

Retaining Gen Y Employees

Welcome to the second part of our two-part series about Generation Y in the workforce. The first article of the series, which can be found [here](#), discussed five areas employers should take into consideration when attracting Millennial employees. But recruiting Gen Y employees is only half the battle. Keeping them can also be a challenge. Find five ways to help organizations retain their top Millennial employees below.

Clear Expectations

Gen Y members want to know that they are accomplishing goals and meeting the requirements of their jobs. Ambiguous messages can cause Millennials to feel a sense of confusion and lack of accomplishment.

Managers should give clear direction to Gen Y employees and let them know what tasks will look like once complete. For ongoing projects, employers should consider setting up check points along the way. This gives employees a sense of accomplishment throughout the project, allowing them to see their progression towards the end result.

Teamwork

Because Gen Y grew up playing sports at an early age, taking part in group projects in school and sharing every thought on social media, Millennials have grown accustomed to leaning on others for support when making decisions. In fact, according to a Millennial Inc. study, which was conducted by Intrepid, a world-renowned market research consultancy, and Mr. Youth, an integrated marketing agency, nearly 60 percent of the Millennials surveyed said they would prefer to be a part of a team that makes decisions in the workplace. Compare that to approximately 30 percent preferring to make decisions on their own and around 10 percent wanting others to take the responsibility for making all decisions. To keep Generation Y employees feeling engaged and confident in their work, employers should consider building teams to tackle larger projects.

Professional Development Opportunities

As discussed in “Attracting Gen Y Employees,” it’s not all about receiving promotion after promotion for Millennial workers. Instead, Gen Y is motivated by meaningful work experiences and opportunities to develop new skills and participate in new experiences. Employers that offer continuous development courses and training opportunities to their employees have a better chance of motivating Gen Y employees to stay and continue to grow with their organizations.

Casual Work Environment

Recently, MTV conducted a study to find out what Millennials expect from their employers. The study, titled “No Collar Workers,” found that almost nine out of 10 Millennials want to work for a company that promotes being social and having fun in the office. Additionally, 79 percent of participants said that they want to be able to wear jeans to work, at least every once in awhile, and 83 percent were looking for jobs where creativity was valued. Employers that want to continue to develop their Gen Y staff need to take a look at their offices’ cultures. Do they foster creativity and individuality? If the industry allows it, employers should consider implementing casual Fridays, where employees have the option of wearing jeans to work, or put together a social events calendar that allows employees to get together outside of work. Not ready to make any permanent changes? Set up a 90-day trial period and monitor productivity and engagement levels of your Gen Y workforce.

Idea Sharing Opportunities

Nine out of 10 Millennials that took part in MTV’s “No Collar Worker” study wanted executive-level employees to actively seek out and listen to their ideas. Gen Y has been described as an innovative group. Setting up weekly, monthly, quarterly, biannual or annual one-on-one meetings, specifically designed to brainstorm and listen to new ideas, can have a major impact on the engagement and fulfillment level of the Millennial workforce. It can also bring to management’s attention new, innovative ideas to bring more success to the organization.

