

# The Arrival of the Next Generation

## **Millennials are quickly entering the workforce. Are you ready?**

In a recent segment on CBS's 60 Minute entitled "The Millennials are Coming" Morley Safer captures a true concern that every company will face and many are already struggling with: The arrival of the next generation.

Who are these young workers and why are they so different? They are the new generation of the workforce, those in their late teens and twenties. We have all heard the characteristics of the Millennials, otherwise known as Generation Y, Echo Boomers and the Digital Generation to name a few. Are they better or worse, or in fact, maybe just different? Many people have their own opinion. Either way, they are entering the workforce and are the future of your company.

## **The Key...Don't Attempt to Understand a Generation, Understand the Individual**

As the Millennials enter the workforce, employers are scrambling to figure them out. What do they like and dislike? What are their goals? What motivates them? But when you attempt to answer these questions, generalization isn't effective. Each person is unique and it is the understanding of what makes him or her an individual that will make or break your talent management.

For many, this new workforce may be hard to communicate with and understand. The differences between the Millennials, the Baby Boomers and everyone in between create struggle for many co-workers. This situation solidifies the increasing need for effective communication in order to ensure positive relationships that will benefit the company. It often takes time to really get to know an employee and discover their true character, yet you may not have much time before they walk down the street. It doesn't have to be that hard or take that long to understand and appreciate your employees.

So how can you make them fit your company? You can't. The question is how can your company invite them in and keep them there? In order to survive, companies need specific recruiting, development and retention techniques that meet the demands of the Millennials. The void left by the Baby Boomers upon retirement will be too large for the Millennials to fill, creating a talent shortage that leads to an open market for job seekers. Companies seeking the superior performers of tomorrow will have to act quick, using effective recruitment and selection techniques. Once on board, this new generation will require a different kind of management, one that is encouraging, motivating, gentle and personalized. The Millennials want a coach that not only guides their efforts, but also provides a role model as they reach for career goals. They are focused on their achievements and growth, and won't settle for a lack of appreciation and stagnant positions. This generation knows they have options and are in search of that dream job, expecting to come close.

Are your talent management processes ready for this generation? Do you have what it takes to recruit, hire and retain the superior performers? Time-tested, research-based solutions ensure your company will embrace the arrival of the next generation.

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