

Technology for the Millennial Workforce



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Course Objectives

- **“Text” Your Skills**
- **Introduction to the Millennial Workforce**
- **A description of Social Media and Web2.0 Tools**
- **Social Media Corporate Guidelines**





Texting, Texting 123



Test Your Skills



Test your Texting Knowledge

Text Language

1. BFF
2. BRB
3. CWYL
4. CYO
5. IB
6. P911
7. PZ
8. WE
9. WU?
10. XLNT
11. YGG

Translation

1. Best Friends Forever
2. Be Right Back
3. Chat With You Later
4. Catch You Online
5. I'm Back
6. Parents Coming Into Room Alert
7. Peace
8. Whatever
9. What's up ?
10. Excellent
11. You Go Girl



The Millennial's Getting to Know Generation Y



The Millennial Generation Workforce

	Generation Y (1980-2000) 10-28 years
Work Ethic and Values	Confidence & self esteem Impatient Pro-education Tolerant of differences Goal-oriented Multi-taskers Socially Conscious Plugged in 24/7
Work IS	A means to an end
Work Perspective	Work My Way
Work Expectations	Flexibility ; development
Leadership Style	TBD
Interaction Style	Participative ; collaborative
Communication and Media	Instant and abbreviated Picture phones Internet, Texting & IM
Feedback and Rewards	Whenever they want it –at the touch of a button ; Meaningful work
Messages that Motivate	“You will work with other bright creative people and cutting edge technology”
Education	An incredible expense
Learning Preferences	Emphasize the why Short attention spans Keep it entertaining , exciting Networks, teams or swarms Techno-savvy-multimedia Business simulations , games

Why This is Important?

Millennial Workforce Challenges

- **Recruitment and Selection**
- **High Career Mobility** (Turnover)
- **Maximize Investment**

Social Media Solutions

- **New Social Expectations of Workplace**
- **Accelerate Learning**
- **Capture Knowledge**

Social Media & Web 2.0 Tools

The Conversation Prism



Social Media Applications

**Solving Real-World
Business Problems**



Tools of the Trade

Category	Function	Problems It's Designed to Solve	Examples
Blogging			
Blogging	Publish large format text and multimedia	Broadcasting to large audiences, sharing narrative, commenting	Word press, Blogger, Six apart
Micro blogging	Publish small format text messages	Communicating real-time status, disseminating team messages	Twitter, Yammer , Facebook
Communicating with : Single & Multi- Location , Internal and External Customers			
Conferencing	On-line meetings	Connect employees for an event , share resources for decision making	Dim dim. WebEx Yugma, GO To Meeting
Instant Message	Private real-time text messages	Fast access to your most critical contacts, enables tele-presence	AOL , Google Talk , Skype
Video Calling	Real-time video communications	Free or low cost alternative to phone, increase social connection	Skype, ooVoo
Networking	Coordinating people for live events	Post schedules, resources needed and logistics planning	Meet up, Ning
Information /Document Sharing			
Wikis	Collaborative online document creation & editing	Policies and procedures , reference documentation, brainstorming	Wikipedia, pbwiki, Social text

Tools of the Trade

Category	Function	Problems It's Designed to Solve	Examples
Groups	Messaging to multiple people, searchable a database	Include many people in an ongoing discussion	Google groups , New Groups
Workspace	Hosting content , messages and documents in one place	Event or project based team access to resources and audit trail	SharePoint , Zoho
Photo sharing	Publish photos	Alleviate hosting constraints, public sharing of content	Daily Booth , Flickr, Snapfish, Picasa
Video Sharing	Publish video files	Simplify format and hosting problems	YouTube, Vimeo
Networks			
Public Network	Connecting with people, socially, sharing multimedia	Connecting with people personally or in other organizations	Facebook, Linkedin, Xing, Plaxo
Private Network	Connecting employees behind the firewall	Full functioning sharing portal	Cube tree , SharePoint, Drupal
Virtual Worlds	Meeting spaces, communications	Create a sense of community, based on a physical model	Second Life, Proton Media

Ask the Experts



Web 2.0 Survey

How familiar are you with this tool?

If you are familiar with this tool, which products do you use or have you used in the past and how would you rate the tool?

Ask the Experts

Is this a tool you would use to communicate with your internal colleagues, external customers or neither?

