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On the topic:

Be a Millennial Magnet - How to Attract, Manage and Engage this Workforce
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Be a Millennial Magnet - How to Attract, Manage and Engage the Millennial Workforce

Jeffery Butler - Millennial Workplace Expert, Speaker, Author, Consultant
How do you attract, manage and retain talent?
2 Spheres of Influence
1. Environment
2. Technology

Attraction
3 Phases

Attention | Interest | Commitment
What is Talent?

“Start with Why”
“62% of millennials say that if a brand engages with them they are more likely to become a loyal customer.”
Phase II: Interest

Behavioral Interview

Technical Interviews

Onsite Interviews
Testing the Candidate

Tests

Projects

Interviews
58% men & 74% of women wouldn’t trade higher pay for friends
Phase: Commitment

“90% of millennials say they would prefer benefits over a pay raise”
“77% of millennials say that telecommuting would make them more productive”

“2% Employers offer PTO”
Case Study

Offer 25% more pay

Greg Kuchcik

The Offer

WFH

Access to DMs

Unlimited PTO

Training Programs
3 Phases

Attention | Interest | Commitment

Management
Biggest Concerns

Unmotivated and Impatient
Quantify Career Milestones / Feedback

72% of Millennials are engaged when manager quantified goals

GALLUP
\[ y = mx + b \]
2 Concerns

Productivity

Culture

Programmers are most likely to work from home

- Computer science
- Art, design, and media
- Personal care
- Business and finance
- Management

8% of all full-time employees

Data: American Community Survey via IPUMS
“If I couldn’t work remotely why should they?”
“Luckily, my employer was generous, letting me work remotely every few weeks.”
Remote Cultural

**Benefits**
- Can increase productivity
- Drives employee efficiency
- Reduces turnover

**Challenges**
- Selective Hiring
- More Thoughtful Managers
- Strong Milestones
Technology Mentorship

Organizational and Leadership Skills

96% RETENTION RATE!

Pershing®
A BNY MELLON COMPANY
Delphi Group 600 companies survey
56% had mentoring program
13% Had Reverse Mentoring

Requires Reverse Mentorship for Executives
BENEFITS

▶ Knowledge Transfer
▶ Increased Retention
▶ Fresh Perspectives
▶ Diminished Stereotypes
Overview
What to do?

- Message
- Onsite
- Clarity
- Temps
- Mentoring

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Q&A