



Culture Dynamics DCI

Inspiring Lives • Transforming Cultures



CONNECTING WITH MILLENNIALS (GEN Y & GEN Z)

*The Strategies of Managing, Communicating
and Engaging them*

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DCI
CONSULTING

OVERVIEW

- They are a pain the neck. They don't listen and have their own way of doing things.
- They can resign without securing the next job.
- They can't live without gadgets and feel lost without having it.

Based on the statistics of Malaysia for labour force, our Gen Y is made up about 50% of the workforce population. They are the fastest growing segment, and some have assumed senior positions in the corporate. Gen Z has entered the workforce, and they are here to challenge the Gen Y.

Often, we heard so much complains made about this group of millennials. Many senior corporate people are lost in managing them. How come they are different? What are the differences between Gen Y & Z?

This workshop strives to deal with the issues, challenges and myths about Gen Y & Z. We have conducted research on our Malaysian Gen Y, their similarities, differences and expectations with other generations. Organizations which can quickly adapt and internalize the characteristics of new generation workforce will capture a major advantage in the sourcing, attracting and retaining them.

COURSE OBJECTIVES & BENEFITS



At the end of the session, participant should be able to:

- **Have an overview** of the differences between Gen Y & Z and other generations in the workforce.
- **Comprehend their interest**, what motivate to sustain them at the workplace.
- **Explore** on the similarities, differences, issues, challenges, problems and opportunities of Gen Y & Z vis-à-vis with other generations.
- **Develop strategies** to manage, communicate and retain them.
- **Create strategies** for talent management.

This course shall benefit participants :

- **Increase competency** level in leading and managing the Gen Y & Z workforce.
- **Increase awareness** of different needs and expectations of each other based on different generations backgrounds.
- **Enhance inter-personal skills** to deal with each other.
- **Explore solutions** to overcome barriers and conflicts.

Our Methodology

- Our methodology is highly interactive with experiential activities based on multiple intelligences.
- Based on research of Malaysian socio-economic development and statistics. Some are on going research by Lily Lau.
- A variety of proprietary training tools, group discussion, team reflective circle, open space technology, storytelling, lecture with games and activities will be used to make learning **RELEVANT, FUN and IMPACTFUL!**
- In essence, our methodology is:
 - Interactive learning
 - Experiential activities
 - Facilitative training
 - Participant centered



WHO SHOULD ATTEND?



This program is suitable for:

Anyone who is in the position to lead and manage a young generational workforce with focus to develop, engage and retain Gen Y & , specifically,

- CEO
- Managing Director
- Director
- Department Head
- Senior Manager
- Manager
- Executive
- Consultant
- Professional
- Entrepreneur
- Recruitment Head
- Talent Management Head





1 Day only (Class can be done f2f or virtually)

Module 1: The Generations

- Overview of 5 Generations - Matures, Baby Boomers, Gen X, Y & Z
- Activity - Delights, Puzzles & Irritations among generations
- Characteristics of each generation

Module 2: The Malaysian Case

- USA vs Malaysian Generations - what's the different
- Perspective of Malaysian Generations on work, life, career & leadership

Module 3: Connecting the Generations

- Perspective of a Gen Y & Z - sharing by a Gen Y & Z (to be discussed)
- How to communicate & lead each generation
- Finding Common Ground
- Moving forward: Paradigm Shift to bridge gap & create synergy that leverage on each other's strengths, skills and expertise



2 Days of F2F Class

DAY 1

9:00 am – 5:00 pm

Module 1: The Generations

- Delights, Puzzles & Irritations among generations
- Overview of 4 Generations – Baby Boomers, Gen X, Y & Z
- Characteristics of:
 - Baby Boomers – Oldies but Goodies
 - Gen X – The Sandwich
 - Gen Y – Why or Whine?
 - Gen Z – The Challenger?

Module 2: The Malaysian Case

- USA vs Malaysian Generations – what's the difference?
- Malaysian Demographic Statistics
- The Malaysian Gen Y & Z Definition
- Malaysian Gen Y & Z Values & Belief Systems
- Core Values of other generations

Module 3: Connecting with Millennials

- “Can’t live without social media”
- Communication with Gen Y & Z
- Is it Work-Life Balance or Work-Life Integration?
- Building Trust & Relationship

Module 4: Bridging the Gap

- What motivates them?
- How can we retain them?
- Panel Discussion (by Gen Y & Z internal staff)
- Moving forward: Paradigm Shift to bridge gap



LILY LAU

Lily Lau is the speaker, trainer, facilitator and consultant for multiple training workshops, seminars and conferences, with more than 18 years training and facilitation experience in culture, diversity, bridging generational gap, communication, interpersonal skills and corporate culture transformation.



She is the **Certified Master Trainer for Directive Communication Psychology**, and the pioneer in developing Colored Brain training business in Malaysia. Over the years, she has certified over 100 trainers and coaches and conducted over 600 training workshops and speaking engagements.

Lily was awarded for being the **Best Performing International Partner** and the **Best DC Master Trainer** by Directive Communication International and Arthur Carmazzi for 2 consecutive years in 2018 and 2020. Lily's name is listed in the 10 Trainer Thought Leaders to follow in 2024.

Based on the belief that every individual is unique and has the capacity to excel, given the right opportunities, Lily's training methodology breaks barriers, cultivates trust and creates synergies across cultures. She works with individuals from the psychological perspective by understanding their genetic thinking style and personal desire and combines the cultural influence background to provide holistic approach solutions.

Her articles on communication, generational and cross-cultural issues have been published in Leaderonomics & MyStarJobs newspapers, Smart Investors and Asian Quality magazines. Lily was interviewed in BFM radio on Malaysian generational issue and featured as a Directive Communication expert on the NTV7 Breakfast Show. Her passion is to travel, see new places, meet people and enjoy good food.



Master Trainer of
Directive Communication
Psychology in Malaysia



Master Certified
Colored Brain



Master Certified
Emotional Drives &
Motivation



DC Culture
Change Certified



HRDC Certified Trainer
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Accredited by American
Institute of Business and
Psychology (AiOBP)