

Top 10 List for Millennial Retention (for at least for 60 months)

What Millennials are:

Millennials are have learned that they will succeed by doing things their way; self-direction, work-life balance, worthwhile work and other fringe benefits and perks that come across as entitled to older generations.

Millennials find themselves frustrated and disappointed with prior generations (for what, we cannot possibly imagine).

Millennials are becoming core to our organizations.

They are the individuals who will replace our retiring employees.

As much as we would like Millennials to understand and accept our traditional management perspective and learn to be managed the way we're used to managing is just not realistic.

We can be smug about how self-centered we believe Millennials are while they leave our organizations in droves. Or, we can create work environments where Millennials engage and thrive. The organizations that will thrive in the next 10 years will do the latter."

So, here's my "TOP TEN LIST" for Millennial Retention

10. **Adopt a New Paradigm**...the future belongs to THEM, not YOU. Adaptation should not be expected from Millennials alone.

9. Gamify work

Millennials grew up with video games like Duck Hunt, Super Mario and Pokémon, and they've since transitioned to massive online games and all sorts of addictive mobile games. Video games establish intense competition and cooperation. Words with Friends, Candy Crush etc....

- Gamify workplace training, regular tasks and operational goals to bring out the 'competitive' side in your Millennials.
- Use visual recognition with points, badges, leaderboards and team dimensions adds stakes and motivation that otherwise wouldn't exist and can be shared on social networks. (MVP, task board)

8. Listen and adapt

- Implement "REAL" Exit Surveys to find out why they left and ACT on the discretionary reasons.
- Interview Millennials in groups who have committed three or more years to your organization, ask them:
 - What encourages them to stay.
 - What can you do to support their productivity, satisfaction and motivation?

7. Encourage employees to think for themselves

- Add Millennials to work groups, they thrive by gaining knowledge interactively through discussion, debate and action.
- Ask for their independent ideas, discussing them and funneling them into a plan of action.



6. Put the responsibility of training and development for Millennials, on Millennials

Wouldn't you prefer new employees starting work having completed five hours of training on their mobile device or smartphone? Millennials prefer to learn at their own pace on their own schedule instead of lectures and overly structured training.

- Make your training content **mobile**, succinct, entertaining, and self-directed.
- Add a discussion board where trainees can discuss material and share content.
- Organize training material and video clips into shorter chunks (think TedTalks) -15 minute chunks or less.
- Set a clear deadline for completing training and let them do the rest.

5. Make your current employees happy

What is your organization's "profile"? Millennials select their employers based on fit, expected satisfaction, career-life balance and the opportunity to make an impact. Check out *Glassdoor* and similar employer review sites to see what your comments are.

- If your exit surveys are negative, think about implementing a Morale Survey to find out what's wrong.
- Establish work-groups that include Millennials to explore your SWAT Analysis.

4. Provide Feedback

Millennials are intensely interested in their future. Studies have shown that 95% of Millennials are more motivated to perform when they know where they're headed.

- Schedule individual some with your millennials to explain where the organization is going. What are the drivers and what is their role in moving those drivers?
- Provide regular "real-time", on-the-spot feedback in addition to of formal (delayed) performance reviews.
- Read "The One Minute Manager" and implement the techniques.

Millennials must feel close to the organization and their bosses, or they will quickly become disconnected.

3. Love Technology

Millennials are highly connected to their devices, apps, and their social networks and they work for organizations that embrace technology.

- Initiate a BYOD Policy
- Have an open mind and flexible policy about social media networks.

2. Offer Flexible Work

- Allow Millennials prefer to work at a time of their choice as opposed to 8-5, at least one day per week.
- Offer Millennials want a strong work-life balance. More than half of Millennials in the work force today would take flex time or more vacation over increased pay.
- Flexible Mobile Work policies.

Is it possible to offer a little more schedule flexibility as long as the work gets done? Many companies still subscribe to 9-5 hours, but really have no idea why. Perhaps this is a way to garner better talent without having to pay as much. Perhaps it will even drive loyalty?

1. Think Employability

Change your desire for a millennial employee to retire with you, desire five GOOD years.

- Concentrate on improving the first five years by implementing the polices above.
- Start making changes NOW, one at a time to improve your turnover statistics.
- Concentrate on providing transferrable skills building, not the next promotion for Millennials.

In the past, it was tradition for an employee to stay with one career and employer for as long as possible. But this generation is *seeking to make regular changes that give them exposure to new opportunities.*

Give it to them if you want to keep them!