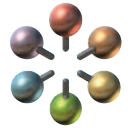


## Executive Summary

# A STUDY OF MILLENNIAL (GEN Y) LEARNING & COMPREHENSION OF LOSS PREVENTION, HEALTH & SAFETY IN THE WORKPLACE

## Focus Group Report 2009



**CoreCulture** recognizes the importance of creating and implementing Loss Prevention, Health & Safety programs that will resonate and capture the minds of Millennials (Gen Y). The need to better understand the media, languages and the comprehension of their thinking and perceptions as it relates to safety and honesty in the workplace, inspired the implementation of a Focus Group Study involving Millennials. Below is a summary of our findings. For further details please request a copy of our full white paper.

### ***Communication Preferences of Millennials***

- Millennials feel that they have a lot to offer their employers in terms of feedback, but feel their voices are rarely heard.
- Message boards/communication centers in break rooms prove to be an effective tool in communicating messages to employees and managers.
- When capturing the millennial audience it is important that a variety of learning tools be utilized to re-energize their minds and keep their interest peaked.
- They do not want to feel like they are being lectured, but respected for their intelligence and contribution
- Event training sessions run for long periods of time so it was suggested that a change in environment or teaching style be considered.
- Training sessions should refrain from delivering too much printed content causing information overload.

### ***Perceptions toward Honesty & Theft***

- Millennials look to their superior or their manager to set the tone for ethics in the workplace.
- It was openly admitted that reporting theft and being honest to their employer comes with variables and exceptions:
  - The price of the item being stolen
  - The frequency of the occurrences

The severity of the punishment (when the group had witnessed an employee being apprehended, the employee was always fired on the spot) and the fact that they are aware of the consequence might make this group leery about reporting their co-worker/friend.

- An immediate tangible reward is not desired for reporting Internal or External Theft.

## **Perceptions toward Loss Prevention**

- Loss Prevention was seen as something that did not directly benefit the group. Recognition should be given because they are aiding their employer and not themselves.
- The group felt they lacked the knowledge or authority to stop or catch a fraud or shoplifter.
- The pressure to give friends a discount is a factor for Millennials to contend with in the retail environment.
- Managers must be more vigilant and also properly instruct their staff on how to detect a fraud and to also conduct periodic checks.
- The lack of education and employee confidence in the area of Loss Prevention is clearly something Millennials need some assistance with.

## **Perceptions toward Safety**

- The group understands the importance of Health and Safety which is why they require no tangible rewards or recognition for their safe acts and practices.
- Health and Safety is their responsibility.
- The group felt they were never shown nor do they understand the consequences of unsafe work habits.
- “Seeing is believing” for Millennials, and until they realize an issue could impact them they don’t take note of the severity of the situation.

## **Characteristics of an Effective Millennial Leader**

- Age is not a factor when it comes to the “Millennial Leader” but they would prefer someone their own age that is enthusiastic and well trained to ‘sell’ them on the topics.
- The Millennial group is not a difficult group to lead if they are provided with a variety of learning tools.
- This demographic have become effective, self taught individuals via their University/College education, internet learning media, and even courses that are now readily available through correspondence.

We hope that this summary provides insights that will assist you when developing your awareness and training solution. Once again, for further details please contact us and request a copy of the full white paper.

**CoreCulture** is an internal communications company that helps organizations throughout North America elevate compliance, performance and employee engagement through integrated awareness & training programs custom fit to the culture.

Our solutions range from full-scale to short-term single focus projects that zero in on a hot topic or region - helping you to build the capacities of your culture while enhancing existing initiatives without unraveling them.

### **Services**

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