

Attracting Gen Y Employees

Generation Y, also referred to as the Millennial Generation, consists of people born between the late 1970s and the late 1990s. While older generations have negatively stereotyped the group, Millennials can be described as innovative, resourceful and collaborative. However you feel about Gen Y, there's no denying that these 20 to 30-somethings make up the future of America's organizations. In order to be successful in coming years, employers need to adopt new ways of attracting Gen Y workers. This article, which is the first of a two-part series, highlights five items for employers to take into consideration when recruiting Millennials.

Flexibility and Work-Life Balance

It's not all about offering the most money anymore. Instead, members of Gen Y are more attracted to relaxed work environments, flexibility and work-life balance.

Unlike Baby Boomers that "live to work," Millennials work to pursue the lifestyle they want to live. Offering flexibility and work-life balance will motivate a company's Gen Y employees to work hard, be easily accessible and drive results.

Recognition

Millennials are, generally, not concerned about receiving the next big promotion. Instead, they want meaningful work that fosters new experiences and learning opportunities. This isn't to say they aren't motivated to succeed. In fact, the opposite is true. Instead of desiring to move up the corporate ladder, Gen Y is simply motivated by the public recognition of a job well done. Recognition programs are attractive to Gen Y, and will fuel these employees to continue improving upon their skills and maximizing company results.

Feedback

Gen Y's motivation to perform tasks that help the greater good leads many of the generation's members to ask why specific assignments are done a certain way. They expect their questions to be thoroughly and quickly answered and enjoy receiving feedback about the impact of their work and how it affects a larger, end result. For this reason, they're attracted to learning opportunities, where they are coached and trained on how to perform new tasks. Mentorship programs and on-the-spot training opportunities engage Gen Yers. But management shouldn't expect this generation to sit back and do things the way they've always been done. Gen Y will develop and suggest new, innovative ideas that allow projects to be completed at a faster pace with potentially better results.

Updated Technology

Some companies believe they can save money by using the same computers they always have. Outdated technology is not only linked to losses in productivity, high maintenance costs and employee turnover, but is also a turnoff to members of Gen Y. Millennials grew up with the ability to regularly update their tech devices to the latest and greatest advances. By providing employees with updated technology, you're enabling them to work at faster speeds with devices that fit their expectations. For this fast-paced generation, up-to-date technology can reduce stress levels, while increasing personal motivation and project turnaround.

Brand Image and Referrals

One thing that hasn't changed throughout the generations is the power of referrals and word-of-mouth advertising. With Millennials, it's quite common to casually and openly discuss salary ranges and job perks with friends. When these employees are happy with their pay, work-life balance and other aspects of their jobs, they are going to let their intelligent, tech-savvy, Gen Y friends know about it, and, hopefully, suggest they apply to work for the company too. Don't forget the power internet branding has on Millennials, as well. Just as employers examine a candidate's online presence, Gen Y candidates check out an employer's online reputation. Make sure your online image is up to par, when recruiting Gen Y.

For more information on this topic, download the white paper, *Understanding Generation Y: What You Need to Know About the Millennials*. Make sure to also check out next quarter's eNewsletter for the second part of this series, which discusses ways to retain Gen Y employees.

