

**NACE EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CULINARY ARTS & EVENT DESIGN MEET

**Managing Millennial Catering and Event Pros**

NACE National Association of Catering and Events

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**Session Objectives**

1. Connect with the millennial generation and tap into their unique value.
2. Bring meaning and purpose to your workplace as a leader.
3. Capitalize on generational differences and use them to accelerate great results.

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**What's happening with you?**

Where are you in your relationship with millennials?

Let's vote with our feet.

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## Two Minute Huddle

Report out and tell us 3 things your group believes about working with millennials

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## See - Do - Get Cycle

The results we get in life depend on what we do.

What we do depends on how we see the world.

**Get**      **See**  
    ↻    ↻  
**Do**

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The way we see is the way we lead.

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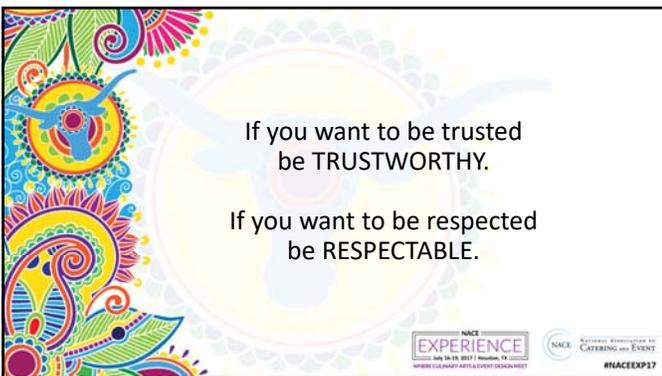
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**Be a High Trust Leader**

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**High Trust Behaviors**

- Demonstrate Integrity
- Show Respect to everyone, at every level.
- Be authentic. No hidden agendas.
- Have humility. Make things right when you're wrong.
- Speak about others as if they were present.

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**High Trust Behaviors**

- Clarify Expectations
- Hold Yourself Accountable
- Listen First – Never assume you know everything about anything
- Say what you're going to do, then do what you say.
- Make Trust your default setting. Don't withhold trust because there is risk involved.

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**Millennials Need to Feel Connected to a Higher Purpose.**

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**PURPOSE**

Our product may be Chairs, Cocktails, Filets of Beef, Shantung Overlays, or Video Mapping...

But our business is **PEOPLE.**

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**PURPOSE**

In the Catering and Events Industry, there's a story behind every event that we do.

Tell That Story.

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**PURPOSE**

Teams need to know how they, individually, contribute to someone's story, and why that's important.

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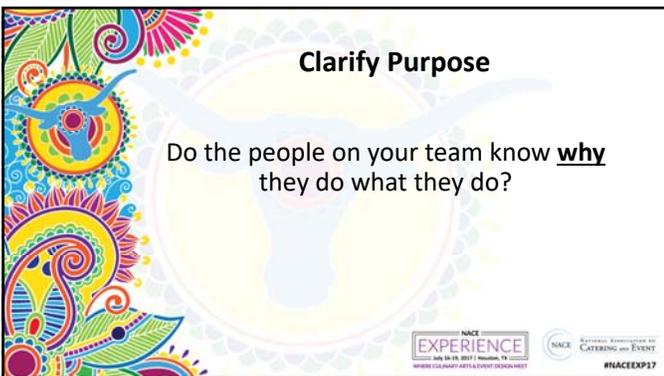
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**Clarify Purpose**

Do the people on your team know **why** they do what they do?

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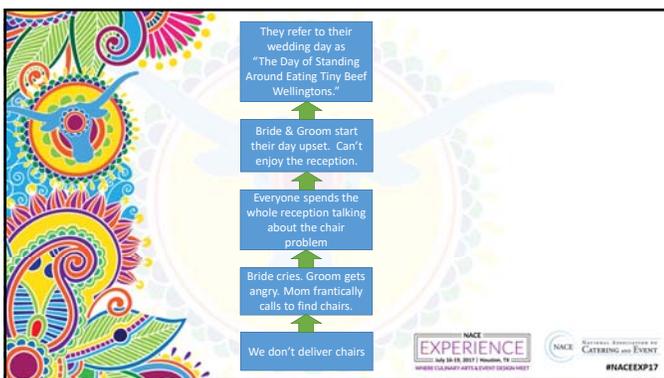
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Identify our Purpose,  
placing People at the center.

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Check your own beliefs and motives.

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Fun Fair Positive Soccer

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It's not important  
just to win.  
It's important that  
Good Wins.

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Millennials aren't just  
your employees.

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What?  
So What?  
Now What?

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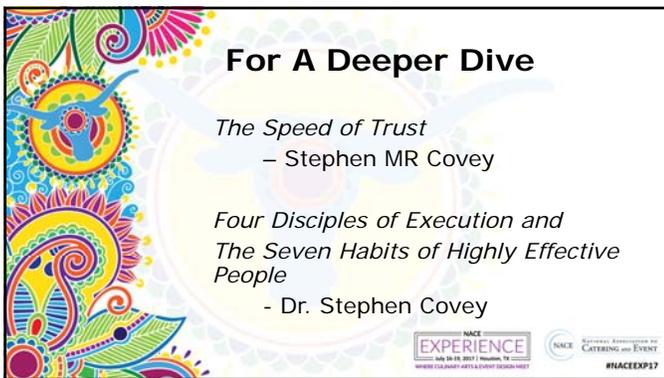
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**For A Deeper Dive**

*The Speed of Trust*  
– Stephen MR Covey

*Four Disciples of Execution and  
The Seven Habits of Highly Effective  
People*  
– Dr. Stephen Covey

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