



Entertain - DON'T TRAIN!



LET'S REVISIT WHO GEN Y ARE:

- Born 1980 -1994
- Born into an abundant economy
- Demanding change
- Instant generation, are impatient
- Its all about speed – time is of the essence
- Stimulus junkies – nothing stands still
- Confident and highly independent
- Want to have input
- Need immediate answers
- Want the latest training techniques
- Short and sharp attention span
- Ambitious and reward-driven
- Want the top job immediately
- Communication difficulties
- Are into cable TV, DVDs, ipods, mobile phones, computers and internet
- Technology addicts – the brand new today is obsolete tomorrow
- Free spirits, they value time and are lifestyle driven
- Want to make the most of life

SUCCESS IN TRAINING the emerging **GENERATION Y** workforce depends on clever and **CAREFUL INTEGRATION OF FUN** into the facts and figures. **By Sharyn Raiti.**

Generation Y are demanding change in the workplace and aren't likely to attend training unless it's enjoyable and stimulating. These are the facts. We need to learn new ways to engage and integrate this latest group of recruits into our salons and training rooms. It comes down to delivering information with impact to ensure the skill level in the beauty industry stays on the increase.

WHO IS GENERATION Y?

They are our emerging global workforce and are changing the way we do beauty business. What we used to do in the industry and how we did it isn't working for them. They are awakening the beauty business and demanding change. In a previous article I explored the generational mix, what this generation want in the workplace, how to be an employer of choice, the difference in communication among generations and how technology has an effect on the generation of today.

"Now that WE KNOW who they are HOW do we make EVERY MOMENT of TRAINING memorable? START WITH FUN!"

F = FULLY ENGAGED

Without doubt people understand best when learning is fun. The brain is engaged to retain information when you do things with enjoyment. Enjoyment then increases memory and will assist with putting intentions into action. How good would it be to have your team interested and keen to attend your next meeting or training session? How good would it be if they remembered the training and helped more with brainstorming and problem solving? By making your meetings more memorable by adding fun, you will increase attendance and memory which will result in better outcomes.

U = UNDERSTANDING

Who is who in your zoo? Who knows what and how? Can what they know add value to your business? It is so easy to overlook a wealth of fantastic information right under our nose because we neglect to ask the younger generation. Ask questions and be inspired by the creativity in the response – Gen Y have active, fertile minds and will help you understand the necessary changes in your workplace – just ask them. Ideally, encourage sharing to include all team members to broaden your pool of ideas. Everybody's input is valuable so be sure to open the communication channels and encourage everyone to be comfortable with sharing their ideas. Foster consistent flow of communication and boost team interest and morale.

N = NEW ENERGY

Energy = positive response. Imagine your team as a group of captivated, positive people that are actually mind present at your next meeting or training session. It is possible with quirky ice breakers and circuit breakers that will add zest and vibrancy to your meetings. Time is precious so make every moment count with interactive, multi-sensory activities to engage the most easily distracted person. Outcomes are important so ensuring your people are "downloading" the new information is essential. By upping the ante of enjoyment even your most challenging employee will be retaining and using the delivered information.

WHAT IS AN 'ICE BREAKER'?

Ice Breakers are used at the beginning of training or a meeting to add an element of entertainment, motivation, surprise or fun. They do not have to be relevant to the topic, simply a way of 'breaking the ice' to start proceedings.

WHAT IS A 'CIRCUIT BREAKER'?

Circuit Breakers are used during the meeting when people lose interest and minds start to stray. A circuit breaker helps bring wandering minds back to the training or meeting refreshed and renewed.

ENTERTAIN DON'T TRAIN GEN Y

Generation Y insists on well-written, stimulating training that includes them – they love group projects and interaction that shows how their contribution makes a difference. They want action in the training room and a talented facilitator that treats them with respect and is able to answer their questions. Entertain - don't train - is the secret; keep them focused but keep it light and interactive.

Generation Y don't want to play safe and conform in the training room; they want outside-the-square, bold, new ideas

and out of their seat risk – remember they don't just think outside the square - they actually live there!

We all understand training and meetings are an essential part of skill improvement and therefore the information we need to distribute remains constant, but it will be the way it is presented that will ensure a positive outcome. A good example of this is if you are conducting product training – the product is what it is, the ingredients are what they are and the application is consistent –however, at the beginning and in the middle of training insert an activity or discussion point that will create interest and help them to learn about themselves. It can be a related or unrelated activity; it's all about getting their attention and keeping it to ensure the real information we are delivering is sinking in.

