Moving from ME to WE:
Embracing the Millennial Mindset

Michelle Spehr, MA, M.Ed., MCHES, CWWPC, CWF
Health and Wellness Consultant
The Benefit Services Group, Inc.

https://www.youtube.com/watch?v=M4ljTUxZORE
May you get as much praise and attention on your birthday as an average millennial feels entitled to every day.

Never before has a generation so diligently recorded themselves accomplishing so little.
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In an effort to improve my productivity, please send all inter-office memos directly to me via Facebook.

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Why Millennials Are the Way They Are – Societal Lens
The Fourth Turning

<table>
<thead>
<tr>
<th>Year Born</th>
<th>Era Type</th>
<th>Generation Type</th>
<th>Generation</th>
</tr>
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<tbody>
<tr>
<td>1901 – 1924</td>
<td>Crisis</td>
<td>Civic</td>
<td>G.I.</td>
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<tr>
<td>1925 – 1945</td>
<td>High</td>
<td>Adaptive</td>
<td>Silent</td>
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<tr>
<td>1946 – 1964</td>
<td>Awakening</td>
<td>Idealist</td>
<td>Boomer</td>
</tr>
<tr>
<td>1982 – 2000</td>
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<td>Civic</td>
<td>Millennials (Gen Y)</td>
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The Fourth Turning

<table>
<thead>
<tr>
<th>Year Born</th>
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<td>Crisis</td>
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<td>Awakening</td>
<td>Idealist</td>
<td>Boomer</td>
<td>ME</td>
</tr>
<tr>
<td>1965 – 1981</td>
<td>Unraveling</td>
<td>Reactive</td>
<td>Gen X</td>
<td>ME</td>
</tr>
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<td>1982 – 2000</td>
<td>Crisis</td>
<td>Civic</td>
<td>Millennials (Gen Y)</td>
<td>WE</td>
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Generational Traits

**Silent (WE)**
- High in the air
- Institutions strong/individual weak
- Value conformity
- Career corporate jobs

**Boomer (ME)**
- Individual expression
- Want more than conformist parents
- Defined by work

**Generational Traits**

**Gen X (ME)**
- Individualism strong and flourishing
- Disorder pervasive
- Civic weak

**Millennial (WE)**
- Value time over money
- Require growth and development
- Seek flexibility and autonomy – work-life integration instead of work-life balance

Sources: Sean Kelly, CEO at HUMAN, Millennials in the Workplace: Engaging an Emerging Demographic workshop, Employee Benefits News Benefits Forum and Expo, October 1, 2015
Gustavo Grodnitzky, Ready or Not, Here They Come Understanding and Motivating the Millennial Generation, Workforce Strategy Workshop, October 9, 2015
Why Millennials Are the Way They Are – Biological Lens

Chemicals that create drive and happiness

- **Endorphins**
  - Mask pain, exercise, laughter

- **Dopamine**
  - Feeling of accomplishment

- **Selfish Chemicals**
  - Don’t last
  - Can be experienced alone

Sources: Sean Kelly, CEO at HUMAN, Millennials in the Workplace: Engaging an Emerging Demographic workshop, Employee Benefits News/Benefits Forum and Expo, October 1, 2015
Simon Sinek, Why Leaders Eat Last, 99U Presentation, Published Dec 4, 2013 on https://www.youtube.com/watch?v=ReRcHdeUG9Y
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Chemicals that create drive and happiness

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<th>Endorphins</th>
<th>Serotonin</th>
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<td>Mask pain, exercise, laughter</td>
<td>Pride, status</td>
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<table>
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<tr>
<th>Dopamine</th>
<th>Oxytocin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feeling of accomplishment</td>
<td>Loyalty, trust, love</td>
</tr>
</tbody>
</table>

Selfish Chemicals
- Don’t last
- Can be experienced alone

Selfless (Social) Chemicals
- Exists into the future
- Must be shared

Sources: Sean Kelly, CEO at HUMAN, Millennials in the Workplace: Engaging an Emerging Demographic workshop, Employee Benefits News Benefits Forum and Expo, October 1, 2015
Simon Sinek, Why Leaders Eat Last, 99U Presentation, Published Dec 4, 2013 on https://www.youtube.com/watch?v=ReRcHdeUG9Y

Millennials thirst for social chemicals

Serotonin (Pride, Status)
- Achieved via public recognition
- Allows for massive sacrifice if reciprocated
- Backfires if not authentic or does not exist

Oxytocin (Love, Trust, Touch)
- Achieved via trust, giving, and laughter
- Being part of a close-knit community
- Strongest of all the happiness chemicals

Sources: Sean Kelly, CEO at HUMAN, Millennials in the Workplace: Engaging an Emerging Demographic workshop, Employee Benefits News Benefits Forum and Expo, October 1, 2015
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Wellness Programs
Early programs addressed holistic health. Later approaches narrowed and focused on reducing risks to save costs.

Value
Return on Investment (ROI)
Value of Investment (VOI)
Value of Caring (VOC)
Win-Win Strategy
Shared Values - Shared Results: Collaboration, systems thinking, human centered design.

Zero Trends
Importance of healthy environment, culture, climate, helping healthy people stay healthy. Health is more than absence of illness.

