



How to Engage Millennials in the Workplace

Presented by:



EMERGING
LEADERS
OF GAMING



THE
INNOVATION
GROUP



Topic Information

While Baby Boomers and Generation Xers are delaying their retirement, millennials are simultaneously joining the workforce, creating an ever-widening generational gap in the workplace. This leaves many of us wondering:

- *As a non-millennial manager, how can I engage my millennial employees?*
- *As a millennial, how can I effectively communicate with my non-millennial manager?*

Emerging Leaders of Gaming intends to answer these questions (and more) during this video webinar, the goal being to bridge generational gaps and ensure success by capitalizing on each generation's strengths.

Moderator



Angela Slovachek

Angela Slovachek joined The Innovation Group in 2015 as an Analyst while finishing her Master's degree in Urban and Regional Planning at the University of New Orleans. Angela previously worked at a New Orleans based consulting firm as a research analyst on transportation, business development and housing projects within the Planning Department.

Her background also includes over ten years of managerial experience in the restaurant industry and two years of project management in Benin, West Africa during service in the United States Peace Corps.

Angela obtained her B.A. in Economics and International Development from the University of Wisconsin in Milwaukee and a Certificate in Peace Studies and Conflict Resolution. She is also a member of the American Planning Association (APA) and Urban & Regional Information Systems Association (URISA).

Panelists



Mark Freid, President

Think Creative

Mark Freid is the founder of Happiness Counts (happinescounts.com) and owner of Think Creative Inc. (thinkcreativeinc.com), an award-winning branding and marketing firm based in Orlando, Florida that is driven by a "Culture of Gratitude." He is also the featured brand expert on the Travel Channel's number one show, Hotel Impossible.

Mark earned a BA from Tulane University, a Certificate of Leadership Practice from Rollins College, and graduated from the Crummer Management Program, the Leadership Mastermind Alliance and the Corporate Athlete Program at the Human Performance Institute. Mark writes, speaks and conducts workshops on leadership, culture, and Why Happiness Matters. His favorite saying is, "Yes." Followed by "Now let's figure out how."



Nicole Fields, Marketing Manager

Cintas Corporation

Nicole Fields' knowledge of the gaming industry started as an innovative marketer for Caesars Entertainment, one of the largest gaming operators in the world. Currently she is a Marketing Manager in charge of strategic planning and executing marketing campaigns for Cintas, a publically held company generating over \$4 billion annually.

In 2015, Nicole received a "40 Under 40 – Rising Young Professionals" award by Global Gaming Business Magazine and was recognized as an "Emerging Leader" by The Innovation Group. In addition to her honors, Nicole has taken on additional leadership roles outside her day-to-day responsibilities, including serving on a PBRG as co-chairwoman of WAVE (Women Adding Value Everywhere) and an active committee member for Global Gaming Women, a non-profit focused on support and development for women in the gaming industry.

Panelists



Tonya Roedell, Director of Digital & Professional Services

Aristocrat Technologies

Tonya Roedell has always been at the forefront of online marketing. As one of the first graduates with a bachelor's degree in e-commerce, Ms. Roedell is constantly looking for the newest innovation to go after. As gaming platforms expand from the traditional brick and mortar to social and online gaming, Ms. Roedell works with clients to ensure that these components work together in order to provide a quality experience for the property's customer, but also the operator.

Her job is to ensure that each of her clients is using Aristocrat's technology to the fullest extent. This commitment, combined with her experience as an operator is one of the major drivers of her success. She is able to address marketing needs through online platforms. From the beginning of her career in the gaming industry, Ms. Roedell has found ways to integrate new technologies into effective marketing programs. She is currently leading a new division which focuses on providing strategic support to customers, increasing product performance, and building lasting relationships.



Andre Jackson, Director of Hotel Operations


Horseshoe Roadhouse Casino, Caesars Entertainment

Jackson has been successful in the hospitality industry for over 15 years, since earning his bachelor's degree in restaurant and hotel management from the University of Houston. Intrigued by casinos after taking several related classes in college, he joined the gaming industry in 2005 as a front office supervisor at Grand Casino Tunica and eventually worked his way to Las Vegas. Due to his hard work and dedication, Jackson was recently promoted within Caesar's to be the Director of Hotel Operations at the Horseshoe and Roadhouse Casinos in Tunica, Mississippi.

Using his passion for providing excellent guest service, Jackson has won several awards, including the most prestigious award at Caesars Entertainment, the Chairman's Award. In 2010, he was selected from a pool of 30,000 employees for the Chairman's Award for the Western Region and in 2015 he was featured in Global Gaming Business Magazine's 40 Under 40. In addition to these awards, he has also been featured in Who's Who Las Vegas magazine and has actively served on committees for the Nevada Hotel and Lodging Association.




Panelist Questions



What kinds of generational
communication issues or conflicts
have you seen in the workplace?

What do you believe are the most important things a
leader can do to resolve these conflicts?




Have you ever had to overcome
any communication issues
between multiple generations in
your experience?

If so, how did you tackle those issues?




What strategies have you found work best for engaging millennials?

Does anyone else have any additional strategies that they use to engage millennials?



What types of activities/accommodations have been provided to millennials by your management team to help motivate them?

Have these been successful or do you find that you have to motivate yourself at times?




Different generations typically prefer different types of communication methods, which can often lead to frustration and miscommunication. What type of communication do you typically prefer in the workplace?

Do you find yourself having to adjust your preferred method of communication in order to accommodate other generations?



What do you recommend for non-millennial managers who are having trouble engaging their millennial employees?

Do you think this method would be effective in your workplace? Why or why not?



In the media, millennials are often said to be unmotivated in the workplace. Do you have any tips for millennials who may be struggling to motivate themselves?

Can anyone recommend any additional strategies for millennials who need to motivate themselves?



To our female panelists, how do you feel that your experience has been different from your male counterparts?

Can anyone offer some advice for millennial women on how to counteract potential gender disparities?