ATTRACTING & RETAINING MILLENNIALS IN THE POWER INDUSTRY

March 21 - 22, 2018
EUCI Conference Center
Denver, CO
OVERVIEW

“The Millennials are disrupting retail, hospitality, real estate, housing, transportation, entertainment and travel. They will soon radically change higher education, technology, energy and the workplace.”

Gallup

The aging workforce isn’t the problem facing the power industry. Winning the Millennial talent war is. With retirements increasing to more than 30% over the next 24 months, GO/GOPs, IPPs, TO/TOPs, Distribution Providers, Construction and Service companies are waking up to the challenge of attracting and retaining a new generation of electrical and IT engineers, operations specialists, field techs, traders, line workers, customer service and compliance professionals.

Today, 72% of power companies and service providers report difficulty finding the skills they need. Many are losing promising hires to competitors who can pay more or offer rapid career advancement in this escalating war for talent. But that’s not the worst news.

As we enter 2018, 80 million Millennials are on-deck, ready to become 50% of the US workforce in 24 months – 75% of the workforce by 2025. The worst news is, for Millennials making career choices, the power industry isn’t cool – and they ain’t coming. No, no, not in the numbers needed to keep the industry viably staffed. Oh, and they’re not staying, averaging 3X the turnover rate across all industries.

Attracting this diverse, and significantly different, generation is going to take all-out massive action. If you serve in any of the following capacities – You Should Be Here! Because your experience, insights, mentorship and leadership are critical to attracting and retaining the Millennial workforce:

- Chief Operating Officers
- Human Resources
- Electrical Engineering
- Power Plant and Field Operations
- Customer Service Managers

“Very eye opening! As a ‘Millennial’ in management it was great to see problems and pros that my Generation can offer. The past few days will change the way I approach my team!”

Operations Supervisor, UC Synergetic
LEARNING OUTCOMES

This is a hands-on, numbers-driven, how-to, walk-out-with-a-plan course for attracting, engaging and retaining Millennials at your company. You will leave a thought leader, influencer, and go-to source for guiding your company through Millennial issues and decisions.

- **The Millennials:** Assessing the Millennial generation – who they are, what they want and expect (hint: instant gratification), how they communicate, where they are located, the differences between early and later Millennials and how critical your Vision is to attracting them.

- **The Millennial Employee:** Reviewing Millennial talents, career drivers (think authenticity and trust), where their loyalty lies, their workplace gaps (what’s missing for employers), how they compare to Baby Boomer and Gen X employees, what fuels their 3X attrition rate and management.

- **Workplace Gap Analysis:** Quantifying the state of your current workforce (retirements, skill needs, what’s working, challenges), where you need to be in 24-36 months, what’s missing, what’s needed to solve for the new workforce and downstream consequences of decisions.

- **The Coming Millennial Tsunami / 7 Forces Analysis:** Discussing Porter’s 5 Forces model (with 2 more forces!) puts in perspective the far-reaching impact of the coming Millennial Tsunami, why Gen X can’t fill upcoming managerial needs and how to position your company to gain advantage.

- **Alert! Alert! Gen X is Your Near-Term Jeopardy:** Retaining and promoting Gen X employees over the next 24 months will be critical – as they must keep the wheels on the bus while everyone struggles with adapting to the Millennial workforce. Currently, Gen X is overworked, burnout, held captive by little upward mobility, often underappreciated and expected to mentor Millennials.

- **$1.5M to Replace 3 Employees:** Translating your Workplace Gap Analysis into real $$ dollars – calculating what Millennial hiring, engagement and attrition will cost – including Gen X managers being recruited by competitors frantic for seasoned talent.

- **Attracting Millennials:** “Being Cool” to Millennials means looking, sounding and being a Millennial-oriented brand. We explore the 7 Steps to attracting Millennials including: Employer Value Propositions (EVP), creating awareness of career opportunities, how the industry matches many Millennials’ values, turning geographical and cultural challenges into advantages by telling your story through social media, video and career channels like Glassdoor and LinkedIn. (PS – the Millennials don’t use Facebook. You’re talking to your employees.)

