



**Working with Millennials:
Building Team & Culture for the Next
Generation**

**Growth Everywhere
Single Grain**

Speaker 1: One team one dream, right? Everybody helped out in their own way.

Ramsey: My personal best this week I would say ... is I decided on Monday that I should start eating healthier.

Eric: I'll be speaking at a conference in Scottsdale. It will be myself and Neil again, similar [crosstalk 00:00:23] format. Then I'll be speaking in Berlin, Paris and London.

Speaker 4: In terms of who gets to win the ... belt title this week? So this person just started last week. Really had tenacity in their determination to get involved with some of these accounts, and also had some creativity with their problem solving, with some of the issues with some of the accounts, so Ramsey.

Ramsey: It's good to be back at the grain. I don't know if you guys say that. It's good to be at a company with culture as you mentioned, I believe. I will just wear this belt ...

Speaker 5: Tonight?

Ramsey: To the happy hour. [crosstalk 00:01:03].

Speaker 6: Where are we going now?

Eric: Where are we going, Ramsey?

Ramsey: Some rooftop with bad service. And drinks.

Eric: And drinks. It's the tallest building in the Western hemisphere, whatever that means.

Ramsey: It looks like water, but it's not.

Speaker 4: There it is, there it is.

Eric: What did we learn today? We learned it's worth it to invest in a team, and make everyone happy. Could you talk to other people on a team? What do you not like? Dark culture. They don't like it when things are bad.

Yeah, you got to build a good culture. You've got to ... you don't know how to build a good culture, you've got to study.

Speaker 6: How do you study?

Eric: You read a book like Delivering Happiness, by Tony Shea. How he built Zappos into a great company. You read Tribal Leadership. That's about how to build a good organization as well.

The night, ending happy hour.

Speaker 6: Then you're off? Where are you off to after this?

Eric: Off to ... let's see, Scottsdale Arizona. Speaking. Speaking tomorrow at Noy House in Hollywood. Speaking in London, Paris, Berlin. The hack? If you speak? Throw dinners, hang out with people in these different cities, and stay there for a little longer so it becomes kind of a work-cation. And also disappear from your team if you can, so you can let people run things on their own, and let people figure things out on their own.

Speaker 6: How do you get speaking jobs?

Eric: How do you get speaking? You know, you can start by reaching out to people first. You can start by guest blogging, and then afterwards, you start blogging for larger sites, and then people start inviting you to speak. The podcast for me has helped with speaking a lot, so yeah.

Also, if people invite you to speak? Ask them to cover business class flights, because then you can wake up refreshed when you land. Like for example in London, business class, lie flat. If they give you economy, try to upgrade last minute to business. That's what I did in Brazil. They gave me economy, upgraded, paid a much lower fee. Versus \$9,000 you're paying \$600 instead, and it's worth it because you're flying 14 hours, and you don't want to have your back hurting the whole time.

Speaker 6: What are we doing now?

Speaker 4: We are going to get some glamour shots. [crosstalk 00:03:38].

Eric: We're off to take pictures with you, and the team. So I can look beautiful on the new website, because it's important. It's about the people. It's not about the customers, it's about the people first. If we're not about people, we can't serve the customers.

Speaker 7: You know, talking about like outbound reach and how to craft, get to know that will allow more responses.

Speaker 8: One thing that this article talked about is Fox Sports. Their pivot from written articles to video, that their page views dove down 88%.

Speaker 9: If you think about where people are when they're trying to engage with this content too, like if you're at work, or if you're just walking around looking at your smart phone, you probably don't want to look at a video and listen to the audio, too.

Speaker 11: A show when I went in, and I'm meeting with them, and I'm telling them advice on their YouTube channel, that all the stuff I'm learning here, and all the stuff I'm applying here, now I'm enough of an expert to be hired as a consultant, and I'm like blown away and grateful.

Speaker 10: Like the way I'm approaching collecting data, I'm guessing it's because like ... I want to find other people who have I guess like podcasts that they've promoted.

Speaker 4: This campaign was only video, and it performed much better than this image campaign, so if we're starting a funnel, shouldn't we start it with video? Okay. That makes sense. There's a logical kind of leap there.