- Hungry to grow and create with technology
- Communication is through most efficient means at the time (text, apps at work)
- Desire feedback regularly (at least once a week)
- There is no work life balance because noone owns us

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