



MILLENNIALS AND STAFFING

ATTRACTING AND RETAINING
THE NEW WORKFORCE

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UNDERSTANDING THE

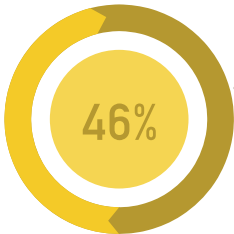
MILLENNIAL
WORKFORCE

THE MILLENNIAL WORKFORCE ^{[1] [2]}



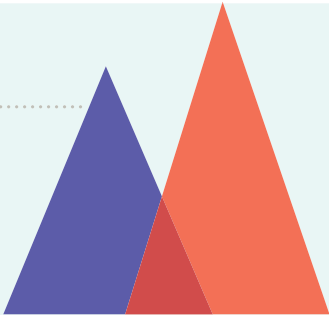
Represents more than 1 out of 3 American workers today

Increases as the youngest members graduate or leave school



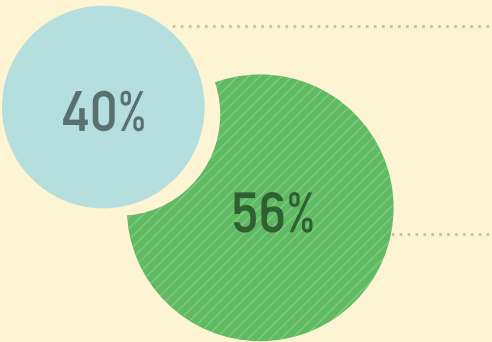
Will surpass 46% of all U.S. workers by 2020

Surpassed Generation X to become the largest share of the American workforce: 53.5 million people



GEN X MILLENNIALS

MILLENNIALS FACE DIFFICULT TIMES ^{[2] [3]}



Millennials make up about **40%** of the unemployed in the U.S.

Student loan debt is estimated to be **56% higher** than that of a graduate a decade ago

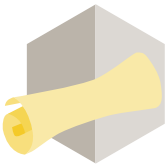
WHAT DRIVES THEIR CAREER DECISIONS? ^{[4] [5]}



To feel appreciated for their contributions



To produce **great work**



To follow rules that make sense and have a purpose



To do work that isn't mind-numbing

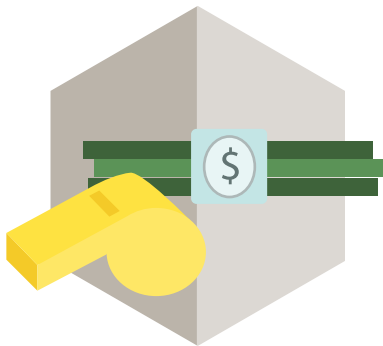


To find the job interesting



To have **diversity** in their daily work

MILLENNIALS ARE EXCELLENT ASSETS IN THE WORKFORCE ^[5]

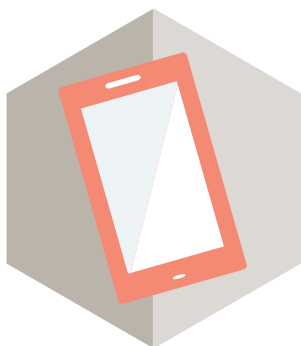


YOUNG

- Fewer career-based bad habits
- More affordable
- Passionate about launching careers
- Love being coached

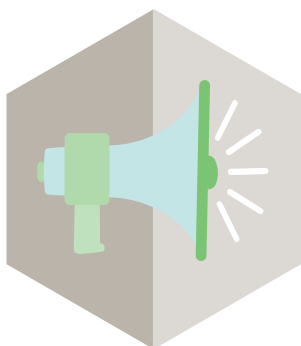
OVERQUALIFIED

- Lots of skills and knowledge
- Tech-savvy
- Excited to put their talents to creative use
- Offer to use their skills to tackle the dirty work, which gets them appreciation and respect
- Enthusiasm for less attractive work gets them hired



UNDERESTIMATED

- Can disrupt the stereotype
- Get management's attention
- Proactively strive to exceed expectations
- Surprising and delighting are secret weapons to fast-tracking a promotion



To learn more, check out our infographic:
[Unique Skills in Each Generation that Employers Need](#)

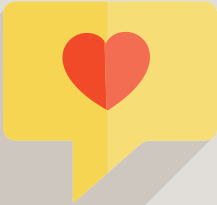
FIVE THINGS MILLENNIALS



WANT FROM
THEIR JOBS

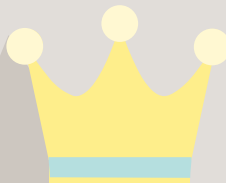
1 FULFILLMENT ^[6]

