



USING PRESENTATIONS TO COMMUNICATE EFFECTIVELY WITH MILLENNIALS

How One Generation is Transforming the Design of the Online Learning Experience

THE RISING DEMAND FOR EDUCATIONAL PRESENTATIONS

As a population, we have become inundated with content. The average person stares at a screen for more than **10 hours** every day and encounters the approximately **211 million pieces** of **content that is created** each minute. Consumers don't have the time, patience, or mental bandwidth to sift through all of the material a business shares. For any company to distinguish itself from competitors, a steady stream of demonstrated value and display of expertise is required. Why? Because audiences have become privy to the intent and purpose of traditional marketing strategies.

Over the past decade, marketers have been forced to evaluate the buyer's journey and how their content facilitates the sales process. Many businesses can't get away with shoving a hard sell for their product or service in people's faces in hopes that they'll make a purchase. To remain relevant to customers and clients, companies are creating digital assets to quickly and clearly explain or demonstrate the advantages of processes, products, and services. The need for a comprehensive and robust content strategy is increasing at a rapid pace due to the race for relevance. As a result, presentation delivery occurs beyond the meeting room or conference venue. Businesses are transforming presentation slides into webinars, e-learning courses, and online product demonstrations. With good reason, too. A **video demonstration** of a product in action increases a company's chance of closing a deal by **85%**.

While advancement in various technologies contributed to expansion into new digital platforms, the demand for educational content could come from the growth of the millennial demographic. **By 2036**, Pew Research projected the **millennial population** to reach **81.1 million**. The generation is quickly becoming a large share of the consumer population, providing **\$1.3 trillion** to the economy each year. Millennials will continue to saturate not only the marketplace, but also the workplace. Therefore, companies must start focusing on high quality digital communications to...

1

INCREASE INTEREST AND GAIN LEADS FROM THE GENERATION

2

ATTRACT AND RETAIN MILLENNIAL TALENT

HOW MILLENNIALS IMPACT THE DIGITAL LEARNING LANDSCAPE

By virtue of growing up in the digital era, millennials obtained unique characteristics and developed particular desires that predispose them to seek online learning opportunities. The “digital natives” are naturally tech-savvy - gravitating to information stored online and accessing it through mobile devices. An ability to navigate digital platforms, especially in the realm of e-learning, with ease separates the millennial from the Baby Boomer. Among each generation, digital learning served the same purpose but communicated concepts through a different approach.

<h2>BABY BOOMERS</h2> <p>Less comfortable with changing technology More likely to need direction and guidelines Independent workers</p>	<h2>MEANING</h2> <p><i>Prefer simple learning formats</i> <i>Expect handouts and maintain a single focus</i> <i>Take extensive notes</i></p>
<h2>MILLENNIALS</h2> <p>Thrive with technology Explore educational content Seek approval through feedback</p>	<h2>MEANING</h2> <p><i>The more digital the experience, the better</i> <i>Need interactive elements and multiple tasks</i> <i>Analytical and testing checkpoints are critical</i></p>

Not only does digital education mesh with millennials’ learning styles and play to their technical strengths, but this means of communication also saves them money and time. **Tuition prices** at public universities have increased **9%** in the past five years, and college administrators won’t be lowering costs anytime soon. Plus, millennials refuse to expend resources - either time or money - on additional schooling after a Bachelor’s degree if there is no apparent reason to do so. We are talking about the generation that holds at least **4 jobs in the first 10 years out of college**. Millennials are on a mission to find their greater purpose in the most valuable and least expensive way possible.

DESIGNING FOR THE INFORMATION-SEEKING GENERATION

Your key to communicating effectively with millennial audiences is efficient design of your digital presentations. Whether you use presentations externally for your lead generation campaigns or internally for employee training and skills development programs, your design must take into account the needs of the information-seeking generation.

Obtain a Millennial Response to Your Lead Generation Campaigns

Digital marketing best practices are now encouraging brands and businesses to align their revenue objectives with the millennial desire for knowledge. The impact of a growing millennial audience is driving the shift towards creating digital presentations that educate and inform. According to a **2013 survey**, millennials are inclined to watch digital videos across a wide range of platforms more than any other generation. Professional marketers consider webinars to be the **second highest performing content** for lead generation.

So, how can you ensure that millennials will respond to your webinars, e-learning classes, and online videos? View your sales presentations from two lenses - the macro level and the micro level.

