


Brace yourself, employers:

# the millennials are coming

(and  
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# the millennials are coming



By 2020, the Millennial generation will make up more than half of the North American workforce. If you believe all the headlines, this demographic shift spells disaster for employers, who are being told to expect rampant entitlement, laziness and job-hopping.

## the truth

Everything's going to be okay. **Really.**

In fact, we think it's going to be better than okay.



# the millennials are coming

No one knows more about the way employees think and behave than BIWORLDWIDE (BIW) so we were obviously excited at the prospect of doing a comprehensive study on the topic of Millennial workers. And our research tells a very different story than the scary headlines.

here's  
what you  
**need**  
to know:

**Millennials aren't  
all that different  
from the rest of us.**



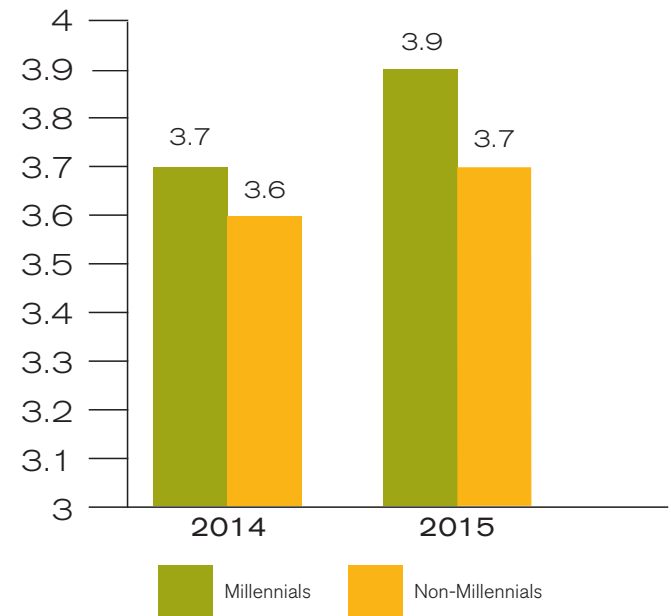


# ease of engagement

Our study found that Millennial employees are actually easier to engage than their non-Millennial counterparts. They want to be part of the solution. They want you to notice their efforts and they'll work hard for you if they feel valued.



**Average Engagement Score**



Source:  
BI WORLDWIDE New Rules of Engagement Research





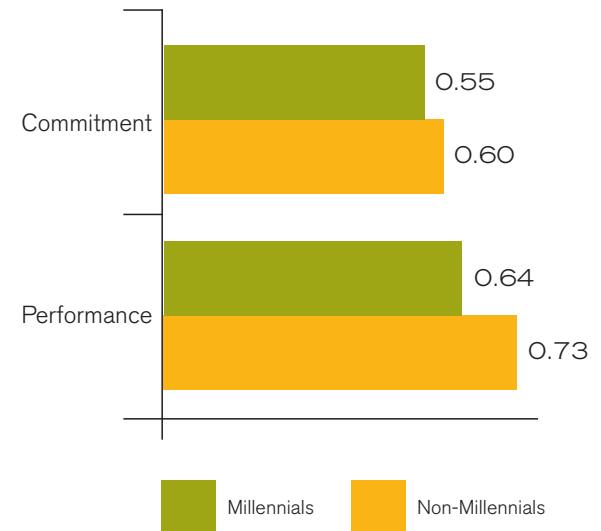
# need for meaningful work

Millennials thrive on doing work that matters.

They don't want to simply tick boxes. They want to make a difference. Here's why this isn't a problem: For starters, Millennials aren't the only ones who want meaningful work. Our study found that all demographic groups report having the same desire.

Why is meaningful work important? Simple. Employees who say they love their job and can see how their work is contributing to the overall success of the business are more committed to stay and will be more productive day in and day out.

## Correlation with Meaningful Work



Source:

BI WORLDWIDE 2015 New Rules of Engagement Research



# job loyalty

There is one notable exception to our claim that Millennials aren't all that different from the rest of us: They report lower levels of loyalty to their current employer and increased likelihood that they'll be working somewhere else within the next year.



**I wish I were  
working  
somewhere  
else.**

**34%**

Millennials

**30%**

Non-Millennials

**I plan  
to leave this  
organization  
within the next  
12 months.**

**30%**

Millennials

**23%**

Non-Millennials

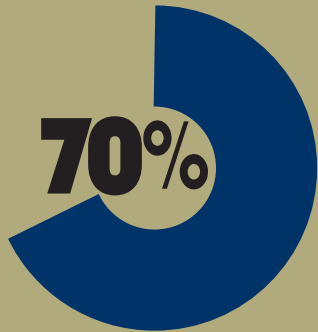




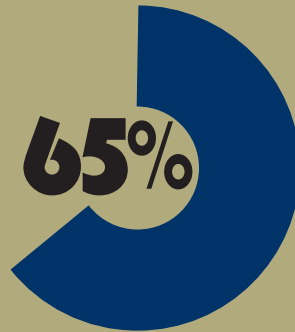
# However...

This statistic is somewhat misleading. Why? Because it doesn't reflect the character of Millennials—it just reflects where they are in their careers. Do you still have the same job you did at 22? Many Millennials graduated during the recession and took whatever job they could find, which means they're still looking for a job they're passionate about.

## Millennial Attitudes About Work



"I have not made as much progress in my career as I would have hoped by now."



"My current job is not in the field I hope to be in 10 years from now."



