



CITY OF ST. CLOUD

CRACKING THE CODE OF RISING STARS

How to Find, Motivate & Create
Engaged Young Leaders

Organizations have 25 years to figure out how to connect with the younger generation before they die.



By 2025, more than

75%

of the workforce will be

Millennials & Gen Z.

Source: Pew Research Center

BOOKS

The Age of Entitlement: How the Baby Boomers Ruined Everything



How the
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Home / More / 17 Things Millennials Are Killing Off

MoneyTalksNEWS



Are you paying too much for homeowners insurance? [Find Out](#)

17 Things Millennials Are Killing Off

The generation's large numbers and unique tastes are putting long-held

by [Clare Richards](#), 2024

Gael F. Cooper • September 9, 2021 • [Advertising Disclosure](#)

Gen X Ruined the World Too

Generation X has a lot more to do with our current shitshow than they believe. Our big brothers and sisters screwed up our cultural priorities by teaching Millennials that self-obsession is the highest mark of cultural capital.



By [Theis Duelund](#)

May 14, 2014, 8:36pm [Share](#) [Tweet](#) [Snap](#)

BUZZFEED NEWS

SIGN IN

Millennials Are Over. It's Gen Z's Turn To Ruin Everything.

We're getting old and losing our edge. Here's some advice — and some warnings — for the generation claiming our crown.



Taylor Lorenz
BuzzFeed Contributor

Posted on October 13, 2017, 11:27 am



Be one of the first to comment

An aerial photograph of a concrete bridge spanning a river. The river is surrounded by dense green forest. The bridge has a simple design with a flat top and low railings. The water in the river is a light greenish-brown color. The surrounding forest is lush and green, with some trees showing signs of being dead or dying. The overall scene is a natural, scenic view of a bridge in a wooded area.

BRIDGE THE DIVIDE



© Clare Richards, 2024



THE APATHY PROBLEM

WHY DON'T YOUNG PEOPLE CARE ABOUT THEIR CAREERS?





FINANCIAL INSECURITY

MEDIAN HOME PRICE



1980

~~\$17,200~~



\$179,832

2.2X



2024

\$439,950

5.6X

MEDIAN HOUSEHOLD INCOME



1980

~~\$21,020~~



\$80,086



2024

\$78,171

Sources: U.S. Census Bureau, Zillow 2024, Federal Reserve Economic Data, Pew Research Center, Motio Research, iProperty Management
\$1 in 1980 is worth \$3.81 today

MEDIAN ANNUAL RENT



1980

~~\$2,916~~

\$11,100

(\$925/mo)

14%



2024

\$25,668

(\$2,139/mo)

33%

MEDIAN HOUSEHOLD INCOME



1980

~~\$21,020~~

\$80,086



2024

\$78,171

Sources: U.S. Census Bureau, Zillow 2024, Federal Reserve Economic Data, Pew Research Center, Motio Research, iProperty Management
\$1 in 1980 is worth \$3.81 today

MONTHLY MORTGAGE



1980



2024

@13% interest =
~\$1,800/ mo
(adjusted)

@7% interest =
~\$3,000/ mo

\$85K SALARY WOULD NEED \$100K
DOWN & NO DEBT TO QUALIFY



Sources: U.S. Census Bureau, Zillow 2024, Federal Reserve Economic Data, Pew Research Center, Motio Research, iProperty Management
\$1 in 1980 is worth \$3.81 today

