Recruiting-Retaining-Motivating
Your Workforce

How will you connect with the most diverse
wired
impatient
entitlement-oriented
skeptical
demanding
convenience-oriented
fun-loving
generation in US history?
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Matures
Family Stories
Schools
Radio
Newspapers
Magazines
Movies
Neighbors
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**Millennials**

- Family Stories
- Schools
- Places of worship
- Radio
- Billboards
- Newspapers
- Magazines
- Movies
- Neighbors
- Television
- Calculators
- Cordless Phones
- Personal Computers
- Pagers
- Cell Phones
- Global Positioning Technology
- Menu-Driven Software
- Presentation Software
- Text Messaging
- World Wide Web
- Meta-Search Engines
- Electronic Shopping Carts
- Video Phones
- Global Positioning Systems
- Swipe Technology
- Downloadable Entertainment
- Portable Entertainment
- Mobisodes

- Social Networking Sites
- In-text Advertising
- Blinks
- Avatars
- Motion Capture
- Twitter
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Recruiting

- It’s all about the perception.
- They demand immediate gratification.
- They are ultra-connected.
- Media dominates their lives.
- They are multi-channeling 24/7/365.
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Retaining

- They view a job as a contract.
- To them, work-balance is paramount.
- They want to be respected from the get-go.
- They expect to be told why.
- They expect praise for their contributions.
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Motivating

- Focus on outcome rather than process.
- Seek their input.
- Recognize their contributions.
- Train-train-train.
- Take time to explain your reasoning.
- Emphasize teamwork where possible.
For additional information

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