

# WRAP UP



**TONY JEARY**  
IS A STRATEGIST  
AND AUTHOR  
ADVISING TOP  
ORGANIZATIONS  
AND HIGH  
ACHIEVERS  
AROUND  
THE WORLD.

## HELP THEM WIN

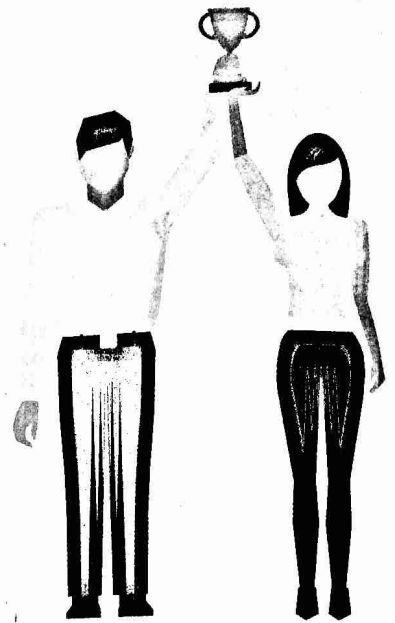
IMPROVE YOUR RESULTS BY PUTTING OTHERS FIRST.

When I was a kid, my dad taught me the most important principle of my life: "Give value: Do more than is expected." It has been the foundation of my success.

From day one, we encounter competition on the playground and in the classroom. Later we compete with others for educational benefits, careers and promotions. We are wired to compete, and that often leads to a mindset of trying to "one-up" others. But truly smart achievers help others win, which directly impacts the speed of results they experience.

Now that I'm aware of this idea, I teach it to others. Often when I'm making a presentation, I'll facilitate input. If someone says something that is very valuable, I have two choices: I can gloss over it by saying something like "that's a good idea," and then spout my ideas, or I can have a much greater impact with my audience—and especially with that individual—if I compliment the person and encourage him or her to share more. I might say, "Wow! That's really a great idea, Bob! Tell us more." By doing so, I create a triple win: Bob wins (I let him shine), the other audience members win (they have received valuable input from someone other than me), and I win (I gained trust, respect and rapport by letting someone else shine).

To be the best, have the best and deliver the best results, you must be completely comfortable and confident that you will win when you help others win. If you want to see amazing results, embed this philosophy in your life and your organization.



## 5 WAYS TO MOTIVATE MILLENNIALS

USE THESE TIPS TO GET MORE OUT OF YOUNGER STAFFERS.

The rise of technology, Internet access and a challenging economy have all fundamentally rewired how the millennial generation approaches work and career. With an average work tenure of two years or less, millennials make opportunities to grow future leaders from within an organization elusive. For today's organizations to successfully retain tomorrow's leaders, they must grasp and leverage what motivates the next-generation worker.

**1) INNOVATION.** Millennials will lean into their high-tech and hyper-connected upbringing to solve complex problems. When deciding if they wanted to work at a company, 78 percent of millennials were strongly influenced by how innovative a company was, according to a 2014 study by the consulting firm Deloitte.

**2) DEVELOPMENT.** The branding agency Millennial Branding discovered that lack of career opportunities is a top reason millennials leave an organization. Access to the world's knowledge at their fingertips has accelerated millennial appetites for learning and development; they are continuous learners. Virtual, mobile and self-directed learning coupled with a clear career track will result in an inspired millennial team.

**3) COLLABORATION.** According to a 2014 survey by the private research company Qualtrics, 74 percent of millennials ranked a collaborative work environment as the first or second characteristic they look for in a job. Millennials will leverage their robust social networks to crowdsource research and decision-making.

**4) FLEXIBILITY.** Cisco Systems recently discovered that 69 percent of millennials believe office attendance on a regular basis is unnecessary. Millennials grew up in an age in which they could turn to the Internet to customize anything from clothes to cars. Excite your millennial employees by delivering a similar level of customization around when, where and how they can work.

**5) PURPOSE.** According to Bentley University's Center for Women and Business, 84 percent of millennials say making a difference is more important than professional recognition. Meaningful work is the primary definition millennials have for career success. Communicate the "why" behind the work, and paint the picture of a bigger purpose.

—Ryan Jenkins, author of *A Guide to What Motivates the Next Generation at Work*