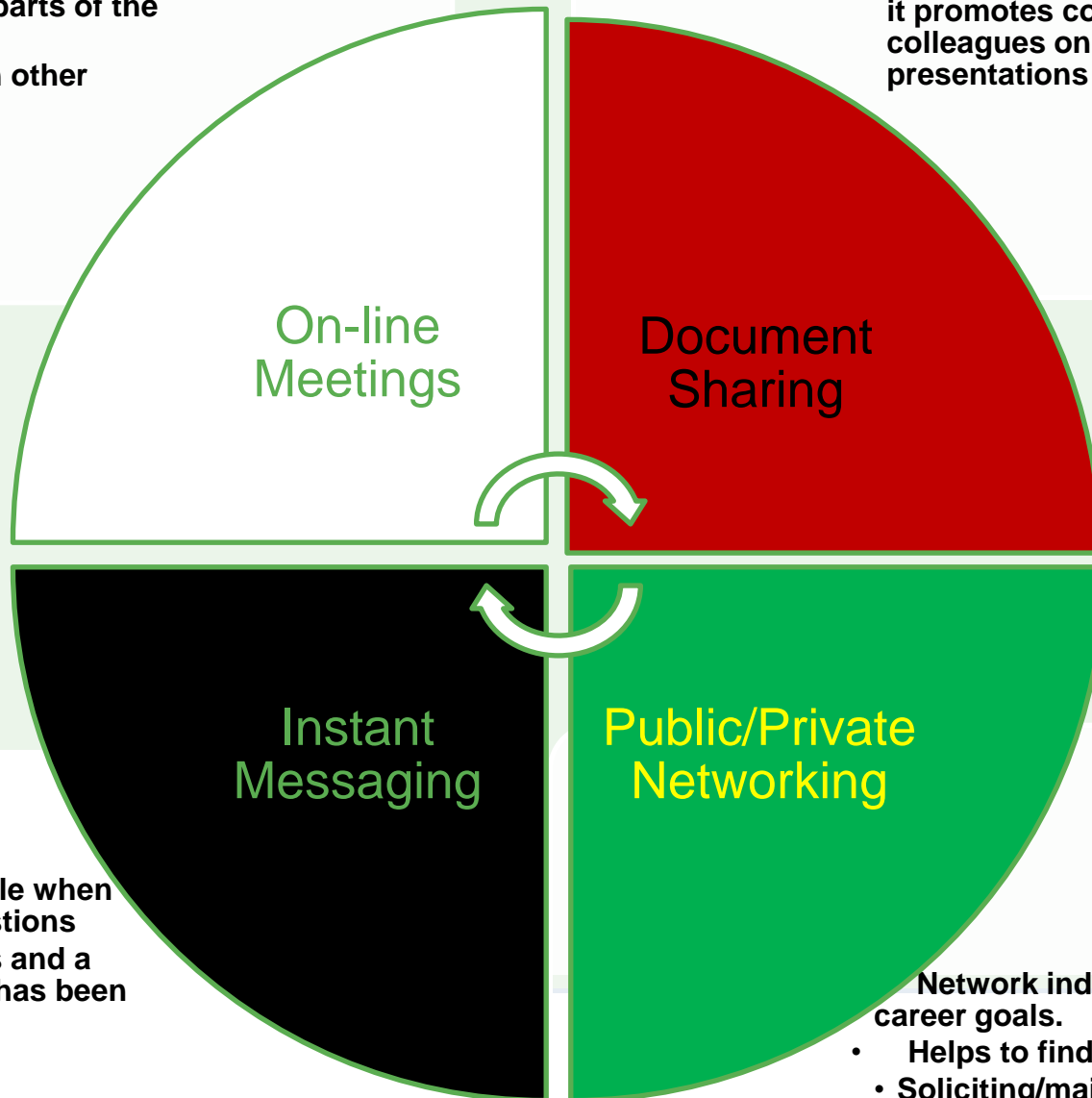
If you selected Colleague or Customer to the question above, please describe how you would use this tool in a business setting.



Survey Says...

- Product Promotions with customers in different parts of the country or world.
- Meet with colleagues in other offices

- Editable documents are great because it promotes collaboration with colleagues on projects and presentations



On-line Meetings

Document Sharing

Instant Messaging

Public/Private Networking

- Quick access to people when you have simple questions
- Quick response times and a recorded log of what has been said.

- Network individuals with similar career goals.
- Helps to find mentors
- Soliciting/maintaining/prospecting contact with external customers.

Survey Says...

Video Sharing

- Product demonstrations, meet your Underwriter
- Might be a good marketing tool with the technology to do so.
- Create quick info sessions for producers which I could share in multiple ways



Questions & Concerns

Benefits & Barriers Of Social Learning (Based Upon Social Learning Boot Camp Attendees & Consulting Clients)



Social
Technologies

- 5 Top Benefits
(Increased)
 - Collaboration
 - Peer-to-peer learning
 - Knowledge sharing
 - Productivity
 - Meet Development Needs
- 5 Top Barriers
 - Confidential Leaks
 - Confusion on Usage
 - Lack Of Client Understanding
 - Decreased Productivity
 - Pass Along Wrong Data



Information Sharing Tools

Power to The People



IH Social Media Trial Goals

Value To Business

Increase Employee
Engagement

Promote Faster
Communication

Connect Dispersed Teams

Ways To Connect

Smart Phones (Blackberry, I-phone,
Androids)
Desktops

Uses for the Tools

Get Answers To Questions
Solve Problems

Clarify Policies and Procedures

Notification of Problems

Find Pockets of Knowledge



Tool Time



Yammer & SharePoint



AAA Yammer Testimonial



Let's Take a Quick Tour of Yammer



Yammer Feedback



Good

- Similar to Facebook
- Easy to post information
- Chat Feature always open like instant messages



Bad

- Difficult to Find Items
- Not Organized Well
- Could not delete items



Ugly

- Just another place to check for messages in addition to email
- Could be an attractive nuisance



SharePoint

- [My Site](#)





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Get Started with My Site

- Describe yourself and help others find you and know what you do
- Identify the people you know and work with to put your personal network to good use
- Upload your picture to help others easily recognize you at meetings and events
- Customize this page by adding or removing web parts to get more out of your My Site
- Learn more about My Site and see tips on what it can do for you

RSS Viewer

Web part is not bound to a feed. [Open the tool pane](#) to set the feed Url.