MONTHLY RENT

1980
minimum wage
NOT adjusted

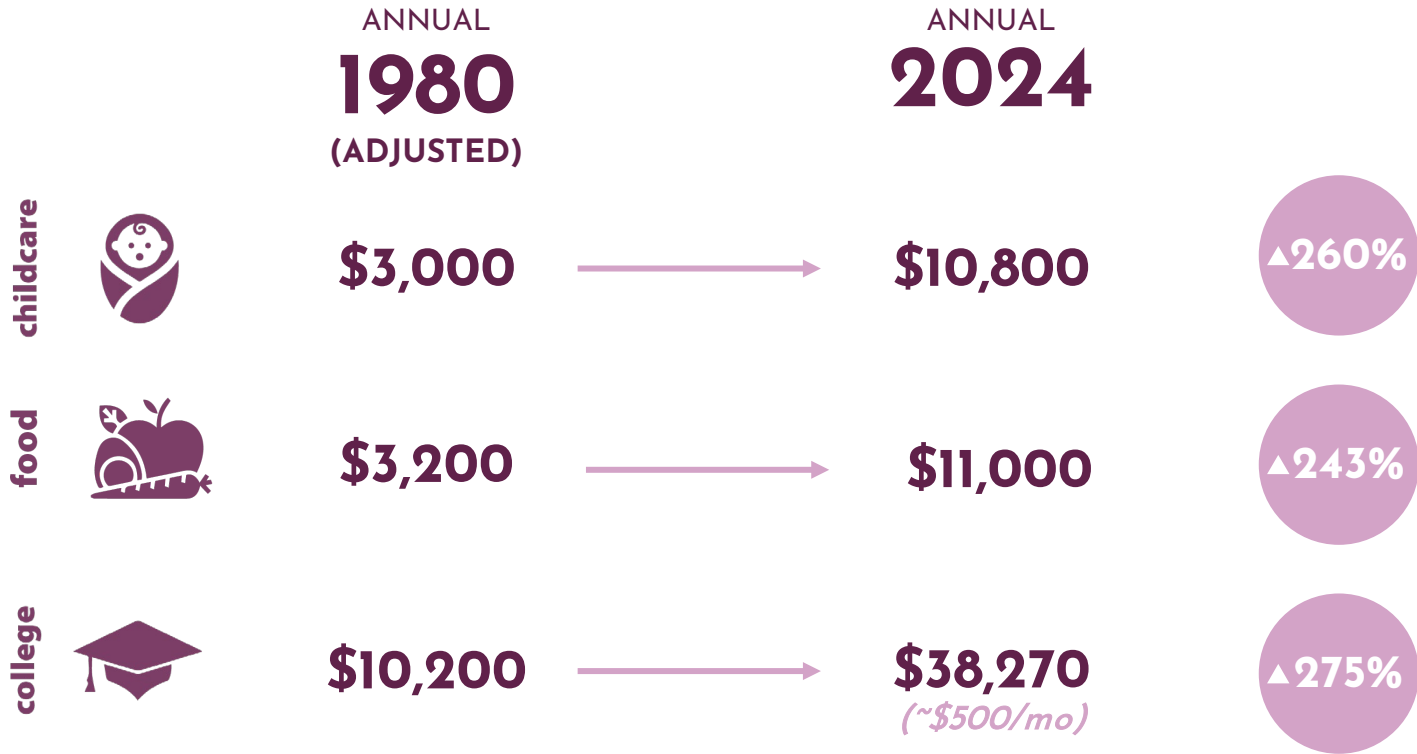
VS

2024
minimum wage
college graduate

	RENT	WAGE	MONTHLY	% OF INCOME
1980 minimum wage (NOT adjusted)	\$243	\$3.10	\$496	48%
2024 minimum wage	\$2,139	\$10.85	\$1,736	X
2024 college graduate	\$2,139	\$24	\$3,840	55%



Sources: U.S. Census Bureau, iProperty Management, U.S. Dept. of Labor, Zillow 2024, Ziprecruiter 2024



Sources: U.S. Census Bureau, Winston Prouty, U.S. Bureau Of Labor Statistics, Economic Research Service U.S. Department Of Agriculture, National Center for Education Statistics, Education Data Initiative



\$21,681
PER CHILD/PER YEAR

12+ YEARS
TO SAVE FOR HOME

Sources: Wall Street Journal, Lending Tree

A red flag is waving on a green pole against a light blue sky. The word "DISTRUST" is written in large, white, bold, sans-serif capital letters across the center of the image, partially overlapping the flag and the sky.

DISTRUST



It was a rocky start...

