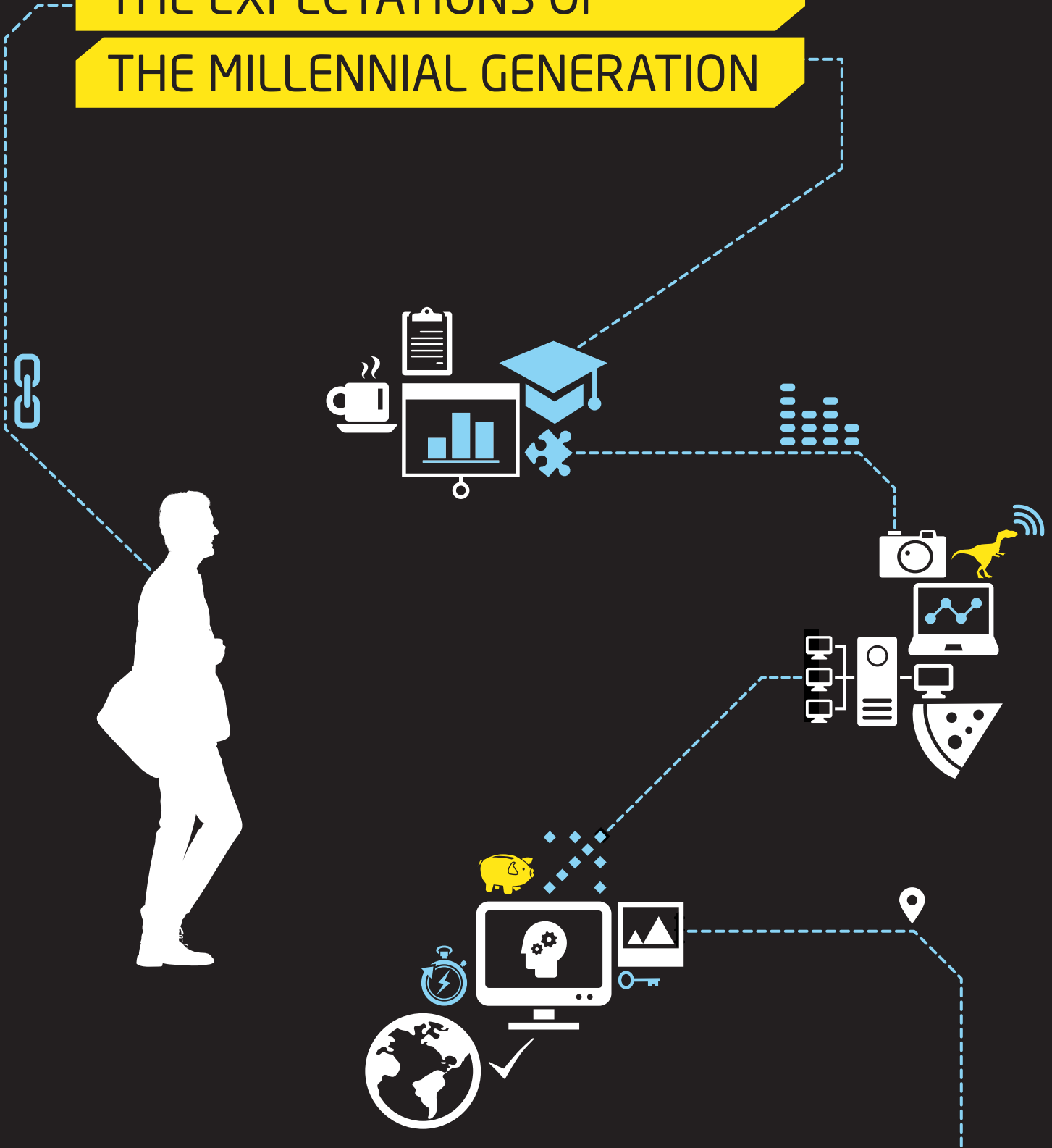


# THE EXPECTATIONS OF THE MILLENNIAL GENERATION



MODIS



## MILLENNIALS

- › BORN: 1980 - 2000
- › TECH-SAVVY
- › ALTRUISTIC VOLUNTEERS
- › TOLERANT AND OPEN-MINDED
- › PRAGMATIC AND HARD-WORKING
- › REQUIRE COACHING AND FEEDBACK

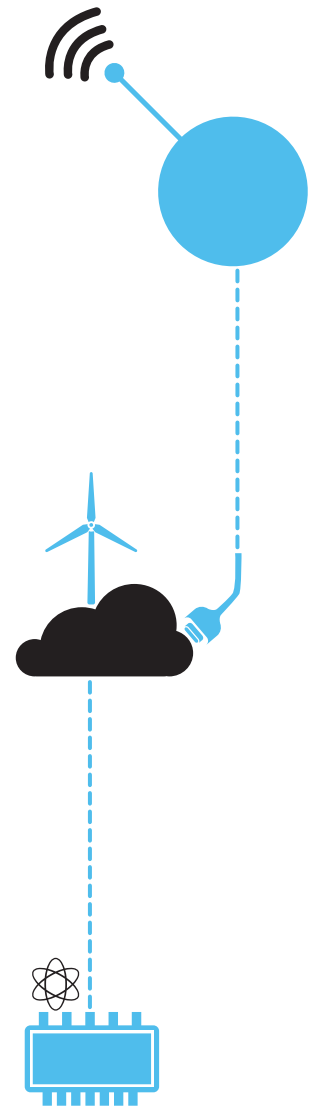
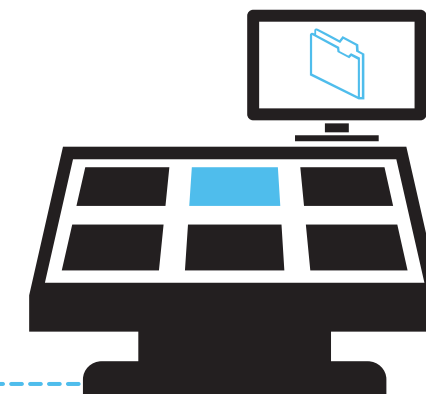
# THEY'RE CALLED MILLENNIALS, GEN-Y, AND ECHO-BOOMERS

