STAND OUT from the crowd SERVICE
YOU!
The Communication Model

Sender

Encode

Message

Decode

Feedback

Encode

Decode

Receiver
Open-Ended Questions

Who... all will be part of this excursion?
What... kinds of things do you all like to do?
When... will you be starting/ending?
Where... in the state will you be starting/ending?
How... will you be traveling? (car, RV, public trans?)
70% of employees are Not Engaged, or even Actively Unengaged

Source: Gallup Consulting 2013
What do people want?

Money
Interesting Work
Loyalty from Employer
Job Security
Being An "Insider"

Promotion
Sympathy For Problems
Working Conditions
Appreciation
Tactful Disciplining
What Managers THINK they want

1. Money
2. Job Security
3. Promotion
4. Working Conditions
5. Interesting Work
What do EMPLOYEES want?

1. Appreciation
2. Being an “Insider”
3. Sympathy for Problems
4. Job Security
5. Money
What do *Millennials* want?

1. Work Wherever They Want (92%)
2. Work Whenever They Want (87%)
3. More Interesting Projects (69%)
4. Travel While Working

By the way...
72% are freelancing on the side and plan to leave...
61% are likely to leave within the next two years.

Source: oDesk.com – survey of 2,000 millennials
Thank You!

Larry Mersereau, CTC