60%

are looking for a
new career

69%

are not engaged
at work

Jobs Date posted Experience level Salary Company Remote Easy Apply All filters

manager in United States 531,387 results Set alert

- \$70K/yr - \$80K/yr - Medical, 401(k)
Your profile matches this job
Viewed · Promoted · 4 applicants · Easy Apply
- Hotel General Manager** Blue Water BC.com
New York, NY (On-site)
\$180K/yr - \$225K/yr
Viewed · Promoted · Easy Apply
- Key Account Manager** Green Growth Beverage Marketing
Tulsa, OK (On-site)
\$60K/yr - \$80K/yr + Bonus
Promoted · Be an early applicant
- Human Resources Manager** Hotard Coaches
Beaumont-Port Arthur Area (On-site)
\$75K/yr - \$95K/yr + Bonus
Promoted · 21 applicants · Easy Apply
- Hotel Front Office Manager** Tetherow Resort
Bend, OR (On-site)
\$60K/yr - \$65K/yr - Vision, 401(k), +3 benefits
Promoted · Be an early applicant

Blue Water BC.com → ...

Hotel General Manager
New York, NY · 1 day ago · 51 applicants
\$180K/yr - \$225K/yr · On-site · Full-time
Skills: Guest Satisfaction, Expenses, +6 more
See how you compare to 51 applicants. Try Premium for \$0

Am I a good fit for this job? How can I best position myself for ...

Easy Apply Save

About the job

Great opportunity for an energetic, people-oriented... is with a Boutique hotel in NYC midtown east with... experience in 5 star properties and working with...

Position Summary:

The General Manager oversees all aspects of the h... relations, front desk, housekeeping, maintenance, and... day restaurant and bar operations, as well as meeting... Achievement of food and drink sales, budget, and profita... Responsible for the hiring, training and discipline of all hotel s...

ESSENTIAL DUTIES:

- This position will ensure that the goals of the hotel are communicated, understood, achieved and maintained by hotel staff.

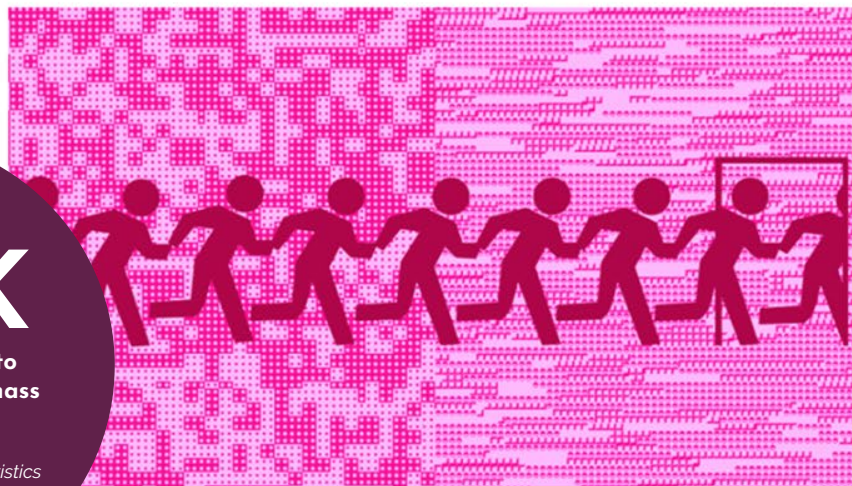




08-09-2024 | NEWS

Tech and media layoffs August 2024 update: Paramount Global, Dell, LegalZoom, Axios cut jobs

A number of high-profile firms in the tech and media sectors are significantly reducing their workforces. Here's what to know.



[Getty Images; Google DeepMind/Pexels]

600K

people are estimated to have lost their jobs in mass layoff since 2022

Source: U.S. Bureau of Labor Statistics



BY **MICHAEL GROTHAUS** 2 MINUTE READ

It hasn't been a good month for job security in the media and tech industries as numerous companies have announced layoffs since the beginning of August. Intel was the first big name to announce job cuts

Benjamin Broomfield

Mon, Mar 18 2024

5 mins read

in X e f

News

Diversity, Equity and Inclusion



RTO U-turn | You can stay remote but you won't get promoted, Dell warns employees



Dell has informed its employees via a memo that career progression is only available to employees who meet its classification for hybrid or remote work.

The memo reads: "For remote team members, it is important to understand the trade-offs: Career advancement, including applying to new roles in the company, will require a team member to reclassify as hybrid onsite."

90%

of companies plan to return their employees to the office by the end of 2024

Source: Resume Builder, 2024



OF
O
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THE SOCIAL MEDIA EFFECT...