Wellness Continuous Improvement

Source: Edington, D. W., Pitts, J. (2016). Shared Values - Shared Results: Positive Organizational Health as a Win-Win Philosophy

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Questions

Current
- How can we reduce health risks and poor behaviors in employees and health care costs for companies?

Emerging
- How do we help healthy people stay healthy?
- How can we help create conditions for positive health outliers?
- How can we help people thrive?

Source: Edington, D. W., Pitts, J. (2016) Shared Values - Shared Results: Positive Organizational Health as a Win-Win Philosophy

Solutions

Current
- Worksite wellness programs focused on individuals with risk and disease

Emerging
- Support thriving, health and quality of life in the total population
- Create healthy and thriving workplace cultures and environments
- Embed wellness programs within the organization’s overall business model
- Create positive organizational health

Source: Edington, D. W., Pitts, J. (2016) Shared Values - Shared Results: Positive Organizational Health as a Win-Win Philosophy
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Metrics

Current
- Change in health risks
- Change in healthcare costs
- Return on investment of wellness programs

Emerging
- Metrics of positive individual health and thriving
- Metrics of positive organizational health
- Value of investment, including indirect financial results (recruitment, retention, morale, loyalty)
- Value of caring, including impact of strong positive relationships at work, at home and in the community on the organization and its employees

Source: Edington, D. W., Pitts, J. (2016) Shared Values - Shared Results: Positive Organizational Health as a Win-Win Philosophy

Interrelated Dimensions

Source: Edington, D. W., Pitts, J. (2016) Shared Values - Shared Results: Positive Organizational Health as a Win-Win Philosophy
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Next Practices Conversation

“When was the last time your wellness program created an ***insanely great experience*** for your employees?”
- Laura Putnam

“**Shared Values. Shared Results.** Organizations win when employees win. Employees win when organizations win.”
– Dee Edington

Gallup’s **Five essential elements of well-being**: purpose, social, community, financial, physical
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Fast Five Insights to Recharge Your Wellness Strategy
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#1. Readiness to Change Reality Check (Stuck in the Past or Ready for Next?)

Return on Investment (ROI) + Value of Investment (VOI) + Value of Caring (VOC) = Win-Win Strategy

Zero Trends
- Importance of healthy environment, culture, climate, helping healthy people stay healthy
- Health is more than absence of illness

Wellness Programs
- Early programs addressed holistic health
- Later approaches narrowed and focused on reducing risks to save costs

Source: Edington, D. W., Pitts, J. (2016) Shared Values - Shared Results: Positive Organizational Health as a Win-Win Philosophy

#2. Think Beyond Physical Health

1. PURPOSE: Liking what you do each day and being motivated to achieve your goals
2. SOCIAL: Having supportive relationships and love in your life
3. FINANCIAL: Managing your economic life to reduce stress and increase security
4. COMMUNITY: Liking where you live, feeling safe and having pride in your community
5. PHYSICAL: Having good health and enough energy to get things done daily

#2. Think Beyond Physical Health

## Please indicate how satisfied you are with each area of well-being in your life.

<table>
<thead>
<tr>
<th></th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Unsatisfied</th>
<th>Very Unsatisfied</th>
</tr>
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<tbody>
<tr>
<td><strong>Purpose:</strong> Liking what you do each day and being motivated to achieve your goals</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<tr>
<td><strong>Social:</strong> Having supportive relationships and love in your life</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td><strong>Financial:</strong> Managing your economic life to reduce stress and increase security</td>
<td>○</td>
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<td><strong>Community:</strong> Liking where you live, feeling safe and having pride in your community</td>
<td>○</td>
<td>○</td>
<td>○</td>
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</tr>
<tr>
<td><strong>Physical:</strong> Having good health and enough energy to get things done daily</td>
<td>○</td>
<td>○</td>
<td>○</td>
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## Please indicate how important it is for the Company to develop more programs and resources to better support you in each area of well-being.

<table>
<thead>
<tr>
<th></th>
<th>Extremely Important</th>
<th>Important</th>
<th>Not at all Important</th>
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#3. Communicate for Success

- We care about you
- Your health and well-being matters
- Here’s the vision
- Here’s how you can be a part of it
- We’re here to help you if you have questions or concerns
- Together we’re better

Source: Adapted from David Hunnicutt, PhD, 2013 WELCOA National Training Summit, Engage, Energize & Empower
#4. Use Design Thinking to Explore the *Employee* Experience

![Design Thinking](image)

Source: Google Images

#5 Michelle’s Must-Read List

- **THE FIELD GUIDE TO HUMAN-CENTERED DESIGN**
  - *Design Kit*

- **How Millennials Want to Work and Live**
  - *Patrick Lencioni*
  - *Gallup*

- **The Advantage**
  - *Why Organizational Health Trumps Everything Else in Business*
Imagine a Work Environment

Millennial Moment
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Thank You

How will you ignite...

🔥 your program?
🔥 your employees?
🔥 yourself?

#ignitewellness www.wellnesscouncilwi.org

Wellness Council of Wisconsin's 26th Annual Worksite Wellness Conference: Igniting the Evolution of Wellness - September 14, 2016