

Attracting & Retaining Millennials

Increasing Engagement to Reduce Millennial Turnover

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Millennials—those born between 1980 and 2000—are projected to make up 50 percent of the workforce by 2020 and 75 percent by 2025. As more baby boomers retire, millennials are no longer the workers of the future; instead, they are the leaders of today. Holding on to millennial talent can be a challenge for many organizations, though.

Who are millennials?

Millennials are the largest generation in U.S. history. They are highly educated, tech-savvy, hard-working and altruistic. Millennials entered the job market in the aftermath of the recession, and, as a result, had fewer job opportunities and accepted lower starting salaries—leaving them with less money than previous generations.

A lot has been said about millennials, but one thing that most studies can agree on is that millennials are more likely to job hop than their older co-workers. According to a study from *Multiple Generations at Work*, 91 percent of millennials will stay at a job for less than three years—a pace that equates to 15-20 jobs over the course of their careers.

Turnover Costs

Turnover can be extremely expensive for employers when lost productivity and replacement costs are taken into account. It costs, on average, six to nine months' salary to replace a salaried employee, according to the Society for Human Resources Management. This figure can be even higher for management staff. High turnover can also harm your company's culture and cause remaining workers to become disengaged.

The following is a list of retention and engagement strategies you may want to consider to reduce millennial turnover.

1. Offer Career Development and Career Pathing

Millennials want to constantly grow and learn new skills. If they feel stuck in their current roles, they will likely look elsewhere for new opportunities.

2. Provide Ongoing Benefits Communication

Because millennials are new to the workforce, many do not fully understand how their benefits work. By teaching employees about their benefits and how to use them effectively, you can boost retention.

3. Help with Student Loans

The class of 2015 graduated with an average of \$35,000 in student debt. Not surprisingly, demand for student loan repayment programs has grown in recent years.

4. Consider Rent Subsidies

Depending on where a company is located, housing costs can be a huge expense for entry-level employees. Offering rent subsidies is a great way for companies to attract and retain top millennial talent.

5. Offer Strategic Workplace Wellness Initiatives

In general, millennials are more receptive to workplace wellness efforts. They grew up hearing about the obesity epidemic, and understand more about the importance of exercise, eating well and not smoking than previous generations did. Millennials are more likely to value working in an environment that promotes health and encourages them to be active.

6. Allow Flexible Scheduling and Remote Work

Both flexible scheduling and telecommuting allow employees to more easily manage work, personal and family obligations and encourage a better work-life balance.

7. Promote a Transparent Work Culture

In addition to the benefits listed above, millennials value working for a company that promotes transparency and gives back to the community. Millennials want to understand the “why” behind what they do, and they appreciate working for companies that are environmentally-friendly.

8. Update your Training Process

Strengthen your training process to increase employee engagement. While traditional training techniques like shadowing are still valuable, millennials will likely respond better to training that incorporates technological elements and ongoing education.

9. Prepare your Organization for Success

The strategies above can help you better prepare your organization for the millennial workforce, this, in turn, can help reduce turnover-related expenses and make you an employer of choice for years to come.

Sullivan Benefits is here to help you attract and retain the allusive millennial workforce. For additional resources and guidance, please contact any member of the [Sullivan Benefits Team](#). In the meantime, here is a great [toolkit](#) to help get you started.

Source: Zywave