Working with Millennials:

Lessons inspired by Coach K

Presented by Chrissie Gorman
Co-Founder & CEO of PowerForward
gopowerforward.com
What is PowerForward?

Who am I?
What is PowerForward?

PowerForward is a team and leadership training platform, inspired by Coach K and featuring the experiences of top leaders.
Who am I?
Why are we here?

Millennials are the largest generation in the American workforce representing 45% of workforce.

- 50% of millennials are already in leadership positions in their organizations...
- ...with 90% taking those leadership roles in the last five years...
- More than 90% believe that an employer should provide on-the-job training...

...and this generation is more willing to switch jobs or work for themselves if they aren’t satisfied with their employer.
How have Millennials impacted your organization?
So Millennials are changing the workforce.

But how do you adapt to fit their needs?
Culture
Culture ≠ ping pong tables
“Developing a culture means having a tradition that maintains the standards you want to define your program...
...Culture is established by the people who compose your team and is carried on by those people...
...A successful development of culture means that you hear different voices echoing the same message throughout the organization — now, through the history of your program, and into its future.”
In summary, culture . . .

● Means having a tradition
● Is established by your team members
● Has different voices echoing the same message
But how you do develop it?
Coach K has a process that can be used effectively to engage Millennials.
Coach K’s Tips for Working with Millennials

1. Create a sense of collective responsibility – we vs. I
2. Develop team standards vs. rules
3. Communicate, just approach it differently
4. Use moments to bring a sense of feeling to your organization
5. Put it into action
Coach K’s Tips for Working with Millennials

1. Create a sense of collective responsibility – we vs. I
2. Develop team standards vs. rules
3. Communicate, just approach it differently
4. Use moments to bring a sense of feeling to your organization
5. Put it into action
1) Create a sense of collective responsibility — we vs. I

First off, what is collective responsibility?
1) Create a sense of collective responsibility — we vs. I

We win and we lose together. Handling the responsibility for wins and losses together removes the burden from one individual’s shoulders and distributes it among each member of the team. That atmosphere is conducive to high-level performance and places you and your team in the position to be bold and unafraid, and if you should lose, you are not alone.
Coach K on creating a sense of collective responsibility

Play for the name on the front of your jersey
Do your team members play for the front of their jerseys?
Coach K’s Tips for Working with Millennials

1. Create a sense of collective responsibility – we vs. I
2. Develop team standards vs. rules
3. Communicate, just approach it differently
4. Use moments to bring a sense of feeling to your organization
5. Put it into action
2) Develop team standards vs. rules

What is a standard?
2) Develop team standards vs. rules

A standard is a way you do things all the time.

Standards form a level of excellence that we consider our norm.
2) Develop team standards vs. rules

What makes this different from a rule?
2) Develop team standards vs. rules

A rule isn’t something your team owns.

It’s something your team is told to do/not to do.
Coach K: Creating gold standards

Owned by the team

Create an environment of excellence
Do you have standards on your team?
Coach K’s Tips for Working with Millennials

1. Create a sense of collective responsibility – we vs. I
2. Develop team standards vs. rules
3. Communicate, just approach it differently
4. Use moments to bring a sense of feeling to your organization
5. Put it into action
Effective teamwork begins and ends with communication. Communication does not always occur naturally, and must be taught and practiced in order to bring everyone together as one. The most crucial element of communicating is telling the truth.
3) Communicate, just approach it differently

We now live in a world with constant communication...

...but are our interactions meaningful?
Coach K: Communicating effectively

Adapt your process – e.g., text and bitmojis

But stay true to your message – open, honest communication is key
Do you use technology to enhance or hide from communication?
Coach K’s Tips for Working with Millennials

1. Create a sense of collective responsibility – we vs. I
2. Develop team standards vs. rules
3. Communicate, just approach it differently
4. Use moments to bring a sense of feeling to your organization
5. Put it into action
4) Use moments to bring a sense of feeling to your organization

Why is it important to create a sense of feeling on your team?
4) Use moments to bring a sense of feeling to your organization

What do you want your team to own and feel?

How can you create experiences that will help them achieve this feeling?
4) Use moments to bring a sense of feeling to your organization

You can see or hear something, but those are just surface-level interactions.
4) Use moments to bring a sense of feeling to your organization

By developing true feeling, you create a sense of ownership on your team.
4) Use moments to bring a sense of feeling to your organization

How do you do this?
4) Use moments to bring a sense of feeling to your organization

Through experiences
4) Use moments to bring a sense of feeling to your organization

What is the attribute you are trying to develop on your team? What experience will help your team really feel that?
4) Use moments to bring a sense of feeling to your organization

What is the attribute you are trying to develop on your team? Community impact

What experience will help your team really feel that? Come together to volunteer in a school
Coach K wanted to create a feeling of selfless service and commitment to one’s country among his players.

How did he do that?

By creating experiences with the military.
What moments have you had with your team?
Coach K’s Tips for Working with Millennials

1. Create a sense of collective responsibility – we vs. I
2. Develop team standards vs. rules
3. Communicate, just approach it differently
4. Use moments to bring a sense of feeling to your organization
5. Put it into action
5) Put it into action

Putting it into action is less about the “X’s and O’s” and more about trusting that you have the shared sense of commitment and focus and will work together toward your goal.
This is just an introduction into how Coach K’s lessons can help your team