

The Millennials Are Coming..... Your Business Will Never Be The Same



I²Assessments

The Arrival Of The Next Generation:

Believe me, you are not ready! In a recent segment on CBS's 60 Minutes entitled "*The Millennials Are Coming*", they captured a true concern that every company will face and that many are already struggling with; the arrival, into the workforce, of the next generation. Who are these young workers and why are they so different?

They are the new generation of the workforce, age 18 to approximately 30, sometimes called Generation Y or the Digital Generation. Many of us have heard about their characteristics. Reportedly, 50% still live in their parents' homes and plan to stay there until their careers have a solid foundation. They've grown-up believing they're "special" and place at least as much emphasis on their friendships and leisure time as they do their employer. Are they better or worse, or in fact, just different? Many people have their own opinion. Either way, they are entering the workforce, quickly replacing the Baby Boomers, and therefore are the future of your company.

Millennials:

Aka: Generation Y,

Digital Generation

Age: ~18 to 30

Suggestions for acquiring and managing "Generation Y" workers run the gamut. As usual, they simply underscore what you may already know about good recruitment, management and the motivation of workers. Sure, newly minted college graduates and others in the Gen-Y say they want certain things from their employer: structured and obvious career paths, relevant training, and flexible work hours.

Nonetheless, it seems that the reported lack of ingratiating of today's young job seekers is what seems most to be off-putting about this group. Isn't it possible that the confident attitude exuded by the stereotypical Gen-Yer is simply a reflection of the positive job market for young applicants...which is mostly due to a steady decline in the US birth rate since the late 70's? The void left by the Baby Boomers as they retire will be too large for the Millennials to fill, creating a talent shortage that leads to an open market for job seekers. Either way, we always caution against using media-driven stereotypes as a basis for employee development and hiring systems.

How Can You Make Them Fit Your Company?

Quick answer; you can't!

This generation knows they have options and are in search of their goal -- a "dream job" and they will change jobs many times, if need be, until they find that "dream job".

The question is how can your company invite them in and keep them there? Most companies will need to possess specific recruiting, development and retention techniques that meet the demands of these young people. Companies seeking the superior performers of tomorrow will have to act quick, using effective recruitment and selection techniques.

Once on board, this new generation will require a different kind of management, one that is encouraging, motivating, gentle and personalized. The Millennials want a coach that not only guides their efforts, but provides a role model as they reach for career goals. They are focused on their achievements and growth, and won't settle for being under appreciated, nor will they tolerate stagnant positions.

Generation Generalization:

Don't Attempt to Understand a Generation, Understand the Individual

So employers are scrambling to figure them out. What do they like and dislike? What are their goals? What motivates them? When you try to answer these questions, generalization isn't effective. Each person is unique, but isn't that true to a large extent for all of us – regardless of generation? It is the specific understanding of what makes them, as Millennials, individuals, that will make or break your talent management.

For many, this workforce may be hard to communicate with and understand. The differences between them, the Baby Boomers and everyone in between, can create struggles for many employers and co-workers. This situation solidifies the increasing need for effective communication in order to ensure positive relationships that will benefit the company. It often takes time to really get to know an employee and discover their true character, yet you may not have much time before the Millennials walk down the street.

So with this new kind of individual, it's necessary to uncover the behaviors and motivators that make them as individuals – unique. It might be well also, as employers, to understand and appreciate our own behaviors and motivators as a way to increase effective communication with this “new breed”.

Win With Millennials!

Use our exclusive **ℙ - ALC Special Edition Millennials Assessment And Development Program**. It rates and ranks job suitability, attitudes and motivators – all of which are critical success factors in determining whether there is a “fit” in your corporate culture, what “adjustments” you as an employer need to make to attract the Millennials, and what training and guidance programs need to be put in place to retain the top performers.

A FREE DEMO IS AVAILABLE TO PROVE OUR POINT.

The Millennials are coming.....the Baby Boomers are going.

It's a fact. Those companies that are agile enough to make the transition in their hiring and talent retention programs will be making a significant investment in the long-term success of their company.

Don't take chances with the next generation! Are your talent identification processes ready? Do you have what it takes to hire and retain superior performers?

The author of this article, Hilary Goldberg, is a Human Resource Consultant Associate with MCA Associates, a management consulting firm. Since 1986, MCA Associates has worked with wholesale distribution and manufacturing clients seeking operational excellence. MCA Senior Consultants provide operational excellence – idea leadership – and implement continuous improvement solutions focused on business process re-engineering, inventory and supply chain management, sales development and revenue generation, information systems and technology, organizational assessment and development, and succession planning. Hilary Goldberg may be contacted at: hgoldberg@mcaassociates.com