But no matter how you refer to them, it's critically important that you understand them. That's because, by 2020, they will account for half of the U.S. workforce, and by 2030, they will make up 75 percent of it.

Clearly, this segment of the workforce is growing, and chances are you will be adding quite a few members of this generation to your team. When you hire them, you'll expect them to have a deep understanding of technology, a strong sense of confidence and assertiveness, and a willingness to work anywhere and anytime.

### But what do they expect from you?

Answering that question is the key to recruiting, retaining, and inspiring Millennials, and we're here to help.



## THEY EXPECT THE APPLICATION PROCESS TO BE QUICK, EASY AND RESPONSIVE

For most Millennials, a paper application is as foreign and outdated as a typewriter. They research potential jobs and companies online, and they expect to be able to apply online as well.

Adopting a simple, visually appealing online application process is a great way to engage potential Millennial employees. It also makes the process of collecting, reviewing, and storing resumes significantly less time consuming.

When building your resume submission system, be sure to integrate social media to maximize your exposure and your reach. In addition, after candidates apply, send a brief note thanking them for their interest in your position. Millennials are applying for jobs across a multitude of platforms, and they expect instant feedback and confirmation.



## THEY EXPECT TO LEARN

Millennials are the most educated generation in history. Roughly 62 percent of all Millennials attend college, 85 percent on a full-time basis. They have a thirst for knowledge, and they expect it to be quenched as often as possible.

This formal education, coupled with an innate knowledge of technology and mobile communication, gives them a great head start on the path to success – and it makes them a valuable asset to any company.

By supplementing these traits and providing ample opportunities for professional development and training, you can help Millennials keep their skills sharp – and keep them loyal to your organization.

## THEY EXPECT TO WORK IN GROUPS

Millennials thrive in team-oriented environments. They are willing to share responsibilities, and are equally willing to share credit.

Give your Millennials – and all of your employees – the chance to collaborate on projects. Doing so will give your young workers a forum for sharing their insight and recommendations on technology and other emerging trends while giving them the chance to learn from your veteran staff. It's a win-win-win – for your Millennials, your tenured employees and your company as a whole.



## THEY EXPECT TO BE RECOGNIZED

Millennials are far more interested in rewards than retirement accounts. After all, they grew up in high-touch environments – at home and in school. They want to be recognized for a job well done, and they crave frequent reassurance. If they feel appreciated, engaged, and heard, they typically become more productive, happier and stimulated.

An effective and no-cost way to recognize your Millennials is to simply speak with them. Check in often, offer encouragement, and perhaps most importantly, solicit feedback on a regular basis. Getting their ideas and putting them into action can spur innovation, and it demonstrates that you are willing to listen.

In addition, acknowledge that Millennials seek and respond well to constructive criticism, and they appreciate bosses who take the time to teach them and help them get better.



## THEY EXPECT TO MAKE A DIFFERENCE

Growing up, Millennials took part in far more community service activities and charitable causes than their counterparts from previous generations. Thus, doing good is in their nature, and they want it to be a part of their career. They expect their roles in the workforce to complement the roles they play in their communities.

That doesn't mean that Millennials only want to work for nonprofits and change-oriented companies. Rather, it illustrates the need to embrace corporate citizenry and give your employees the chance to give back.

To attract and retain Millennials, be sure to tout your community contributions and volunteer programs. If you don't have any, ask your Millennials to create some. In either case, giving your Millennials - and your entire workforce - the opportunity to volunteer will make you a more desirable company to work for - and a more likely destination for consumers and clients to do business with.



## THEY EXPECT TO ADVANCE, QUICKLY

Millennials are willing to work hard to prove themselves. However, in exchange, they expect new challenges and new experiences, and they're not willing to wait around for advancement opportunities to come to them. Instead, they want to move up the corporate ladder and they expect you to support their climb. This support can come in many forms, including training and professional development opportunities.

This desire to advance reflects ambition - a trait that makes great employees and great leaders. So don't waste it; provide clear career paths for your new employees and set your expectations for promotions in advance. This will give Millennials in your workforce something tangible to strive for and provide a roadmap for making their ambitions a reality.

## SO WHAT DO MILLENNIALS EXPECT?

- Easy access to work
- The opportunity to learn
- The chance to collaborate
- To make a difference every day
- To be listened to
- A path for growth

These expectations don't make Millennials unrealistic. It actually makes them a lot like your other employees. If you create an environment that meets these expectations, chances are your workforce will exceed yours.

To learn more about recruiting, retaining and inspiring Millennials, visit [modis.com](http://modis.com).