Millennials have a

12

second attention span.

Gen Z have an

8

second attention span.



65%

of Gen Z said they aim to
own their own business
within 10 years.

Source: EY and JA Worldwide, 2021



**TRAINED
TO CARE WHAT
STRANGERS
THINK ABOUT THEM**

ENGAGEMENT

A woman with long black hair and glasses, wearing a white t-shirt and blue jeans, stands in a meeting room pointing at a whiteboard. The whiteboard is covered with numerous colorful sticky notes (pink, yellow, orange) arranged in several columns. In the foreground, several people are seated at a table, looking towards the presenter. There are laptops, notebooks, and pens on the table. The room has large windows on the left, letting in bright light.

WHAT MOTIVATES THEM?

82%

meaningful work

66%

emotional fulfillment

83%

work/life balance

WHY WOULD THEY SWITCH CAREERS?

74%

better compensation

69%

of the Millennials &
Gen Z are **not**
engaged at work.

Source: Gallup



What would motivate you?

“

**Feeling connected to my team,
positive feelings of self worth and
contribution among achievement.**

What would motivate you?

“

**If I know I am working
towards a greater cause.**

What would motivate you?

“

**Being able to achieve
important results.**

PURPOSE
MEANING RESPECT
ACHIEVEMENT
AUTONOMY OWNERSHIP
CONNECTION



**Give them levels
of achievement.**

1.

Gamification

The process of adding games or gamelike elements to something so as to encourage participation.

Source: Merriam-Webster



2yr, 9mo

Average time spent by
Millennials & Gen Z in a job.

Increase in salary is

14.8%

when changing jobs.

Annual increase in salary is

3.9%

when staying in current job.

**This turnover costs the
United States economy
\$30.5B**

Career Path



Growth Path



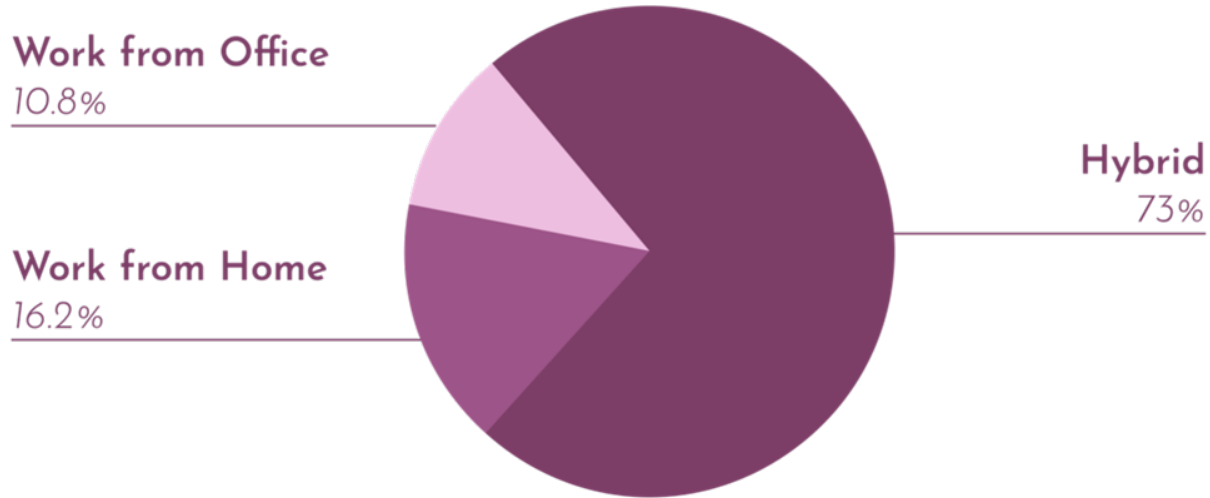
2.

