

STRENGTHENING THE TEAM

HOW TO MANAGE AND RETAIN MILLENNIALS IN A DIGITAL SPACE

People born between 1981 to 1999, known as the millennial generation, grew up in the digital age and flourish in today's business world. Because of this, it's essential for employers to properly manage and retain millennials.

UNDERSTAND THE DEMOGRAPHIC

They are also known as

GENERATION Y

which are those born between



Number of millennials in the U.S.

77 MILLION

or 24% of the population

Defining traits include:

CONFIDENCE

TEAM MENTALITY

SUPPORT FOR DIVERSITY

DIGITAL SAVVY

KNOW HOW TO MANAGE

FOSTER GROWTH

Millennials want to develop professionally & contribute to their companies.



HEAR THEM OUT

Gen Yers grew up in a digital age & have a unique perspective on the digital space.



PROVIDE GUIDANCE

Millennials expect to be set up for success & look to their employers for professional advice & career advancement resources.



GIVE FEEDBACK

Gen Yers grew up looking to others for input, due in part to social media, so praise and constructive criticism is welcome.



MOTIVATE MILLENNIALS

Keep millennials engaged by knowing what they want:

FLEXIBLE WORK:

74%

of millennials want flexible work schedules.

TEAM CULTURE:

88%

Gen Yers prefer collaborative work over competitive work.

WORK-LIFE INTEGRATION:

88%

want to seamlessly blend their professional and personal lives, not balance them.