*"They are our **EMERGING GLOBAL WORKFORCE** and are **CHANGING** the way we do beauty business... **WHAT THIS GENERATION WANT** in the workplace, how to be an employer of **CHOICE**, the difference in **COMMUNICATION AMONG GENERATIONS** and how **TECHNOLOGY** has an **EFFECT** on the generation of today."*

Generation Y will attend your training once to check out your style, but don't expect to see them again if the training is dull and outdated. You can guarantee, however, they will text their peers and relate how uninspiring and time-wasting they found the training to be. This is a far from ideal situation when we are needing to build skills and retain therapists. I recently spoke with a Gen Y therapist who told me "When I hear the word 'training' I instantly think 'boring'. If I have to go, I have to go, but I resent wasting my time..." you can see the danger if this trend towards producing new batches of unmotivated and impressionable therapists continues. When the younger generation don't want to attend training we instantly react negatively that they are so hard to motivate and difficult to please – but they may well have endured a day of monotonous, repetitive information that all but put them to sleep. Time, after all, is a precious commodity to Gen Y and the one thing we can't relive or reverse. Together we can change the way the industry trains and motivates, take a fresh approach, get inspired, alter the way we currently educate and maximise our returns and our students' potential. While other generations will also benefit from your new approach to business, Generation Y are expecting it - so here are a few ideas to take the next step to be an education mover and shaker.

DIVERSITY

- Refuse to be known as dull and boring
- Be sure your training and meetings are constantly evolving – do them differently each time and listen to the feedback
- Tap into student idealism in your training sessions; demonstrate that what they do matters in both the workplace and the world. Establish the link between your organisation and the greater good

INTERACTION

- Ask your audience to run a section of the training or meeting to let them display their talents. Learn from them as you observe.
- Devise group projects where they have to think and come up with their own creative solutions. Have them present their outcomes to the class.

TECHNOLOGY

- Gen Y love using technology so some simple training tools are ideal
- Burn training information to disk for home learning
- Email quizzes and research projects
- Website referencing – search this site to learn more about
- Set up online training
- Hold discussion forums

MOVEMENT

- Get them out of their chairs, move them around, swap chairs, dance, give shoulder massages, laugh, dream and have fun.
- Hula hooping is a great circuit breaker. Comments are always that they have forgotten how much fun the actual movement is.

DRAWING

- Provide paper on your tables with crayons, felt pens or other drawing mediums so your class can give reign to their creative impulses while you speak.
- Learning needs to be fun so ask them to write down their goal for the week. Watch students get working as everyone loves an opportunity to draw.

COLOR

- Go bold and bright! Color co-ordinate training tables and rooms, get fun and funky to create a modern, progressive atmosphere.
- Use colored training notes, table cloths, display items - theme it.

MUSIC

- A playground for your mind... music provides for escapism, relaxation, enjoyment, celebration, remembrance. It reminds you of people, places and positive times in life. Play music in your training room or salon that is appropriate to an event or occasion – ie, staff birthday, an engagement, high retail sales and targets reached. The right music recognises good performance and high achievers.

PRIZES

- Bring an old classic up to date: play "Pass-the-Parcel." Prepare a series of business-related questions and place them inside random layers of paper wrapping. Place a series of token gifts in the parcel to move things along. When the music stops and the correct answer to a question unwrapped is given, that person unwraps the next layer of paper. The final unwrapping reveals the main prize, such as movie tickets, free product or gift voucher.



"Our YOUNGER SALON EMPLOYEES simply want to ENJOY themselves in the training room. IT IS UP TO YOU, by adding some EXCITEMENT, to show them as they LIVE AND LEARN FOR TODAY and realise that every moment counts."

THEMES

- Create a party feel around your next meeting. Serve finger food, or have a cake and some biscuits for morning tea with a difference. Have music playing that reflects a theme or creates an atmosphere when students arrive. Even bring some beach sand in for a beach party to show your team how important it is to keep customers interested by going the extra mile and doing things differently.

In conclusion, our younger salon employees simply want to enjoy themselves in the training room. It is up to you, by adding some excitement, to show them as they live and learn for today and realise that every moment counts. Shake up your training and meetings to get maximum results from your students who will fly your flag for future attendance. As we continue to learn more about our new workforce we can see we need to re-energise existing means and methods, open and stretch our minds to a new approach and continue searching for new ways to motivate and educate the future of beauty therapy. ■

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