SEEK TO INFORM, NOT SELL

Many companies have established digital training platforms based on their products, services, or industry topics. A huge player in the marketing and sales field, Hubspot, developed Hubspot Academy for leads and customers to understand inbound marketing, content marketing, email marketing, and more. In addition, the courses cover different aspects of the Hubspot software and teaches users how to navigate the interface and set up various campaigns, workflows, and reports. Throughout the courses, a Hubspot presenter will introduce parts of the software. While Hubspot offers a tremendous amount of value in the digital presentations, the company grounds that value in its services and products. Hubspot Academy generates leads for Hubspot by teaching individuals core marketing and sales competencies and providing overviews of company-specific strategies. At the end of each course, the user receives a certification to share on LinkedIn and other social avenues.

The design of Hubspot's online learning videos is simple, clear, and structured.

SOCIAL MEDIA AMPLIFICATION BEST PRACTICES

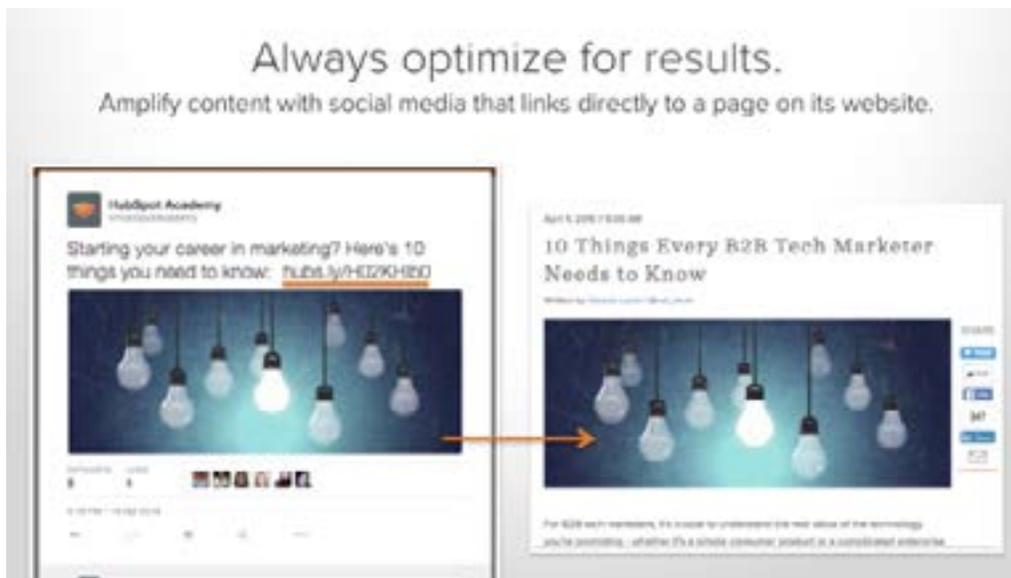
- Set SMART goals
- Create a remarkable social media content plan
- Meet your audience where they are
- Use optimization often
- Tie efforts back to ROI

At the beginning of a course, the presentation outlines the main points of discussion. Typically, you should avoid bulleted lists; however, the checkmark-style Hubspot uses on the opening slide of the Inbound Marketing course achieves a particular goal: to communicate quickly the information the student can expect to learn.



Be sure to set goals
that help push your
social media
efforts forward.

With the transitory slide above, Hubspot incorporates a crisp logo on the left and an audience reminder on the right. The white space utilized in the design of the slide serves as a break between heavy content in the rest of the presentation.



Finally, the screenshots displayed on the slide above are a visual example for the viewer who may not have context for the headline and subheading otherwise.

What Can We Learn From Hubspot?

1

OFFER AN INCENTIVE

Millennials crave achievement. With a competitive nature, as well as an awareness of the multitude of eyes on their social and physical profiles, the generation will respond to incentives like certifications, badges, and titles. By producing a quality program with frequent tests and assessments, Hubspot Academy adds an element of exclusivity with the course conclusion certification.

2

EMPHASIZE AND PRIORITIZE RELEVANT MATERIAL

The tech-savvy generation that they are, millennials have access to all of the information they could ever desire about your topic. Despite the plethora of data and fact at their fingertips, **millennials need guidance** to discover the most relevant and applicable parts of a topic in order to complete anything substantial with the information. Engage your millennial audiences in analysis and application by demonstrating ways a concept has played out in the real world.



