

Inspired Impressions! Ezine

January 2015

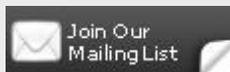
Volume 46

Speaker · Author · Consultant

As an inspirational speaker, captivating author and successful consultant, Tracy Butz engages individuals and organizations with actionable tools, empowering them to live more productive, passionate and purposeful lives.

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Welcome!

Welcome to Inspired Impressions!

It's an informational monthly Ezine, with each issue designed for you, including:

- Personal insights and inspiration
- A relevant key concept
- Interesting business news to share
- Upcoming opportunities to connect
- Inspirational and fun products



Quick Links

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Insights & Inspiration



"Make Your Life Count"

I often speak about choices, and how they define us. And how it isn't the tough stuff that happens to us; rather, it is how we choose to react to it.

Well, I came across this article that I thought would be relevant to share as we start a new year. It is about ways in which we can live our *best* life.

These points are simple, and likely habits we can easily recall hearing before, but worth repeating to help us integrate them now into our work and home lives. Here are seven habits that I personally believe in myself: [Click here to read article!](#)

New Year's Resolution Idea: Be Super Happy!"

For those of you who are trying to decide on a great New Year's resolution, here is one to consider. Let's *choose* happiness every day.



Key Concept



"Gen Y: The Fastest-Growing Segment of the Workforce"

The youngest workers, Generation Y (aka Millennials), are the fastest-growing segment of the workforce. Defined as those born between 1979 and 1999, Gen Ys are now or soon beginning their careers, and they *are* the team leaders, supervisors, and executives of tomorrow. Do you know what they want and/or need? Do you understand their priorities, mindset and general preferences? What are you or your organization doing to work more collaboratively with this group or if you are in a leadership position, how are you making adjustments to better attract, engage and retain this major slice of the workforce pie? Here are a few helpful hints to you may want to consider:

- Gen Y are a highly sociable generation, accustomed to doing things as part of a group. Because of this, two-thirds of this group prefer in-person conversations with their coworkers as their preferred communication method where only one in five would rather communicate by email. If you work with a Gen Y, this hint is for you.
- Millennials are accustomed to instant results. Rather than offering a low starting salary with the possibility of a raise or bonus in six months, make them an up-front offer they can't refuse. If you are a decision-maker in the hiring process, this hint is for you.
- According to Hotjobs.com, Gen Y's most valued immediate-upon-hire benefits in order include: Healthcare coverage, paid vacation, dental care coverage, 401(k) programs, bonuses, flexible work hours/telecommuting. Key points that are worth taking note of.
- Gen Y doesn't stand still and when it comes to keeping them motivated, don't offer gift certificates for outstanding performance and expect the initiative to still inspire them a year later. Above all, address fundamental needs over small-scale incentives. They want and expect money, benefits, and growth. In fact, these were the top three factors that will often lure Millennials to another organization.
- In terms of work environment, Gen Y views the office as an extension of their home life. If you are able, create a comfortable, residential, fun environment that feels like home, with amenities such as kitchens, pantries, living rooms, and family rooms. Offer the latest technology tools to support collaboration, flexibility and mobility. Express culture and brand--from colors and furniture--to reflect the attitudes and values of the organization. In total, here are common rankings of work environment aspects they value, ranking them on a 1 to 10 point scale (10 being best):
 - Working with manager I respect and can learn from - 8.74
 - Working with people I enjoy - 8.69
 - Having work/life balance - 8.63
 - Having a short commute - 7.55
 - Working for a socially responsible company - 7.42
 - Having a nice office space - 7.14
 - Working with state-of-the-art technology - 6.89

As we better understand the pervasive influence of Generation Y in our organizations today, realizing significant shifts in the workplace can better help you work more collaboratively and your organization prepare more strategically for the future. For example, here are several sizable shifts worth mentioning:

1. Personal identification beyond work vs. personal achievement through career.
2. The workplace is wherever I am vs. it is my office.
3. Technology is part of me vs. it is a tool.
4. Trust is developed both offline and online vs. trust is developed in person.
5. Identity vs. conformity.
6. Self-managed career growth vs. dependent on manager for training.
7. Work and life are one vs. they are separate.
8. Continuous connection vs. total collaboration.

These are major shifts in the thinking and behavior of this generation and they certainly affect how we both work with these individuals and also how we better attract, engage and retain them. Plan now for this current challenge and create a high-performance workplace that offers your organization a clear, competitive advantage today and into the future.

Opportunities to Connect

Please get in touch with me if you want to connect when I'm in your area or if you're interested in a similar program for your organization.



January 6

Candid Conversations

Neenah, WI
Private Client

January 8

Candid Conversations

Neenah, WI
Private Client

January 14

Clear, Concise & Confident Communication

Plover, WI
Stevens Point Area Human Resource Association (SPAHR)

January 15

Resilience: The Courage to Come Back and Speak with Persuasive Power & Professional Presence

Middleton, WI
Private Client

January 22

Inspiring Creativity & Innovation and Clear, Concise & Confident Communication and Proactive Personal Development and Emotional Intelligence: Managing Emotions to Enhance Performance

Oshkosh, WI
Private Client

January 29

The Essentials of High Performance Teams

Portland, ME
Private Client

A Tribute

In loving memory of my Mother, who passed away nine years ago.
It seems like yesterday.

To all those who miss a cherished loved one or who are going through a tough time.
It is truly the difficult times we endure where we learn the most and become the strongest.
Lean on those you love for support and encouragement, as they truly want to help.



Inspirational Products ~ Perfect gifts or tokens of appreciation!

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Helping individuals, teams, and organizations live more productive, passionate and purposeful lives!

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