

This one insight can help you recruit and retain Millennials



As more Millennials enter the job market, attracting, and retaining younger workers will be a challenge for many middle market companies. Those companies that keep their employees' wellness top of mind by building "employee-centric" cultures will be well-positioned to attract top talent and see a positive impact in company performance.

Millennial expectations are changing the workplace

From rapidly changing technology to global events, the Millennial mindset has been shaped by the world around them. What they expect from an employer differs from previous generations. And they're not afraid to leave a company if those expectations are not met.

Millennials are technology savvy



- They've grown up with smartphones and mobile apps.
- They're used to getting everything they need to know instantly from their social media networks and digital devices.
- They expect to have the same technologies at work as in their personal lives.

Millennials are ambitious



- They're driven to succeed and have a desire to constantly learn. Regular feedback and encouragement are important to them.
- They're dedicated to completing their work in the most efficient way possible and expect to advance quickly through an organization.
- They want their work to make a difference and recognition for their efforts is important

Millennials expect work/life balance.



- They've seen how hard their parents worked to get ahead and believe there is a better way.
- Millennials view time differently. While other generations saw time as an investment — put in time now and it will pay off later — Millennials feel their time is valuable and too precious to be wasted. They do their job, and then leave it behind to enjoy life.

As Millennials continue to enter the workplace, they're reshaping what an organization should be and how it should operate, including traditional employee engagement programs. Companies need to develop comprehensive wellness programs that address the overall wellness of their workforce in terms of mental health, financial welfare, professional development and social engagement, in addition to physical well-being.

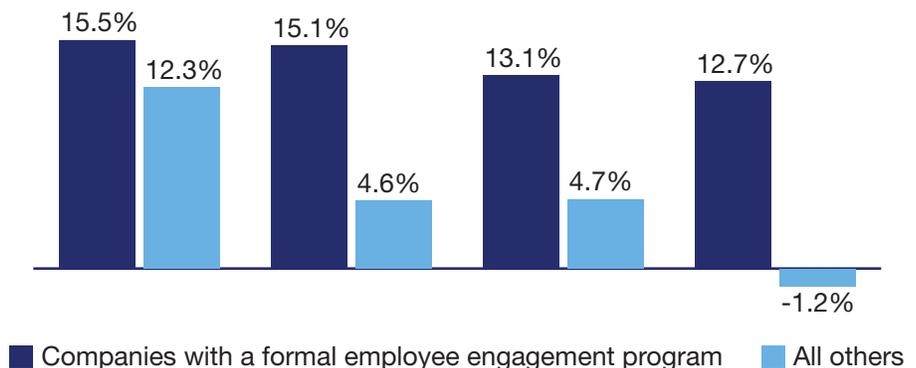
Those Companies that implement comprehensive wellness programs not only have the best advantage to hire and retain top Millennial talent, they help ensure best-in-class performance.

Comprehensive wellness programs: the key to workforce ROI

Even as Millennials change company culture, one thing remains the same— organizations will need to show positive ROI for money invested in corporate initiatives.

Recent research from the Aberdeen Group, demonstrates that year-over-year revenue increases by having a formal employee engagement program in place. The data in the graph below addresses why employee engagement solutions should be considered an investment, as opposed to a cost.

Formal employee engagement programs impact year-over-year revenue



Source: From Millennials to must-haves: how engagement and recognition ensure best-in-class performance, Howard Adamsky, Aberdeen Group, 2016.

Many Millennials believe it's important that their company cares about them as an individual. Comprehensive wellness programs help Millennials to feel part of the organization and motivated to be productive.

"The data speaks volumes to what a workforce committed to the organization is capable of doing to drive the numbers that really matter" according to the report, proving companies that take care of their employees, will be taken care of in return.