- **Retaining Millennials:** Full disclosure: Sorry, there is no secret, top 10, “do this” magic formula for retaining Millennials – as the current retention strategies and incentives that worked with Baby Boomers and Gen X don’t work with Millennials.
  - Retaining Millennial talent requires faster career paths, flex hours, quicker promotions, mobility-centric technology environments, upgraded physical work environments and replacing the “Good Ole Boy Club” with cultural engagement that reflects a more ethnically diverse generation.
  - Recognizing these new rules of engagement, Toyota moved its US Operational Headquarters from California to North Texas and built a new tech-enabled facility to attract its workforce of the future.
  - Proactive employers are evolving to an “Employee Experience” workplace to attract the Millennial workforce. We will explore this emerging workplace model, how it differs from the traditional Employee Lifecycle model and how 40% ROI is possible from reduced employee attrition and greater engagement. Get ready for a deep dive!

“Fantastic course for all generations.”

Operations Supervisor, UC Synergetic

REGISTER TODAY! CALL 303-770-8800 OR VISIT WWW.EUCI.COM
AGENDA

WEDNESDAY, MARCH 21, 2018

8:00 – 8:30 am  Registration and Continental Breakfast

8:30 – 8:45 am  Welcome and Introductions of Instructor and Attendees

8:45 – 9:00 am  Course Learning Objectives & Outcomes

9:00 am – 12:00 pm

- **The Millennials**: Assessing the Millennial generation – who they are, what they want and expect (hint: instant gratification), how they communicate, where they are located, the differences between early and later Millennials and how critical your Vision is to attracting them.
- **The Millennial Employee**: Reviewing Millennial talents, career drivers (think authenticity and trust), where their loyalty lies, their workplace gaps (what’s missing for employers), how they compare to Baby Boomer and Gen X employees, what fuels their 3X attrition rate and management.
- **Workplace Gap Analysis**: Quantifying the state of your current workforce (retirements, skill needs, what’s working, challenges), where you need to be in 24-36 months, what’s missing, what’s needed to solve for the new workforce and downstream consequences of decisions.

12:00 – 1:00 pm  Group Luncheon

1:00 – 5:00 pm

- **Alert! Alert! Gen X is Your Near-Term Jeopardy**: Retaining and promoting Gen X employees over the next 24 months will be critical – as they must keep the wheels on the bus while everyone struggles with adapting to the Millennial workforce. Currently, Gen X is overworked, burnout, held captive by little upward mobility, often underappreciated and expected to mentor Millennials.
- **$1.5M to Replace 3 Employees**: Translating your Workplace Gap Analysis into real $5 dollars – calculating what Millennial hiring, engagement and attrition will cost – including Gen X managers being recruited by competitors frantic for seasoned talent.
- **Attracting Millennials**: “Being Cool” to Millennials means looking, sounding and being a Millennial-oriented brand. We explore the 7 Steps to attracting Millennials including: Employer Value Propositions (EVP), creating awareness of career opportunities, how the industry matches many Millennials’ values, turning geographical and cultural challenges into advantages by telling your story through social media, video and career channels like Glassdoor and LinkedIn. (PS – the Millennials don’t use Facebook. You’re talking to your employees.)
AGENDA

THURSDAY, MARCH 22, 2018

8:00 – 8:30 am  Continental Breakfast

8:30 – 9:00 am  Insights, Reactions & Questions from Day One

9:00 am – 12:00 pm

- Group Discussion regarding attracting Millennials at their workplace
- Retaining Millennials: Full disclosure: Sorry, there is no secret, top 10, “do this” magic formula for retaining Millennials – as the current retention strategies and incentives that worked with Baby Boomers and Gen X don’t work with Millennials.
  o Retaining Millennial talent requires faster career paths, flex hours, quicker promotions, mobility-centric technology environments, upgraded physical work environments and replacing the “Good Ole Boy Club” with cultural engagement that reflects a more ethnically diverse generation.
  o Recognizing these new rules of engagement, Toyota moved its US Operational Headquarters from California to North Texas and built a new tech-enabled facility to attract its workforce of the future.
  o Proactive employers are evolving to an “Employee Experience” workplace to attract the Millennial workforce. We will explore this emerging workplace model, how it differs from the traditional Employee Lifecycle model and how 40% ROI is possible from reduced employee attrition and greater engagement. Get ready for a deep dive!