SharePoint Sites

Sites | **My Site** | New Hire | Business Processes | Stop Pay - Void | Agency Mgmt | Training

Find all documents by Jennifer Williams

Documents

Type	Name	Last Modified	Location	Properties
	Jennifer Williams bio 2-16-11	3/7/2011 2:44 PM	Shared Documents	
	Jennifer Williams bio 2-16-11	3/7/2011 2:44 PM	Personal Documents	
	Jennifer at SBS Recognition Ceremony	2/28/2011 11:57 AM	Profile Pictures	

Tasks

There are no items to show in this view.

Recent Blog Posts

- Welcome to your Blog! - 0 Comments

My Calendar

To change the address of the Outlook Web Access server, [open the tool pane](#) and then type the URL in the Mail server address text box.

Colleague Tracker

General

- Mark Baldwin
 - Interests: Added **history, science, linguistics**
 - Skills: Added **Improvisation**
 - Document: New document Submission Count Goals.xlsx on Maryland Branch
 - Paul Jump
 - Blog: **Why Sharepoints is better than Yammer!**
 - Blog: **Why Sharepoints is better than Yammer!**
 - Skills: Added **Write Biz cash money**
- [See all changes for this person](#)

- Show all colleagues
- Change what gets tracked

[View All Site Content](#)

My Profile

- Details
- Links
- Colleagues
- Memberships

Documents

- Personal Documents
- Shared Documents

Pictures

- Shared Pictures

Lists

Discussions

- Sales Best Practices

Surveys

- Renaming the UW Trainee Program

Sites

- Blog

Recycle Bin

SharePoint Feedback



Good

Microsoft based
Company wide
access
Currently
installed



Bad

Clunky
Not intuitive



Ugly

Need more
autonomy to
make groups
and subgroups



Key Findings

From The Communication Divide



Old School vs. New School

Post: Responses to FAQ's, Policies & Key Learning's

Bulletin Board

Wiki

- Information Technology,
- Human Resources, Branch Leadership

Provide Updates to Increase Corporate Communication

Newsletter

Blog

- C Suite, Department Heads,
- Company SME's

Enhance Espirit De Corp and New Hire On-boarding

Town Hall Meeting

Social Media Tools

- Employee Profiles
- Company Announcements



Protecting Your Brand



Corporate Guidelines for Social Media Use



Social Media Guidelines

Social Media Governance

Empowerment with Accountability™

4466 retweet



BOOK

SPEAKING

POLICIES

BLOG

STUDIES

ABOUT

Policy Database

164 policies in this database

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Google™ Custom Search

Search

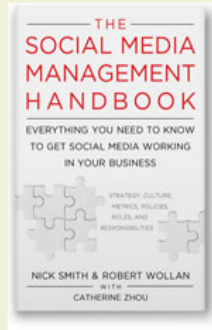


View by industry:

All Industries



Free Chapters



View free chapters of The Social Media Management Handbook.

Get Email Updates

Get email updates of new policies or features.

Organization	Title
About.com	Template: Blogging and Social Media Policy
About.com	Template: Internet and Email Policy
American Institute of Architects	Policy on Staff Use of Social Media
American Red Cross	Social Media Handbook for Local Red Cross Units
American Red Cross	Online Communications Guidelines
amp3 Public Relations	Social Media Guidelines
Astonish Results	Social Media Policy (for Insurers)
Australian Government: Department of Finance and Deregulation	Social Media 101: A Beginner's Guide for Finance Employees
Australian National Botanic Gardens	Social Media Policy
Australian Public Service Commission	Interim Protocols for Online Media Participation



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In Summary from The Experts

- [The Gen Y Guide to Web 2.0 at Work](#)



Resources

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<http://www.knoxvillechamber.com/pdf/workforce/ROlonGenYWhitePaper.pdf>
ROI on Generation Y Employees, April Lynch 2008
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- 5) **Tools of the Trade**, March 2010, Social Media Matrix , RWD Technologies
- 6) **Questions and Concerns**, March 3, 2011,webinar , www.clomedia.co/events Leadership Development in the 2020 Workplace, Jeanne C. Meister
- 7) **Social Media Guidelines**, 2011, www.socialmediagovernance.com/policies.php , Chris Boudreaux , 2010
- 8) **[The Gen Y Guide to Web 2.0 at Work](#)** , September 2010, Slideshare.com, Sasha Chua, 2008
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- 10) **The New Social Learning: A Guide to Transforming Organizations Through Social Media**, 2010, Tony Bingham and Marcia Comer



Thank You

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