

HOW TO MOTIVATE MILLENNIALS

ZenHR White Paper



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HERE'S HOW YOU CAN LEAD, CONNECT AND ENGAGE MILLENNIALS IN THE WORKPLACE

Millennials have been changing the workplace ever since they stepped into the scene nearly a decade ago. Now, millennials are growing older and are climbing up the corporate ladder. There are many definitions of who "millennials" are, but the earliest year of when they emerged is 1980, which means the oldest millennials are now 36.



BABY BOOMERS

BORN: <1963

PROS: Productive, hardworking, team players, mentors



GEN X

BORN: 1963 - 1980

PROS: Managerial skills, revenue generation, problem solving



MILLENNIALS

BORN: 1980 - 1995

PROS: Enthusiastic, tech-savvy, entrepreneurial, opportunistic

HOW ARE MILLENNIALS VIEWED IN THE WORKPLACE?

Entitled. Lazy. Job Hoppers. Millennials are often labeled with these qualities and more especially at work. In reality, the stereotypes about this generation are exactly what they are: Stereotypes. By the year 2020, millennials could make up 50% of the workforce, so how can you really engage this workforce and tap into their distinct traits to create future leaders?

10 FACTS ABOUT MILLENNIALS AT WORK

80% 
of them expect regular **feedback** from their managers.

88% 
want a **fun** and **social** work environment.

70% 
want **leaders** not managers.

77% 
believe that a **comfortable company culture** is just as important as salary and benefits.

71% 
want to **create bonds** with their co-workers that extend **beyond working hours**.

60% 
prefer taking on **new projects** rather than routine tasks.

79% 
prefer to have a **casual dress code** at work.

88% 
prefer to **work collectively** rather than individually.

81% 
want to choose their own **working hours**.

66% 
want to be rewarded with a **memorable experience** rather than tangible gifts.

HERE'S WHAT YOU CAN DO TO MOTIVATE MILLENNIALS

1 Provide **Encouragement** and Regular **Feedback**



Millennials are often labeled as individuals who do not take feedback and criticism lightly.

In fact, research shows that millennials' productivity increases when they receive regular evaluation and feedback. This doesn't mean that you need to schedule long sit-down meetings on a daily basis; simple words of encouragement like "you did a great job on this task" or "thank you for your valuable input on this project" will go a long way.

On the one hand, any diversion in performance should be promptly expressed to your millennial employees, in other words, do not "sugar coat" your feedback and give credit where credit is due. Let your millennial employees know that they are valuable members of your team and then proceed by guiding them in the right direction.

2 Create an Environment that Fosters **Collaboration** and **Amicable Relationships**

Craving social interactions is part of our human nature, but millennials take this need to a whole new level. Millennials prefer work environments that encourage collaborative teamwork rather than individual work.

Taking this even further, millennials enjoy being friendly with the people they work with and some even prefer extending their friendships beyond working hours. So, as an employer you should focus on relationship-building in the workplace by removing all barriers between your employees to keep things interesting for them. Arrange quarterly fun and fruitful team bonding activities.



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3 Create a **Fun Work Environment**

The days when employees used to go to work and stay glued to their desks until the end of the day are long gone. Millennials want to feel happy at work. They are not only looking for a good salary and attractive benefits; they highly value the fun and flexible aspects of the work culture.

Work on creating a fun work atmosphere while simultaneously keeping your workers' productivity high by offering them the space to interact with others in the office while encouraging regular breaks.



4 Give Millennials the **Flexibility** That They Really Want

This talented generation does not believe in counting working hours, but rather they believe in the quality and the outcomes of their work. Keep in mind that millennials were born in the age of technology, allowing them to work anytime and anywhere. They expect to have some sort of flexibility in the workplace and they do not consider it as an added benefit.

Here are a number of options that you can offer to your employees to enhance your workplace flexibility:

- 1 Provide the option to “work from home” or from any place other than the office.
- 2 Allowing certain employees to work part-time in order to accommodate to their other life responsibilities such as family and studying commitments.
- 3 Allow your employees to work hours that differ from the normal company start and end times with flexible work schedules.

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5 Offer Opportunities for **Growth and Career Development**

Having a good job position is not enough for millennials. They want to be given opportunities to learn and grow.

To attract and retain millennials at your workplace, build an environment that fosters continuous learning and development by following the below tips:

1 **Encourage Personal Growth:**

The line between personal and professional lives of millennials is almost invisible, so it makes perfect sense to encourage your employees to pursue their personal goals during working hours.

2 **Provide Training Opportunities:**

Millennials want to be given access to training opportunities as they believe that it's an important career benefit.

3 **Foster their Professional Growth:**

Even if your company isn't a big corporation, millennials will still want to move up in the ranks in their organizations. So offer various opportunities for growth within their departments such as new tasks, a bigger office, etc.

6 Build a **Socially Responsible Corporate Image**

More than any other generation, millennials view a company's social and environmental commitments as a critical factor when deciding where to work. Contrary to popular belief, the majority of millennials are not thoughtless and inconsiderate, and many of them even strive to make a difference beyond their "9 to 5" work schedule.

The truth is, millennials don't want to just simply hear about the socially responsible activities their employers are partaking in, they want to "do good" by leaving their own indelible mark on society.

Millennials want to feel that they're part of a community, hence, organizations must be fully transparent when it comes to the socially responsible activities they engage in.

Millennials want to know what the organization is doing to make the world a better place, and they want to see real life results of those activities. Engaging in effective corporate social responsibility projects will ultimately impact your company's ability to attract to, retain and inspire millennial talent and will without a doubt differentiate you from other organizations.

5 REASONS WHY MILLENNIALS QUIT



Lack of a **career path**



Fatigue due to **long working hours**



A work environment that does not foster **teamwork**



Lack of **work flexibility**



Better job opportunity





Request a Demo

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