INSTRUCTOR

Janet Kieffer  
Founder & CEO, Influence

Janet Kieffer has a passion for the electric industry – a result of more than 25 years of consulting experience with IOUs, Munis and Coops, IPPs and Service Providers – that includes retail market entry, AMR, distribution communication technologies, NERC compliance, asset management and compliance software adoption and co-authoring IEEE patents.

Janet trained meter readers to be successful sales people for an investor-owned utility entering into the newly-deregulated meter service market - resulting in 40% market share in 12 months. She was instrumental in bringing a distribution system sensor technology to market, evolving from one rural municipal customer to garnering 35 utility clients in 5 countries in 3 years. She defined and led the development of two, billion-dollar business plans for Fortune 50 companies and successfully navigated a dinner with group of 12 Coops engineers who discussed the merits of John Deere tractors for a full 3 hours.

Fluent with rate cases, CIS systems, NERC CIP, PRC-005, voltage / current phase angles, protective relays, ISOs and how to communicate with electrical engineers, she is author of more than 35 industry articles for publications such as Electric Light & Power, Transmission & Distribution, NRECA, PowerGen, and Public Utilities Fortnightly. She was a featured speaker at the Electric Power 2017 Conference in Chicago, IL with the topic, “Surviving the Coming Millennial Tsunami.”

Janet holds a Masters in Marketing with a specialization in Growth Strategy from the University of California, Berkeley.
REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the course to be eligible for continuing education credit.

INSTRUCTIONAL METHODS

Case studies, PowerPoint presentations and classroom exercises will be used during this course.

EVENT LOCATION

EUCI Conference Center
4601 DTC Blvd., B-100
Denver, CO 80237

PREFERRED HOTEL

Hyatt Place Denver Tech Center
8300 E. Crescent Parkway, Greenwood Village, CO 80111 (0.9 miles away)
Call Central Reservations at 888-492-8847 and ask for the EUCI rate of US $149 plus applicable tax (CODE: EUCI) or visit Hyatt Place Denver Tech Center - EUCI

NEARBY HOTELS

**Hyatt Regency Denver Tech Center**
7800 E. Tufts Ave
Denver, CO 80237
Phone: 303-779-1234
0.3 miles away

**Hilton Garden Inn Denver Tech Center**
7675 E. Union Ave
Denver, CO 80237
Phone: 303-770-4200
0.6 miles away

**Denver Marriott Tech Center**
4900 S. Syracuse St
Denver, CO 80237
Phone: 303-779-1100
0.7 miles away

IACET CREDITS

EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

EUCI is authorized by IACET to offer 0.9 CEUs for this course. At the date of this posting, IACET is approved by the Society for Human Resources Management (SHRM) for continuing education.

REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this event may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.
PLEASE REGISTER

**ATTRACTION & RETAINING MILLENNIALS IN THE POWER INDUSTRY COURSE**

**MARCH 21 - 22, 2018: US $1395,**

**Early bird on or before March 2, 2018: US $1195**

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**ENERGIZE WEEKLY**

EUCI’s Energize Weekly e-mail newsletter compiles and reports on the latest news and trends in the energy industry. Newsletter recipients also receive a different, complimentary course presentation every week on a relevant industry topic. The presentations are selected from a massive library of more than 1,000 current presentations that EUCI has gathered during its 30 years organizing courses.

**Sign me up for Energize Weekly**

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**How did you hear about this event?**

(direct e-mail, colleague, speaker(s), etc.)

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**Print Name**  
**Job Title**

**Company**

**What name do you prefer on your name badge?**

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**Address**  
**City**  
**State/Province**  
**Zip/Postal Code**  
**Country**

**Phone**  
**Email**

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**List any dietary or accessibility needs here**

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**CREDIT CARD INFORMATION**

**Name on Card**  
**Billing Address**

**Account Number**  
**Billing City**  
**Billing State**

**Exp. Date**  
**Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)**  
**Billing Zip Code/Postal Code**

**OR Enclosed is a check for $**

**to cover**

registrations.

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**Substitutions & Cancellations**

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before February 16, 2018 in order to be refunded and will be subject to a US $195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI’s liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at 303-770-8800.

EUCI reserves the right to alter this program without prior notice.