Six Tips to Motivate Millennials

Also known as Generation Y, born between 1980 and 2000, Millennials will by 2020 represent 50% of the global workforce. Millennials have an affinity with technology that sets them apart from other generations. Having grown up with smart phones, broadband, laptops and tablets, Millennials expect instant access to information and social media is second nature to them.

According to research conducted by the Adecco Group UK 54% of Millennials have had three or more jobs already. In line with these findings a survey conducted by the London Business School revealed that 37% of Millennials do not believe they would stay with their current employer for more than two years.

Rigid corporate structures are alien to Millennials and they expect rapid progression, a varied and interesting career and constant feedback. A recent report from Deloitte shows that Millennials consider people treatment, ethics and customer focus to be the top three values that support long term business success.

Age diversity is vital for the success of any business, different perspectives will ensure that you remain competitive, innovative and successful and this toolkit will give you tips on how to inspire Millennials and ensure they are motivated, engaged and retained.

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1 Adecco Group UK (2011)  
2 Deloitte 2011
Millennial Motivation – 6 Tips

- **Communicate your company vision.**
  Ensure that Millennials in your workforce understand your company vision, values and culture. According to a study conducted by Pew Research Centre, Millennials are more motivated by making a difference than their salary – they want to work for organisations that focus on purpose, not just profit. Their findings concluded that 21% of respondents prioritised community investment opportunities whereas only 15% were motivated by the prospect of a high-paying career.

- **Consider increasing transparency around compensation and promotions.**
  Millennials are more likely than any other generation to change jobs frequently. This is in part due to their desire to progress quickly. PwC ‘NextGen’ research discovered that taking the mystery out of these decisions increased employee engagement and allowed for both large and small contributions by employees to be fully acknowledged.

- **Introduce ‘group mentoring’**.
  Millennials have grown up in environments where information is easily available and in the workplace this can translate into wanting access to instant feedback. This can be a time and resource intensive practice which line-managers may feel unable to provide. Group mentoring encourages peer-to-peer support as a means of regular feedback. BT has had success using this approach – their Dare2Share program found that 78% of millennials preferred to learn from their peers. Group mentoring, will additionally help your business grow a better sense of community and to place greater emphasis on teamwork, appreciation and support.

- **Consider introducing greater flexibility in work location and pattern.**
  Work-life balance is one the most influential drivers of employee attention among millennials. A study by PwC in 2015 found that 15% of male and 21% of female millennials would sacrifice ‘some of their pay’ in exchange for working fewer hours.

- **Provide opportunities for development**
  According to Adecco 68% of recent graduates identified opportunities for growth and development as their top professional priority. Consider inviting Millennial employees to leadership meetings to shadow and witness the process of how decisions are made. This will be helpful for those looking to increase their skills whilst learning more about the business.

- **Encourage the sharing of personal projects**
  Allow Millennials to pitch personal projects that allow them to demonstrate their skills and knowledge. This allows Millennials to feel more engaged and in control of their careers in addition to boosting innovation within your business.

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1 Pew Research Centre (2010)
2 PwC (2015)
4 PwC (2015)
5 Adecco Group UK
6 Deloitte (2016)
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