

To Engage Millennial and Gen Z Workers, Employers Must Grow Up

Millennials: The New Boss (b. 1980-1995) | Gen Z: Digital Natives (b. 1996 – Present)

Millennial and **Gen Z** populations are reshaping the workforce. Consider the facts:

They are **big**:

2.36 billion Millennials & **1.9 billion** Gen Zs **worldwide**



By 2025 Millennials will comprise **three-quarters** of the global workforce.

They are **capable**:

Comfortable with technology, they are **flexible**, **creative**, and **focused on outcomes**.



They are **diverse** and **socially aware**:



48% of U.S. Gen Zs are **non-Caucasian**.

82% of newer workers consider **corporate social responsibility (CSR)** a major factor when deciding where to work.

Despite the value newer workers bring, many companies struggle to engage them. Standing in the way are immature talent practices that don't align opportunities with candidate needs; failure to communicate with candidates and employees; and shortfalls in training, job flexibility, and career path development.



The Result?

Frustration, disappointment, and disengagement for applicants and workers.



Consider **results** from an Allegis Group survey of HR decision-makers:

49% are concerned with their ability to **attract and retain** Millennials and Gen Zs.

62% believe issues with attracting and retaining them may lead to negative business impact. This impact **may be felt in several areas**, including slow company growth, limitations on productivity, obstacles to achieving business goals, curbs on innovation, and costly hiring cycles.

3 Ways to Mature Your Talent Strategy

Employers already adapted to engage Baby Boomers and Gen X. But to attract and retain Millennials and Gen Zs, companies must mature underdeveloped business and HR practices. Improve your organization's talent strategy by following three fundamentals:



Step 1
Listen to Millennial and Gen Z perspectives and reflect their values in the employer value proposition.

Step 2
Engage them by adapting processes and technologies to deliver a positive experience.

Step 3
Empower them to develop skills and advance their careers based on their true strengths and needs.

Download our White Paper

Learn about the practices that help great companies attract and retain Millennial and Gen Z talent today.

AllegisGroup.com/NextGen

