

The Potential of Millennials

Millennials that are entering the workforce have almost limitless potential if we work with them to cultivate the soft skills necessary to communicate effectively.

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It is no secret how fast technology changes. Life gets easier with all the gadgets and technical resources at our fingertips. The twenty to thirty somethings have already mastered them and are paving the way in the market. Layering improvisational skills on top of their technical abilities will make them formidable employees in the marketplace.

From the perspective of a consumer, demands change as new generations form the market and make it their own. Marketing today is far from what it was just in the last twenty years. If you can't keep up with the new trends, you won't keep up at all. Millennials know how to navigate it and they are the ones continuing to come out with "hot off the press" technology and innovation that is pushing the industry forward. Using improvisational techniques to innovate and grow with these young professionals will not only create more well-rounded employees, it will help you relate to clients and those within your workplace.

Just who are these Millennials? The U.S. Chamber of Commerce Foundation calls them the most studied group in our history so we should be able to get well acquainted with them. They are known as borderline narcissists, based on their preference for pursuing happiness and having higher than average IQ scores. Generally, they have high expectations and a level of assertiveness not seen in previous generations and yet they are described as being altruistic. These qualities put quite the load on the shoulders of the coworkers and supervisors of Millennials today. According to a study published by the National Center for Biotechnology Information, "Trust and supportiveness between Millennials and coworkers will encourage them to become more involved, committed, and better performing in their organizations."

Trust and support - That is the bridge to tapping into their potential.

IMPROVISATION

Improvisation is the way to reach Millennials who are seeking experiences rather than tangible items. It is the way to reach Millennials who are looking for a better and more meaningful way to connect with the world around them outside of the traditional straight line into adulthood. They value the very principles behind improvisation: trust, support, respect, listening, focus and using those skills to adapt to the unexpected.

BEYOND THE HUMOR

Although laughter is something Millennials appreciate even on the clock, improvisation is more than that. It is the bridge between our generations. It is what they are looking for and what will retain your Millennial new hires and keep your clients invested. We need Millennials to carry our businesses and firms into the future and they are looking to us to provide the support they need to carry on the task of producing positive results. They have the technical skills. They have the education. What they need are the soft skills and they are looking to us.



DID YOU KNOW?

Millennials will make up 75% of the workforce by the year 2020.

SOURCE: FORBES, 2014

One final thought: You never know what the day is going to bring. We all wake up with our own agendas. We all have ideas that we keep to ourselves and we have ideas that we share. Each one of those ideas has worth. Even the not so great ones lead to better ones. The Millennials in the office down the hall from you are a gold mine. The way to access that is through the principles of improvisation that will open up meaningful doors to communication that lead to never ending hallways of positive results.

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