FOCUS ON A PHILOSOPHY

For Hubspot, it runs through every facet of their organization. Their philosophy of helping salespeople and marketers engage instead of interrupt consumers is evident in every piece of content the company shares. The emphasis the business and brand as a whole place on helping and guiding others is obvious, too, in their digital presentations. Every piece of content advances the Hubspot philosophy. Millennials interact with companies who offer a new perspective in a consistent manner. When Hubspot presenters reveal their unique strategies and the underlying reasons for their creation, millennial audiences connect to the material and the organization.

Draw Millennial Employees to Engage With and In Your Business

Millennials are set to dominate the American workforce over the next several years. **By 2025**, they will comprise **75%** of it, so their presence impacts a variety of business factors. The first day a millennial employee walks through your doors, your A game needs to be turned on, full force. According to studies conducted by Deloitte, millennials will stay with an organization if they receive support for their ambitions. If a millennial employee wants to grow within his or her department, the company should put training and skill development programs in place to facilitate career advancement goals. Deloitte found that the more confident a millennial employee is in the training they obtain from an employer, the more likely they are to **stay with the organization** for **at least 5 years**.

Differentiate your company from others by offering educational opportunities to your employees - starting with your employee onboarding presentations and continuing throughout their employment with your digital training resources.

Create a Cohesive Community

From Pixar University to Zappos Insights, corporate universities have become a staple among mid-to-large-sized companies. Created to further advance the values of an organization and instill a sense of unity in the business culture, corporate learning programs are the centerpiece of a millennial engagement strategy. No brand understands this fact better than McDonald's, which runs **Archways to Opportunities** for existing employees to begin and continue field education. McDonald's provides a variety of employee education opportunities, but two specifically stand out - the Occupational Health and Safety Training site and the **Till Training Game**.



McDonald's Till Training Game teaches employees how to efficiently utilize cash register software to fill customer orders. Through gamification, the digital presentation strikes a balance with the achievement-oriented psychology of the millennial brain.



It also immerses the user in an experience - giving the opportunity to learn through doing, rather than through lecture or reading.

Welcome to the McDonald's Occupational Health and Safety Training website.

As you may know, McDonald's is committed to providing every employee with a positive and safe workplace. We believe that no job is so important that we can't take the time to perform the work safely. As part of your restaurant's management team, you play a big role in making that happen at McDonald's.

We hope you find this online training course both interesting and informative. If you have any questions, please do not hesitate to ask you Restaurant Manager

The introductory copy for a separate presentation created by the McDonald's human resources department touches on themes of collaboration and community.

**" YOU PLAY A BIG ROLE IN
MAKING THAT HAPPEN AT MCDONALD'S. "**

Millennials remain at organizations where they feel valued and appreciated, where they can fulfill a greater purpose, and where their values mirror the values of their employer. Language that speaks to millennial objectives should be present in digital presentations. McDonald's is a great example of this technique in action.

What Can We Learn From McDonald's?

1

DELIVER INFORMATION IN BITE-SIZED CHUNKS

Microlearning solves a multitude of problems for your business and aligns with the millennial mode of digesting information. As master multi-taskers, millennials are able to transition between activities requiring different skill sets or cognitive function adroitly. In addition, their attention spans are short. They are accustomed to retrieving whatever data they desire instantaneously. What does this mean for your HR presentations?

The Course is Presented in 11 Modules:

- 1** **MODULE ONE:**
 -  **Step 1:** Make a difference
 -  **Step 2:** Lead the way
 -  **Step 3:** The Supervisor's Toolkit
 -  **Step 4:** You Are Not Alone
 -  **Step 5:** Be a Role Model
- 2** **MODULE TWO: INTRODUCTION**
- 3** **MODULE THREE: OH&S RESPONSIBILITIES**
- 4** **MODULE FOUR: DUE DILIGENCE**
- 5** **MODULE FIVE: STANDARDS AND PROCEDURES**
- 6** **MODULE SIX: SAFETY COMMITTEE**
- 7** **MODULE SEVEN: HEALTH AND SAFETY INSPECTIONS**
- 8** **MODULE EIGHT: MANAGING CRITICAL INJURIES**
- 9** **MODULE NINE: INCIDENT INVESTIGATION**
- 10** **MODULE TEN: EARLY AND SAFE RETURN TO WORK**
- 11** **CLOSING SUMMARY**

You should present lessons in modules. During the course of your presentation, the audience will need a mental break **every 7 minutes**. By implementing microlearning, you design your message to be remembered and retained. But microlearning also requires taking your presentation and placing it on exterior platforms. Millennials live on their mobile devices and check their social accounts on a regular basis. Distribute presentation content across your Facebook, Twitter, and even LinkedIn accounts - anywhere your millennial employees congregate, your training content should reside.



