

Recruiting and Retaining Millennials



Millennials, also known as Generation Y, will comprise half of the workforce by 2020. Millennials have a different set of workplace values than do previous generations. They desire a work-life balance, appreciation from management, and a chance to grow and learn in their company. Millennials expect that their company will provide them with the tools to continue development throughout their careers.

Continual learning is a major selling point for many millennials. In Gallup's report *How Millennials Want to Work and Live*, 87 percent of millennials responded that professional development is "very important" to them at work. According to this report: "Millennials are not pursuing job satisfaction — they are pursuing development. Giving out toys and entitlements is a leadership mistake, and worse, it's condescending. Purpose and development drive this generation."

To recruit and retain this young workforce, organizations would be best served by investing in continual learning programs. Train and develop your young workforce using common coaching best-practices, including:

- Concise and actionable lessons (see: microlearning)
- A variety of rich media formats customized to various learning styles
- Self-directed learning opportunities
- Mobile-responsive content that can be consumed anywhere

Training Your Millennials' Managers

Millennials value a positive, enriching relationship with their managers. To help retain millennial employees, it would be beneficial to assist your managers with tips on how to coach their younger employees.

Adjust

Their coaching approach will vary depending on the individual. Managers should consider an individual's learning style and their performance level to help craft their coaching style.

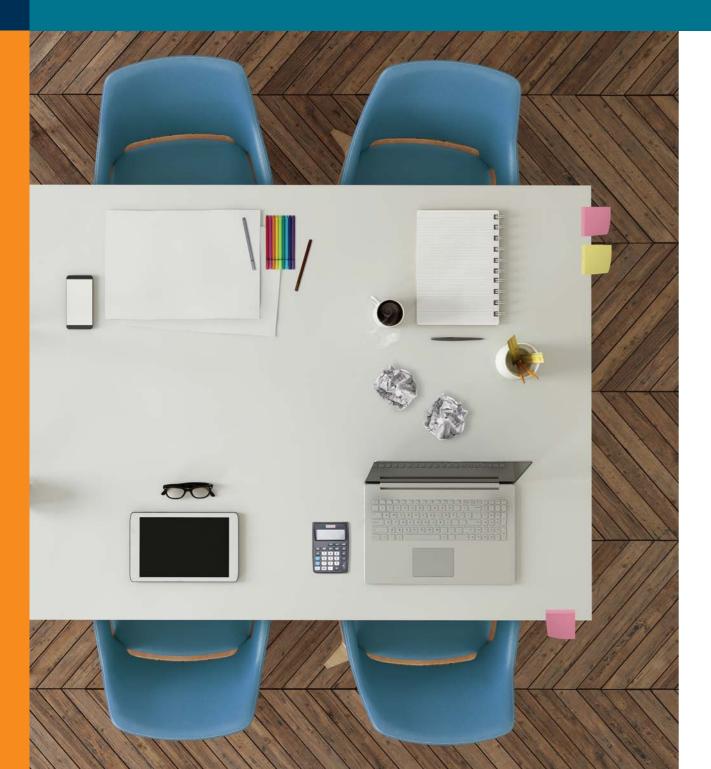
Give Feedback

When feedback is given with the right intentions, it will provide positive results, boost morale and transform new employees into excellent employees.

Meet Regularly

Managers should have weekly meetings to work on specific skills to help their new employees build their confidence.

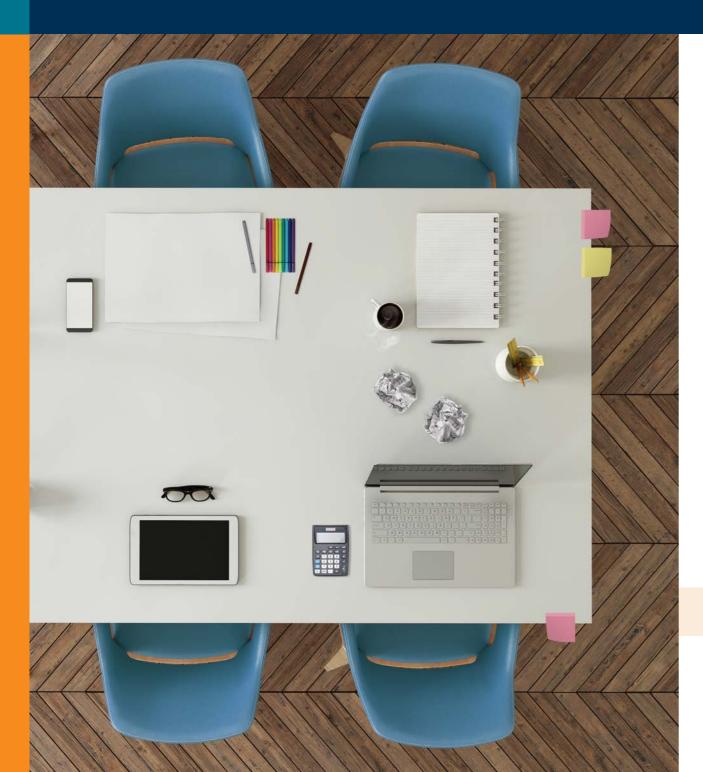
Bringing It All Together



To create the ideal training and development program for your company, it is critical that you utilize strategies that are proven to be effective, in a way that will work for your organization. Carefully choose what ideas would be best to implement in your corporate learning strategy, while adhering to the following general rules:

- Blend formal and informal learning practices Ensure that you are providing plenty of educational opportunities at your company with both formal and informal learning.
- Invest in your hiring process Create a hiring strategy that will ensure that you attract and retain top employees.
- Utilize existing employees to train their colleagues Identify top-performing employees and ask them to work with their colleagues for development opportunities.
- Understand and adapt to different learning styles When creating a training and development program, be sure that you are offering content that is accessible for any learning style.
- **Employ microlearning for informal learning opportunities** Microlearning is the ideal solution for informal learning and developing critical soft skills.
- Focus formal learning on critical skills Be sure to outline top priorities for formal learning – such as leadership development.

EBSCO Can Help



EBSCO's microlearning solution, Accel5®, offers business book summaries, videos and articles that are all designed to be consumed in minutes a day ideal for millennials. Features of Accel5 include:

Insight From Thought Leaders.

Accel5 features exclusive content from members of "Thinkers50," the premier global ranking of management thinkers.

Concise Content.

Accel5 is a microlearning solution with all content designed to be consumed in just minutes.

Soft Skill Focus.

Content in Accel5 is focused on critical soft skills such as leadership, teamwork, innovation and more.

Customizable Experience.

Accel5 offers functionality to customize the platform to highlight the competencies most important to your organization.

To learn more about Accel5, visit our website or request a free trial.