

How to Engage the Millennials and Gen Z Workforce



Generations in the workplace have changed over time. Baby boomers, and Gen Xers have made up the majority of the workforce until recently. However, Millennials and Gen Z is joining the workforce in rapidly growing numbers as they come of age.

Each generation is unique in its experiences, traits, and perspectives. Millennials and members of Gen Z have shaken up the workplace with their emphasis on recognition, rewards, and innovation. They have been dubbed “the future of everything” because of their tremendous impact on large and small companies. This means that many organizations have faced issues retaining Millennial and Gen Z employees long-term. The key for retaining the younger workforce lays in an organization’s commitment to employee engagement. Here are four ways to keep up with both generations.



Fast, Digital Engagement

Millennials and Gen Z have grown up with technology, so they like to learn on the go and access information immediately via mobile devices and computers. Using technology, you can create a workplace that is both productive and enjoyable for these employees. Organizations often use online portals to keep their employees up-to-date and in the know. A portal solution provides your team an organized gateway to the relevant company information they need on-demand, which ensures you’re doing all you can to stay on track and be up to date with current developments and trends.

Organizations must implement digital tools to communicate with employees – especially in today’s increase of remote or hybrid work models. Rapid interaction is expected because these workers grew up using instant messaging and other platforms where they expect a quick response time. Millennials and Gen Z are highly tech savvy, they want to have access to the latest tech and tools to perform their jobs. Software such as Microsoft 365, Google Workspace, and Slack let them connect quickly, get files anywhere at any time, and cut down on emailing documents back and forth. To retain Millennial and Gen Z workers, it’s critical to provide a workplace that utilizes tech well.

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Social Media Leadership

Younger workers want to feel like they are valued and belong in their company more than the previous generations before them. Organizations can leverage social media to their teams for a chance of meaningful engagement. Examples include Snapchatting at company events and creating Instagram stories with an employee of the week, or TikToks of what the workday looks like. This is significant to the younger generations that have grown up in an age where everyone has a voice and can be heard.

Organizations can leverage these platforms to their advantage by giving employees a chance for meaningful engagement. They can use social media to promote events, activities, products, and services while also creating a sense of cohesion within its ranks, allowing employees to feel like they're part of something bigger than themselves while developing professionally and getting to know each other. This will help you build your employer brand, which allows you to manage and influence your reputation as an employer among job seekers, employees, and even prospective hires. The key is not just posting anything but using these platforms to build stronger relationships with employees. One way to do this is by allowing your team members to share valuable resources. That could involve sharing articles on industry trends or best practices. Doing so will engage your teams better—and reap the benefits of it.

Encourage Career Success

Millennials and GenZ are entering the workforce with high expectations for their careers. They want to work for companies that are meaningful to them, fit their personal passions, and that make a difference in people's lives. While many organizations offer traditional lateral career paths to help employees find success, Millennials and GenZ crave more. They want to know that they're on track for professional growth.

Millennials and Generation Z are inspired by leaders who encourage them to come up with creative solutions to problems rather than just telling them what they want to hear. To help your employees advance their careers quickly and succeed at work, talk to them regularly about what defines success for them within their jobs and how they plan to achieve it - this will give them a sense of ownership over their careers. For example, if you have an employee who shows great potential but is not quite ready for the next level position you have available, you could develop a plan with that employee that outlines how they can get there. The first step could be increasing their current responsibilities and offering training on those additional tasks so they can feel confident about taking on even more responsibility in the future.

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Get Creative with Perks

A bonus doesn't fit every organization's budget, but by understanding what other workplace perks appeal to people, you can create an environment that attracts the right talent. This could include, financial management - Millennial and Gen Z employees prioritize finance education over retirement savings with 401(k)s.

Family-friendly perks are also vital in the workplace, especially as people consider starting families. Employers provide daycare, fertility services assistance, and pet insurance as family-oriented perks. These benefits help with employee retention, productivity, and job satisfaction. It's important to remember that these perks affect all types of people in the workforce. Finally, think about compensation and benefits beyond those that are standard.

Fun and exciting perks can be a great way to attract employees and keep them from jumping ship. These perks can include wellness programs and on-site activities where people can bond with their coworkers, have fun at work, and feel valued. For example, wellness programs that offer discounted gym memberships or activities like yoga classes can make employees feel happier at work and more invested in their jobs. They also give team members opportunities to bond with coworkers outside of the office, which increases productivity and lowers turnover rates.

Millennials and Gen Z grew up in an era of constant change. This has given them a different outlook from previous generations. Employers need to understand these younger generations value different things in their jobs than their workforce predecessors. They want a fast, digital approach to engagement; social media leadership; ownership of their career success; and creative perks. Failure to adapt to this new generation of workers will lead to a decline in an organization's overall success as millennial and Gen Z workers continue to enter the workforce and act as agents of change.

About EG Workforce Solutions

We've been in this business for decades and have developed a deep network of professional connections. Whether they're companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.

