

Bench Strength - The Millennial Generation

Who are these fresh new workers who will drive success in your company and what drives their own professional and business interests? Understanding the dynamics of your future workforce is one key to unlocking the mystery for how to successfully identify and incorporate them into your employee group. These general observations may help as you look to this generation to form your leadership bench.

This generation has had the ***impact of affluence***.

- This is the wealthiest generation in human history.
- They have access to more than 50% more 'stuff' and they enjoy its abundance.
- They have both personal power and personal access to buy.
- There is an understanding of the need to save and they are willing to do so when properly informed and motivated.
- This is a generation that wants to share abundance with others.

This generation is keenly driven to achieve ***family stability***.

- Many were raised in households of divorce.
- They place a much greater emphasis on the importance of family.
- They will place family and children first before employment ambitions.
- They strive to maintain a sense of community.
- There is acceptance of diversity and an appreciation of variety in the definition of family.

This generation has a ***unique outlook on life***.

- They generally have a positive outlook and sense of potential for their future.
- They are, however, very frustrated by a lack of solutions and resources for the world problems they face.
- This group will mobilize for change on numerous fronts – global, local, community, and personal.
- They desire a different lifestyle from that of their parents who they often view as working too long and too hard with little hope for a positive outcome.
- They strive to have influence on their own future and want access to options which support their decisions.

This generation ***emphasizes work satisfaction***.

- Many believe their parents have been too focused on work to the detriment of their personal and family lives and have little tolerance for that in their own work life.
- Unlike their parents, this generation does not tolerate hierarchy that lacks appreciation for their needs and wants as individuals.
- This generation expects close relationship with their supervisors and anticipates frequent feedback opportunities – both formal and informal.
- Their satisfaction with work is tied to having information that flows freely throughout the company.
- This generation is engaged when an employer demonstrates community awareness and supports involvement in social and charitable causes.

