

Class of 2011:

Insight from the Emerging Workforce

As the Class of 2011 comes of age and prepares to enter the workforce, employers seek to understand Millennials, how to source this generation's top talent and how to keep them engaged.

Millennials are generally characterized as confident, self-expressive, liberal, upbeat, tech-savvy, achievement-oriented

and open to change. All of these qualities and characteristics converge and present unique challenges to employers seeking to recruit, retain and inspire members of this generation. For instance, most companies have yet to abandon archaic recognition practices that were designed to meet the needs and interests of generations now entering retirement.

New data sheds light on what motivates Millennials when it comes to their future careers. The Class of 2011 study was conducted in February 2011 through an online survey amongst a sample of 8,088 students across the United States.

Watch this Webinar to Learn 5 Best Practices for Recruiting Millennials:

- 1. Have a Transparent Corporate Brand.**
Building your company brand is imperative to sourcing top talent. The survey findings demonstrate the importance of online and on-campus employer branding. The bottom line is that HR needs to think like a marketer.
- 2. Have an Online Presence.**
Millennials are great online communicators and spend a great deal of time on social networks. By establishing a brand presence on social networks, you'll have their attention before they even start job hunting.
- 3. Offer more than a competitive salary.**
Consider offering benefits that truly distinguish your company beyond salary. Don't overlook the importance of career advancement. Communicate with employees and tell them specifically what they can do to get to the next stage in their career.
- 4. Work constantly to improve retention rates.**
Most millennials don't plan on staying at their first job for very long. Create and develop an integrated employee engagement strategy that includes an exceptional corporate culture that will inspire workers immediately.
- 5. Do Away with Years of Service Programs.**
Lose the watches and crystal vases. Instead, include both intrinsic and extrinsic elements in your rewards and recognition program that speak to employees of any generation and influence positive behavior.



Watch the full webcast to learn more about about how to source Millennials top talent and how to keep them engaged.

<http://www.achievers.com/resources/class-2011-insight-emerging-workforce-0>



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