Source:  
2015 Clark University Poll of Emerging Adults:  
Work, Education and Identity

# what can you do about this?

Help them see a future at your company. This might be easier than it sounds – even though many Millennials envision moving on to something different eventually, as long as they're in their current roles, they're uncommonly committed.

**80%**

Millennials

**I am proud to work at my organization.**

**77%**

Non-Millennials

More Millennials than non-Millennials reported being proud to work at their current organization and would recommend it to others as a “great place to work.”

**76%**

Millennials

**I would recommend this organization as a great place to work.**

**69%**

Non-Millennials



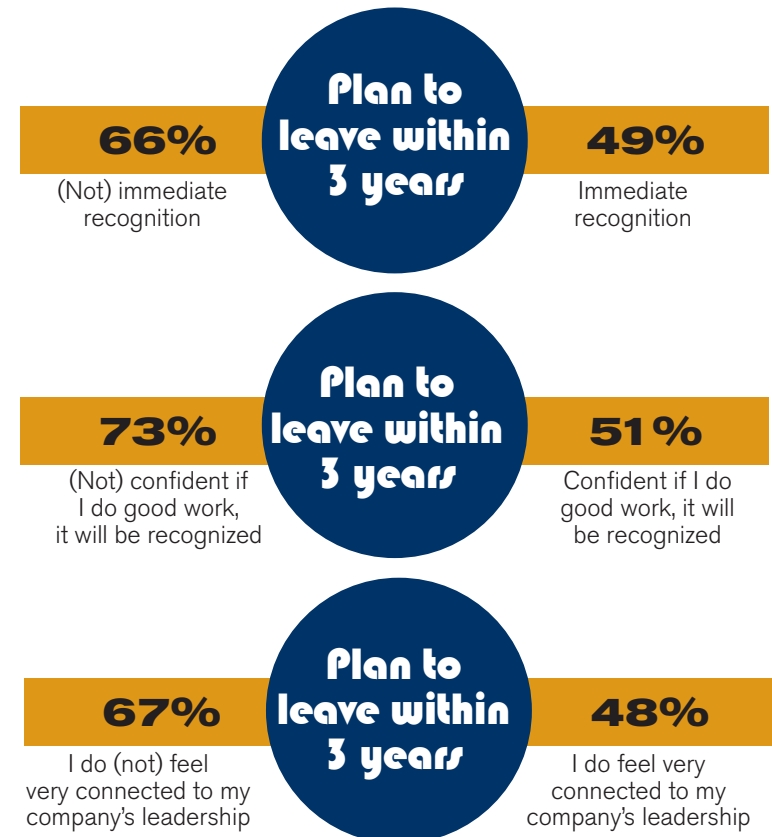


# retention

Want to encourage Millennials to stick around?

Forge connections between employees and leaders to help them feel part of the bigger picture. Reward employees for their achievements in a timely manner and do so consistently. The intent of Millennials to leave a company within three years drops significantly when adequate recognition and connection to leadership are present.

## Outcomes of recognition and transparency



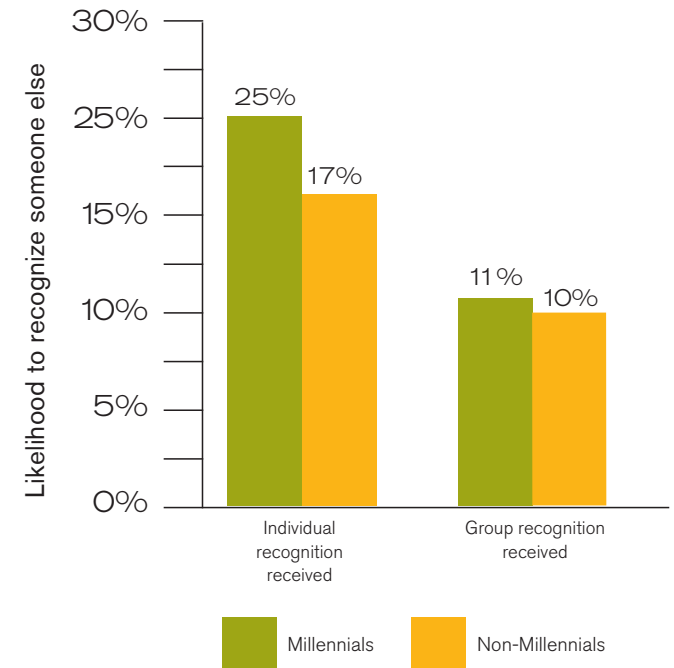
# the “me” generation?

Finally, let’s put this “all about me” stereotype to rest, once and for all.

We studied how Millennials and non-Millennials respond after receiving two types of recognition: individual recognition and group recognition. The result?

Both demographic groups were more likely to turn around and recognize someone else after receiving an individual recognition. In other words, most human beings in general prefer individualized acknowledgement versus being one of many. So if you’re going to start handing out participation trophies, make sure you include everyone regardless of age.

## Impact of Recognition





# the bottom line

Millennials present the same challenges and opportunities as other demographic groups. They want to be noticed, recognized and rewarded. They want meaningful work and to know they're making a difference. We don't think that's such a bad thing. In fact, with a strategic, thoughtfully-designed employee recognition program, you can turn these motivations into loyalty, productivity and innovation that will pay dividends for years to come.



# learn more

**BIWORLDWIDE** is a global engagement agency that uses the principles of behavioral economics to produce measurable results for our clients by driving and sustaining engagement with their employees, channel partners and customers.

To learn more about how **BIWORLDWIDE** can help engage every generation in your workforce, visit: **BIWORLDWIDE.ca** or email **canada@BIWORLDWIDE.com**.



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