# 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



AND



Number of millenials 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.

SOURCES: forbes.com/sites/karlmoore/2014/09/11/the-modern-mentor-in-a-millennial-workplace forbes.com/sites/robasghar/2014/01/13/what-millennials-want-in-the-workplace-and-why-you-should-start-giving-it-to-them forbes.com/sites/brucekasanoff/2014/09/02/how-to-hire-manage-and-motivate-millennials pwc.com/gx/en/managing-tomorrows-people/future-of-work/managing-millennials.jhtml inelsen.com/us/en/insights/reports/2014/millennials-breaking-the-myths.html | washingtonpost.com/business/capital business/career-coach-advice-for-working-with-millennials/2012/04/20/glQAEt3TaT\_story.html