Be a Talent Magnet – How to Attract, Manage and Retain the Millennial Workforce

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How do you attract, manage and retain talent?
2 Spheres of Influence
1. Environment
OVERPROTECTIVE?

CO FAMILY MOVES TO COLLEGE WITH DAUGHTER
2. Technology
Attraction
3 Phases

Attention | Interest | Commitment
ATTENTION
What is Talent?
“Start with Why”
Humanification of Companies
I-You vs I-IT
“62% of millennials say that if a brand engages with them they are more likely to become a loyal customer.”
Phase II: Interest
Testing the Candidate

Tests

Projects

Interviews
58% men & 74% of women wouldn’t trade higher pay for friends
Phase: Commitment
“90% of millennials say they would prefer benefits over a pay raise”
“77% of millennials say that telecommuting would make them more productive”
“2% Employers offer PTO”
Case Study

Offer 25% more pay

Greg Kuchcik
The Offer

WFH

Unlimited PTO

Access to DMs

Training Programs
3 Phases

Attention | Interest | Commitment
Management
Biggest Concerns
Unmotivated and Impatient
Quantify Career Milestones / Feedback
72% of Millennials are engaged when manager quantified goals
Remote Work
2 Concerns

Productivity

Culture
Programmers are most likely to work from home

- Computer science
- Art, design, and media
- Personal care
- Business and finance
- Management

8% of all full-time employees

Data: American Community Survey via IPUMS
“If I couldn’t work remotely why should they?”
“Luckily, my employer was generous, letting me work remotely every few weeks.”
Over 1 Million Customers
16 Different Times Zones
100% Remote
• Hire Self Motivated Employees
• Tight Onboarding Process
• Optional Share Working Places
• Once a year get together

CEO of Invision, Clark Valberg
Remote Cultural

**Benefits**
- Can increase productivity
- Drives employee efficiency
- Reduces turnover

**Challenges**
- Selective Hiring
- More Thoughtful Managers
- Strong Milestones
Retention
Reverse Mentoring
Technology Mentorship

Organizational and Leadership Skills
96% RETENTION RATE!
Delphi Group 600 companies survey
56% had mentoring program
13% Had Reverse Mentoring
Requires Reverse Mentorship for Executives
BENEFITS

- Knowledge Transfer
- Increased Retention
- Fresh Perspectives
- Diminished Stereotypes
Overview
What to do?

- Message
- Onsite
- Clarity
- Temps
- Mentoring
Q&A