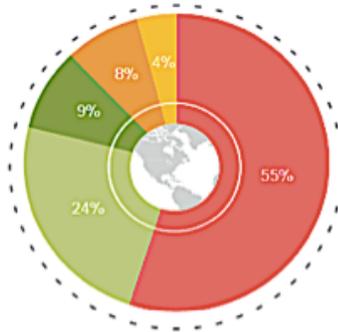


# The Millennial Blind Side

WHICH DISCIPLINE IS MOST AFFECTED BY TALENT SHORTAGES?



● Corporate  
● Engineering  
● Geoscience  
● IT  
● Project leadership

**The Digital Grid; AI, Data Analytics  
Upstream, Midstream, Downstream**



**2019: The Year Millennials Lost  
Patience With Large  
Corporations**



**Attracting & Retaining Millennials  
40% Retirement**



## The Millennial Blind Side

- Outdated assumptions, misperceptions and lack of understanding of what Millennials value in a career
- Lack of a Millennial-oriented culture that attracts and keeps critical talent
- Outdated hiring practices, compensation packages, promotion requirements and workplace attitudes
- Blind to the real costs (\$MM) of Millennial attrition, the War for Talent and Boomer retirements

**The Millennial Blind Side** is a comprehensive training designed for C-suite executives, board members and external stakeholders within the Power, Oil & Gas and Engineering industries to quickly come up to speed on the new Millennial workforce, including:

- **The Millennial Tsunami:** Who this largest-ever generation is, what they want, what they value, how they are vastly different and how they will influence EVERYTHING for the next 50 years.
- **Millennial Employees:** What Millennials want (and don't want) in a career, their leadership desires, the income options they enjoy, what drives their 3X attrition and why a Millennial culture is critical to attracting and retaining this critical workforce.
- **The Blind Side:** The true costs of Baby Boomer retirement, Millennial turnover and the war for Gen X managerial talent - multi-million dollar expenses that most companies are blind to.
- **New Rules:** The new rules( and 5 Actions to do now) for winning the Millennial talent war 2020-2025.



Janet Kieffer

Janet Kieffer has more than 25 years of consulting experience with leading companies in the Power, Engineering and Infrastructure industries. An executive strategist with a keen ability to distinguish emerging issues and downstream consequences, Janet identified the economic, cultural and workplace challenges the Millennial generation would present to companies as the largest global generation.

Her insights have been sought after by Electric Utility Consulting Inc. (EUCI), the American Public Power Association (APPA), Energy1 | Petro1 Asia and companies such as Petronas Energy, Schneider Electric, Centrica, Black & Veatch and others. Janet has authored two IEEE patents and has contributed more than 35 articles to industry publications. She holds a MA in Marketing with a specialization in Growth Strategy from the University of California, Berkeley.  
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