

Opportunities, technology keys to landing new Millennial employees

B2BEditor



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Will Millennials make up the future of your work force?

The answer likely is yes. The Millennial generation is a group of people born after 1980 — the first generation to come of age in the new millennium, according to the Pew Research Center.

In a study of more than 2,000 people released in February, the center characterizes Millennials as a group of confident and connected people. “Their entry into careers and first jobs has been badly set back by the Great Recession, but they are more upbeat than their elders about their own economic futures as well as about the overall state of the nation,” the research says.

But the Millennial generation has different needs and expectations of their careers than those of us who are a bit older, the research says.

“About two-thirds of all employed Millennials say it is “very likely” (39 percent) or “somewhat likely” (27 percent) they will switch careers sometime in their working life, compared with 55 percent of Gen Xers and 31 percent of Baby Boomers.” And, nearly six out of 10 employed Millennials “say they already have switched careers at least once,” the report adds. “Millennials (like older adults) place parenthood and marriage far above career and financial success.”

So how will you attract and keep these Millennials as part of your organization? Flexibility, access to technology and opportunity are key.

To learn more about the next generation of employees in business, join DaytonB2B for the next in our Dynamic Dialogues series. The event, “New Faces in Business: Is your business ready to meet the needs of the next generation of employees?”

Dynamic Dialogues will be from 4 to 6 p.m. on May 18, at the University of Dayton Arena Flight Deck. Dynamic Dialogues includes a speed networking portion where participants rotate from table-to-table with discussion hosts from the business community. Following the hour-long speed discussion, there will be a social/networking hour.

To register: <http://event.DaytonB2B.com>

In the meantime, consider some of this advice from three Dynamic Dialogues table hosts for connecting with the younger generation:

• **Ajay Goel, CEO of JangoMail:** “First having a young, hip leadership team helps. I tweet on Twitter, frolic on Facebook and work the Google Wave. But still, at JangoMail, I’ve never focused specifically on attracting younger workers, or those straight out of university. As a small

business where every team member plays a critical role, it’s more important for my company to have experienced workers. However, we do a lot of things that tend to attract younger people to our open positions.

“For example, we allow everyone to work from home and on their own schedules, we encourage attending conferences and industry events, and we train our employees to promote their work on social networking sites. In the end, I don’t think a younger worker’s desires are all that different from a middle-aged worker’s. They both want a place where they can earn a good living, have fun, grow, and have a meaningful impact on the world. Deliver that, and you can recruit anybody.”

• **Lisa Henderson, marketing chair for Generation Dayton and client services manager at The Children’s Medical Center of Dayton:** “I think the most important thing an employer can do to connect with young professionals is to get them involved. We want to learn about the business and have ownership over our project or area. We want to have the trust and ownership to make a difference and to feel like our input is valued. In a recent Web cast attended by Generation Dayton members, we were reminded that many people of our generation are willing to take a small cut in pay to be able to have lives outside of work. We want to have time for friends, families and to enjoy all the great things Dayton has to offer.”

• **Chip Neilson, diversity recruitment and retention consultant for Premier Health Partners:** “What is critical is for organizations to create and maintain an environment that is open to dialogue, change and cooperation. Many times there are concerns between younger workers and those with more experience about the overall placement, fit, and potential for success and development within an organization. Many of these problems can be alleviated through effective dialogue, but only when participants are receptive to an exchange opportunity.” Sometimes stereotypes of age groups shape perception. This is especially dangerous for younger employees as they enter the working world and begin their careers. Creating and supporting dialogue and generational exchange is a great way to 1) prepare your organizational culture to meet the needs and expectations of both parties and 2) might enable the organization to meet new and unexpected challenges in communication and work output.”

If you still are concerned about connecting to the Millennial generation, take heart in this information from the Pew report: “Asked who has the better work ethic, about three-fourths of the respondents said that older people do.”

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