		
What do Millennials want from their job?	How does this make Millennials appear?	How can companies help them achieve fulfillment?
To be a part of something that will have a positive impact on the world	This might make Millennials appear like they're asking for too much from their job	Let them have a real impact Find out how they believe they will have the most meaningful impact in your company

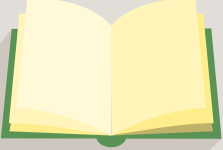
		
What do Millennials want from their job?	How does this make Millennials appear?	How can companies help them achieve authenticity?
To express their true self, at home and at the office	This might make Millennials appear like they are oversharing	Give them closer work-life integration Collaborate and communicate about work Build communities around common interests

3 **SHOWCASE THEIR STRENGTHS** ^[3] ^[6]

		
What do Millennials want from their job?	How does this make Millennials appear?	How can companies help them achieve their strengths?
To operate at the top of their game	This might make Millennials appear as if they are afraid to try new things	Match them with opportunities that align with skills and interests Build roles instead of force-fitting them into preexisting ones Give them options within their careers

		
What do Millennials want from their job?	How does this make Millennials appear?	How can companies help them be innovative?
To be innovative and in control	This might make Millennials appear entitled	Encourage new ideas Allow them to take the initiative to implement ideas

5 EXPANDED LEARNING ^{[6] [7]}

		
What do Millennials want from their job?	How does this make Millennials appear?	How can companies help them continue their education?
To be given the opportunity to further their education at work	This might make Millennials appear impatient	Provide real-time feedback Give ongoing coaching Offer development opportunities sooner and more frequently

WAYS FOR STAFFING COMPANIES TO



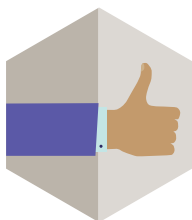
ATTRACT AND MAINTAIN
MILLENNIALS

1 COMMUNICATE ^[4]



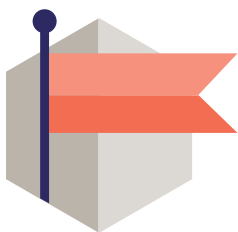
- Encourage timely, constructive communication
- Give feedback
 - How they're doing
 - What to improve
 - Ways to consistently grow
- Do more than just a single yearly performance review
- Be clear and concise

2 GIVE RECOGNITION ^[4]



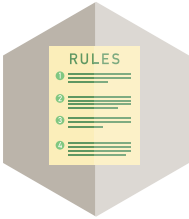
- Tell them when they've done great work
- Be personal and sincere
- Create a meaningful recognition experience

3 HAVE VISION AND EXECUTE ^[4]



- Inspire Millennials with strong leadership
- Communicate and execute your mission throughout the organization
- Explain their individual contributions toward achieving the company's mission

4 EMBRACE CHANGE IN POLICIES AND PROCEDURES^[4]

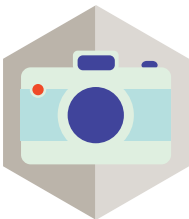


- Reconsider unnecessary or archaic policies that drive away Millennials, such as:
 - No social media at work
 - Yearly performance reviews instead of frequent check-ins
- Explain the how and why of rules
- Make sure your company policies serve a clearly communicated, contemporary purpose

5 ACTIVELY MANAGE^[4]



- Keep them excited about day-to-day work
- Offer development opportunities, such as:
 - Online modules
 - Industry events
 - Industry conferences
 - Mentorships that can help them achieve personal and professional growth



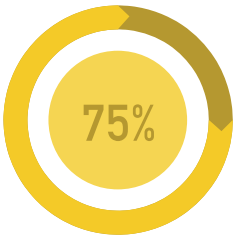
- Tell them how their jobs fit into the bigger picture
- Encourage them to weigh in on important business decisions
- Highlight the value of their roles



- Globally, Millennials say it is important to receive:
 - Paid parental leave
 - Onsite or subsidized child care
- They want to telecommute 1-2 days a week
- 2 out of 3 full-time employees want to relocate closer to family
- Millennials want flexible working hours



- 41% of Millennials prefer to communicate electronically at work instead of communicating:
 - Face to face
 - Over the phone
- They routinely use their own technology at work
- 75% believe access to technology makes them more effective at work
- Technology is often a catalyst for intergenerational conflict in the workplace
- Many Millennials feel held back by rigid or outdated working styles



STAFFING COMPANIES
MUST DEVELOP A



RECRUITING PLAN

CHECKLIST ^[10]



Emphasize your ability to remove the headache of job searching



Provide them with better opportunities than they could get on their own



Earn the trust and respect of top talent



Prove you're as professionally successful as the talent you represent



Partner with them on their career journeys



Provide top-notch career coaching and opportunity management



Help them reach their professional goals

Further reading:

[Recruiting the Millennial Generation: How it Differs and Where to Start](#)

SOURCES

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