

About

- Four generations work side by side in today's workplace: Traditionalists (born 1900-1945), Baby Boomers (born 1946-1964), Generation Xers (born 1965-1981), and Millennials (born 1982-1999)
- Generations have unique perspectives on individual leadership, communication, problem solving, and decision-making
- Generational awareness can help improve corporate culture, encourage employee engagement, increase employee retention, provide recruitment advantage, and improve customer service

Millennial Influence

Millennials will become 75% of the global workforce by 2025, making it imperative that organizations aim to understand how to attract, retain, and engage the Millennial workforce.

- **Recruitment** – make the process personal, authentic, and straightforward; y-size your website; clearly state expectations; detail specific projects; offer more than money; explain career path
- **Retention strategies** – create challenges and milestones; promote collaboration; value communication and provide feedback often; schedule talent management reviews; reward performance; create transparency and access to leaders
- **Mentoring** – consider non-traditional methods such as reverse mentoring, group mentoring, and anonymous mentoring
- **Workplace wellness** – create innovative wellness initiatives; establish employee choice and control over work; create collaborative settings; design branded spaces; consider virtual communities

Bridging the Gap

Organizations should work to implement the following: competitive base pay, career advancement opportunities, challenging work, flexible schedules, and competitive health care benefits.

Questions to Consider

- How is the workplace changing as a result of multiple generations working side by side?
 - Has your organization's policies and general way of doing things changed as a result of this?
- Are leaders in your organization adequately equipped to manage the multi-generational workforce?
- What strategies are in place at your organization to attract, retain, and engage Millennials?