



Engaging the “Y” Generation



1. Recruiting
2. Onboarding
3. Training & Coaching
4. Communication
5. Contributions
6. Relationship Building



Rules of Engagement

You have to understand Generation “Y”
in order to engage them



Generation “Y”
accounts for 26%
of the population



Gen “Y” Nicknames

- Peter Pan generation
- Trophy Kids
- Internet Generation
- Me First generation



Facts about Gen “Y”

- Diverse
- Inclusive
- Weak on interpersonal skills; Impatient
- Cyber; Use technology
- Activists; Support social causes
- Active/hands-on learners
- Independent; Strong views
- Close to family



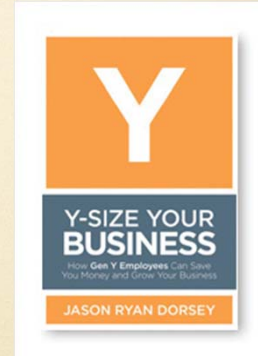
- 1 in 4 from single parent home
- 3 in 4 have working mothers
- They are more socially-conscious than any previous generation
- Have a hunger for feedback and rewards
- Seek meaningful roles in meaningful work that helps others
- Instant gratification
- Short attention span



How do you attract
Gen “Y” candidates?



Recruiting Generation "Y"



No need for a pen
Complete, correct application
Brilliant



Onboarding



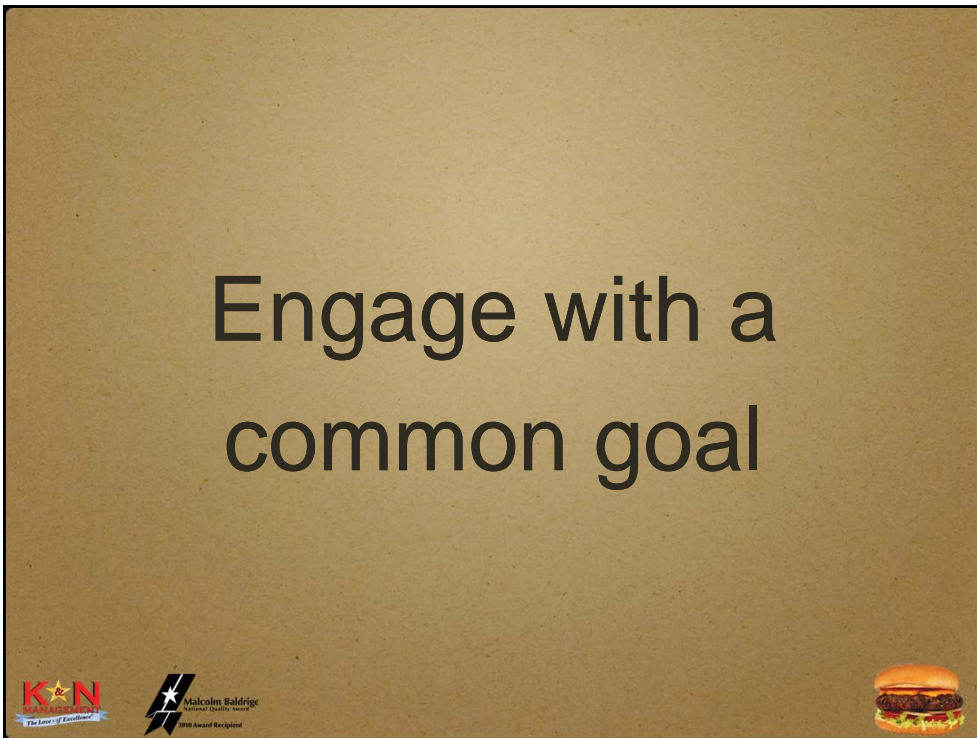
Create an emotional connection



Foundations

- ★ Taught by peers
- ★ Culture, standards & expectations
- ★ Paperwork is second
- ★ “Everything Matters” attitude
- ★ Buy-in





Our Mission

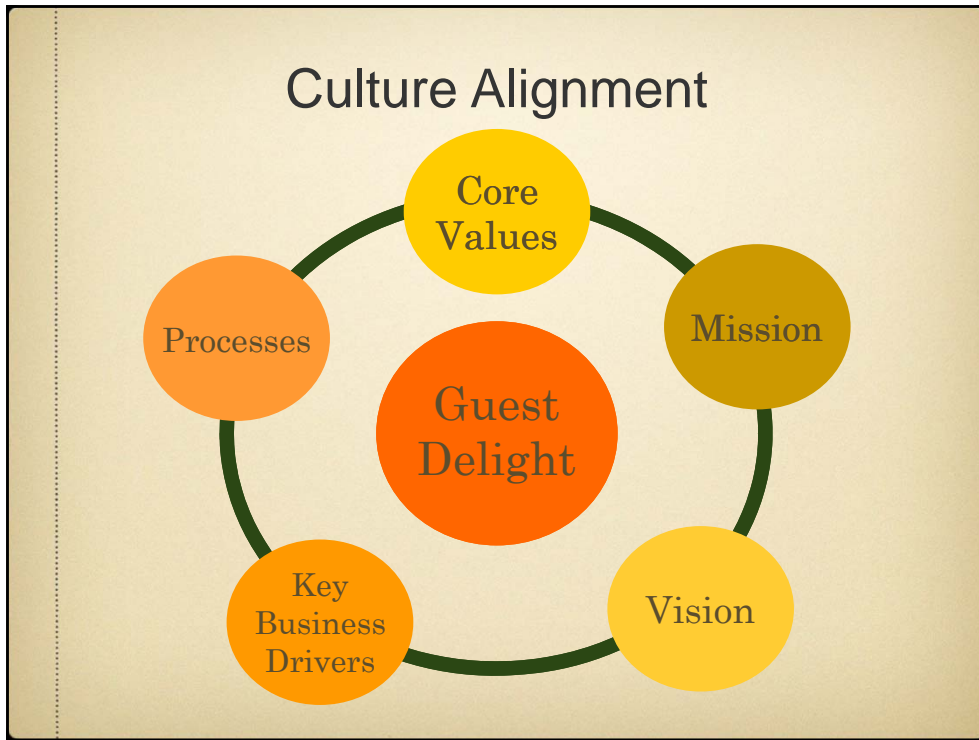
To guarantee that every
guest is delighted because
of me



Our Vision

To become world famous by
delighting
one guest at a time





Full Deployment

- Simple and easy to communicate to all:
- ★ What's important to us & our guests
- ★ Transparent



Training & Coaching



Training

- ★ Hands-on
- ★ Training laptops
- ★ One-on-one training
- ★ Certified Coaches
- ★ Flash cards & tests
- ★ Training checklists



Coaching

- ★ Coaching Charts
- ★ Coach daily on the guest-side of the line
- ★ Immediate feedback
- ★ Repetition creates sustainable behavior



Daily Recognition

- High Five Notes
- Guest Comments
- Because of Me Stories
- "Y" wants immediate feedback



Value Contributions



Comment Log Process

- Submit online
- Review suggestions weekly
- Someone owns the suggestion
- Compensate for ideas



Communication



Communication Form

- Old process
- New process
- Implementation steps
- How this affects team members



Communication Channels

- Shift meetings
- Twitter
- Facebook
- Newsletter



Relationships



Chaplain Program



“I get to make your day!”

- Site visits
- Relationship building
- On call 24/7
- Counsel personal issues
- Monthly classes



Depressed people rarely delight guests

A wise instructor helps solve problems rather easily





Results of caring for your people



Question & Answer



Thank you!

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