



# Chasing Relevance: 6 Steps to Understand, Engage and Maximize Next Generation Leaders in the Workplace

*Dan Negroni, with Jim Eber*

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There are more than 83 million millennials in the United States, representing 36% of our workforce. By 2025, that number will grow to 75%. If millennials are not your employees yet, they will be soon-as well as your biggest customers. Our ability to attract, train, manage and retain this next generation of leaders is critical to the future success of our businesses. But a huge and damaging connection, communication, and understanding gap exists between non-millennials and millennials in our workplaces. Why? Because millennials are not a problem that needs to be fixed, they are an opportunity that needs to be embraced. We must all find relevance in bridging the gap to create next-generation leaders in all of us by: - creating powerful, authentic relationships - promoting behavior that creates a culture of openness, delivering value and shared purpose - teaching real-deal skills and increasing individual accountability to drive sustained results

That's what *Chasing Relevance* is about: being better leaders by guiding those millennials and letting them guide us, having everyone be their best self by caring enough to connect. The choice is clear: we need to care more about millennials by pushing ourselves to be better leaders, coaches, and mentors. Because we love them, we need them and we want them to succeed. It's time to stop chasing relevance and make it happen.



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