2

IMMERSE THROUGH PRESENTATION CONTENT

Millennial employees want to be a part of something bigger. They want to contribute in monumental ways. An HR onboarding or training presentation that incorporates gamification and interactive moments like McDonald's Till Training does will generate real impact for your business. According to elearningindustry.com, the Till Training Game resulted in a **revenue increase** of GBP **23 million** for the brand, decreased training costs, and enhanced learner engagement.

Don't just test millennials through a multiple choice format that measures success with a final test score. Use immersive experiences and interactive content to encourage millennials with real life scenarios where their grasp on particular knowledge will be crucial to attaining organizational goals.



3

KEEP THE USER AT THE CENTER OF TRAINING

Your millennial audience members want **2 primary statements** conveyed to them throughout your company's onboarding presentations and training programs. First, your mission, values, and purpose beyond growing financially should be radically clear through the design of your slides and accompanying script text. In one study, **40%** of millennials revealed their willingness to work for an organization that displayed a strong sense of purpose or a dedication to serving some sort of greater good. Second, your commitment to providing educational support and continuing education options should be communicated with a compelling call-to-action that points listeners and viewers to valuable company resources.

When crafting the content for your HR digital presentations, ask yourself questions such as the following to gain a more complete understanding of the answers your millennial employees seek:

- 
- 1** *Which adjectives would you want a millennial employee to use when describing the work environment of your company after their first day in the office?*
 - 2** *What are the most important policies, processes, and procedures for your new, millennial hires to know to be as successful as possible going into their second day?*
 - 3** *How can you complement core information with engaging activities to create a positive experience for millennial hires?*
 - 4** *What types of elements can you include in your digital presentation, or in addition to it, in order to decrease the amount of time it will take to get a millennial employee working at maximum productivity levels?*

Your answers to these questions will inform your presentation design - from the visuals to the call-to-action. For example, remove distraction and keep your millennial audience members focused on vital company policies by using illustrations instead of stock photography. Avoid detracting from the brain's processing powers with unrelated or busy stock images.

A CHECKLIST FOR YOUR DIGITAL COMMUNICATIONS

Millennials will only continue to become a larger share of the consumers purchasing your products and services, as well as the consumers of your workplaces. If you hope to stand any chance of millennial audiences taking your messages seriously, you will have to shift the focus of your presentation content and design from selling to informing and cast a wider net of influence for impact.

Do Your Digital Communications...

Offer an incentive?

Your typical millennial is looking to learn as much as they can, gather as many accolades as possible, and set him or herself up for long-term success. You have the power to determine whether a millennial will achieve their goals with your content in mind or through your training materials.

Emphasize and prioritize relevant material?

Millennials sift through copious amounts of data every day. Highlight information they can't conjure up from a quick Google search. And pinpoint for them exactly what they need to know in relation to your presentation topic.

Focus on philosophy?

Again, millennials are experts with search. In school, they were taught how to manipulate keywords and search terms to obtain the information they needed with little to no time or effort wasted. Evaluate an issue from a perspective that is wholly and uniquely yours.

Deliver information in bite-sized chunks?

Millennials will only afford you a few seconds to capture their attention and will not hesitate to move on if the point of your message isn't conveyed quickly.

Immerse through presentation content?

Staring at screen while a presenter drones on about this method or that method is not the way to engage millennial audiences. Dynamic content and interactive tasks are necessary to educate the generation.

Keep the user at the center of training?

Comprehend where your millennial audience members are at emotionally, physically, and professionally. Show them where they are, and communicate where they could be within your company or organization.

Are Your Digital Communications Millennial-Ready?

Ok, so you are not a millennial expert.

That's where Ethos3 steps in.

**WE CAN HELP YOU PREPARE
YOUR PRESENTATION FOR MILLENNIALS.**

*Check out our **Comprehensive Solutions**
to your Digital Communications needs!*



ETHOS3

EMPOWERING PRESENTERS