To Engage Millennial and Gen Z Workers, Employers Must Grow Up

Millennial and Gen Z populations are reshaping the workforce. Consider the facts:

**They are big**
- 2.36 billion Millennials
- 1.9 billion Gen Zs

**They are capable**
- Comfortable with technology, they are flexible, creative, and focused on outcomes.

**They are diverse and socially aware**
- 48% of U.S. Gen Zs are non-Caucasian.
- 82% of newer workers consider corporate social responsibility (CSR) a major factor when deciding where to work.

Despite the value newer workers bring, many companies struggle to engage them. Standing in the way are immature talent practices that don’t align opportunities with candidate needs; failure to communicate with candidates and employees; and shortfalls in training, job flexibility, and career path development.

The Result?
- Frustration, disappointment, and disengagement for applicants and workers.

Consider results from an Allegis Group survey of HR decision-makers:
- 49% are concerned with their ability to attract and retain Millennials and Gen Z.
- 62% believe issues with attracting and retaining them may lead to negative business impact. This impact may be felt in several areas, including slow company growth, limitations on productivity, obstacles to achieving business goals, curbs on innovation, and costly hiring cycles.

Every employee, regardless of generation, brings unique strengths and experiences. To engage them, employers must listen, adapt processes, and empower their teams.

### 3 Ways to Mature Your Talent Strategy

**Step 1:** Listen to Millennial and Gen Z perspectives and reflect their values in the employer value proposition.

**Step 2:** Engage them by adapting processes and technologies to deliver a positive experience.

**Step 3:** Empower them to develop skills and advance their careers based on their true strengths and needs.

**Download our White Paper**

Learn about the practices that help great companies attract and retain Millennial and Gen Z talent today.

AllegisGroup.com/NextGen

Sources:
- Business Insider, Catalyst, ConeCommunications & Fung Business Intelligence