How Millennials Want to Work and Live Workshop

Learn everything you need to know to attract, retain and engage millennials in your organization, thanks to the largest study to date of this powerful generation.

Visit [www.gallup.com/reports/189830/millennials-work-live.aspx](http://www.gallup.com/reports/189830/millennials-work-live.aspx) to download the free, abridged version of the report.


Why Should You Attend?

Everything that’s important to your organization depends on deepening your understanding of how millennials live, work and spend their money.

Why? By their sheer numbers alone, millennials are reshaping everything from communities to marketplaces to workplaces around the world.

The How Millennials Want to Work and Live workshop gives you an exclusive opportunity to learn what Gallup has discovered about how millennials work and live, and how to apply these analytics to gain a competitive advantage.

What Will You Learn?

Attending this workshop will ensure you know who millennials are, how to engage them as productive employees, and how to win their business and loyalty as customers.

In this three-hour workshop, you can expect to:

- Discover what sets millennials apart from other generations according to decades of Gallup research and analytics.
- Learn how to apply expert advice for attracting, retaining and engaging millennials in the workplace.
- Understand how to create a millennial-friendly work environment that will enable your organization to maximize its performance.

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What Does the Workshop Include?

Understanding Millennials
- Discover who millennials are by the numbers and their unique, defining characteristics.
- Explore why millennials do what they do, what motivates them, who they trust, how they spend and what brands they choose.
- Learn what millennials mean to the current and future performance of the U.S. economy.

Millennials as People
- Gain insights into millennials’ perceptions on life — from education and politics to marriage and religion.
- Understand what affects millennials’ well-being, why it’s important to them and what matters most to how they live their lives.

Millennials as Employees
- Discover where millennials are — and are not — so you can attract them to your organization.
- Ensure that your organization can provide millennials what they want most in a job and a workplace, so you can retain them.
- Teach managers how to engage millennials and maximize their performance.

By attending this workshop, you will receive the full version of Gallup’s *How Millennials Want to Work and Live* report.

This unprecedented 150-page report discusses in detail the changes leaders have to make to their organizational cultures to attract, retain and engage this generation.

*How Millennials Want to Work and Live* features exclusive data from the Gallup Panel, Gallup Daily tracker, Gallup-Healthways Well-Being Index, and Gallup’s employee and customer engagement databases.

Packed with never-before-published analytics and advice, this report will help you fully understand and effectively embrace America’s largest — and least understood — generation.

Space is limited for each workshop. Register today to secure your seat. Can’t find a workshop near you? Visit www.gallup.com/contact to connect with Gallup about a possible on-site workshop for your organization.

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