**Give them flexibility
and autonomy.**

“

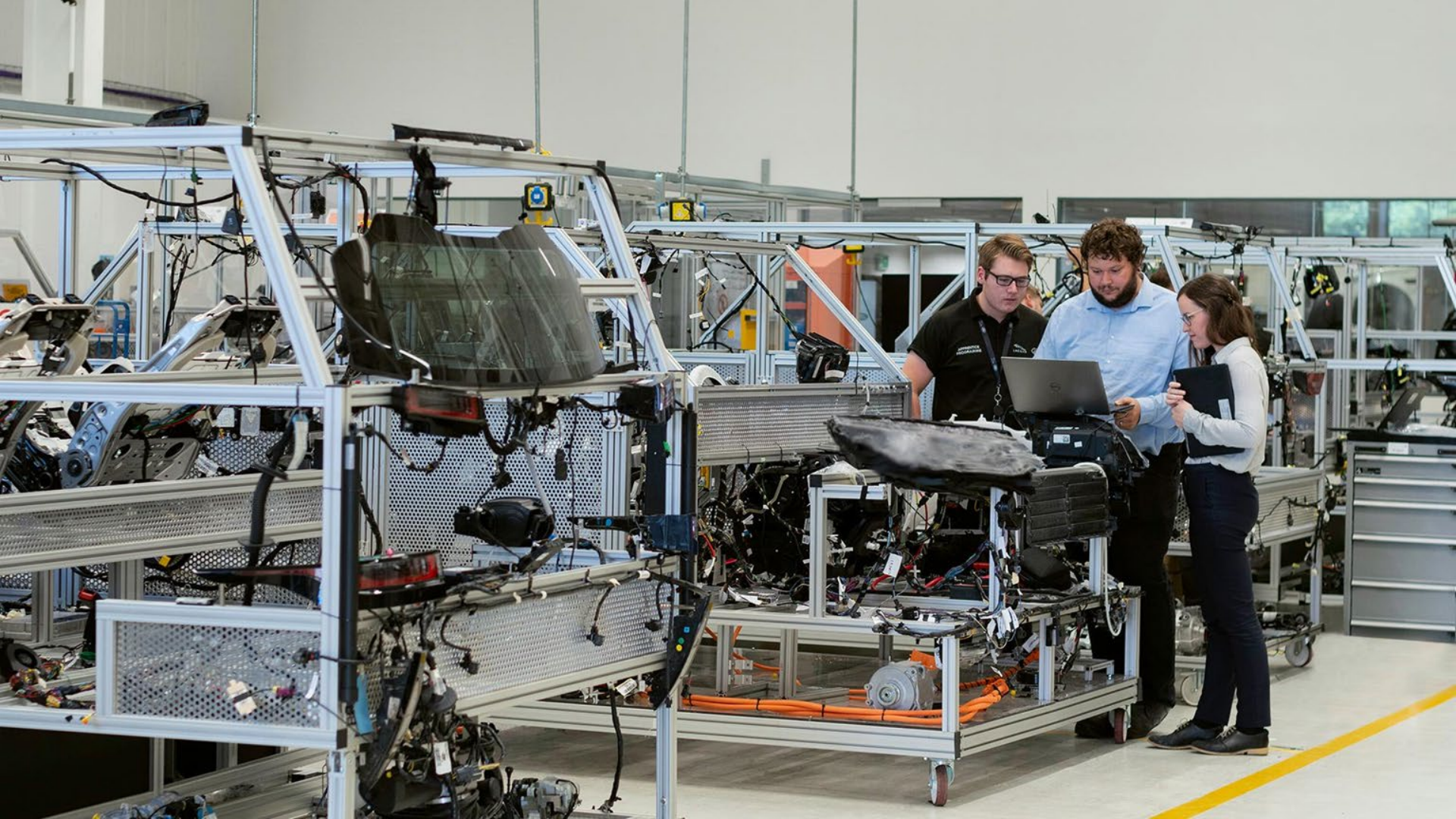
**I would take/keep a lower paying
job if it offered the flexibility I
need.**

WORKING ENVIRONMENT PREFERENCE



73%

of Gen Z want “permanent flexible work alternatives that differ from the standard 40-hour, 9-5 work schedule.



**Flexible
Work Hours**

**Compressed
Workweeks**

**Unlimited
Paid Time
Off**

ROWE

**On-Site
Childcare**

**Volunteer
Time Off**

**Peer-
Scheduled
Shifts**

**Self-Paced
Learning**

WHY?



SAYING YES → CONNECTION

GROWTH ← OPPORTUNITIES

LEGACY



THANK YOU

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