

# Recruiting the new generation of workers



The new generation of workers is brimming with professional opportunity, and the challenges and priorities of this generation impact nearly every corner of the professional market. These factors heavily influence where they ultimately decide to work.



Take Riley, for example. She's been in the workforce for less than five years, but she already has a clear set of attributes that she values in the workplace.

## Workplace culture

Riley appreciates her job, but she had hoped to share more common interests with her coworkers.



## Opportunities for growth

Riley's current role may lack career advancement opportunities, making her feel stuck and uninspired.

## Diversity and inclusion

Working for an organization that values and includes people of all backgrounds, experiences, and ability levels is important to Riley.



## Healthy work-life balance

Riley's current role might not always allow her to maintain the work-life balance that she prefers.

## Engagement and purpose

Riley would feel most fulfilled working in a career that allows her to positively impact her community.



**60% of employers say their organization struggles to provide benefits that attract and retain millennial talent.<sup>1</sup> Learning relevant information about this new workforce's priorities and expectations can help shape effective recruitment and retention strategies.**



For example, cumulative debt is top-of-mind among young professionals, but for many of them, managing their overall financial health may be a challenge.

**81%** of college-educated millennials have some form of longer-term debt (student loans, home mortgages, car loans, etc.)<sup>2</sup>

**71%** In one survey, nearly three out of four millennials said they never learned about saving for retirement<sup>3</sup>

And, many young professionals tend to be interested in joining work teams that share their concerns and positive values.



**64%** of millennials consider a company's social and environmental commitments when deciding where to work<sup>4</sup>

**Riley has a long history of volunteering around the city, but she hadn't considered working in the nonprofit industry until now. From public policy and social services to fundraising and charity work, she's realizing there are plenty of careers available.**

For mission-oriented organizations, this is the perfect opportunity to stand out in the job market and attract the best and brightest to your team.

**88%** of millennials say their job is more fulfilling when they have job-sponsored opportunities to make a positive impact<sup>5</sup>



Sharing your organization's inspiring mission can often be the key to making a memorable connection with young talent, and encouraging them to build their careers as part of your team.



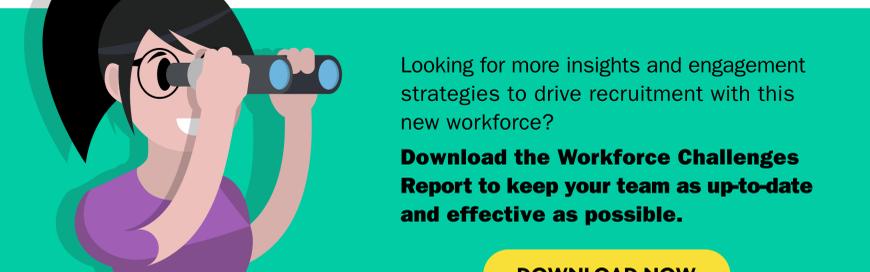
It's also important to develop retention strategies that recognize the concerns and challenges facing this workforce. For example, young professionals like Riley are conscious of the importance of retirement planning.

**78%** of millennials rank employer retirement offerings as a top 5 benefit<sup>6</sup>

**45%** Almost half agree they'd like to receive more financial education at work<sup>6</sup>

Promoting job-sponsored **financial literacy** or advising would leave a positive impression on potential hires like Riley.

Demonstrating an understanding of her needs and a willingness to reflect her values will help you successfully recruit talent and grow your team well into the future.



Looking for more insights and engagement strategies to drive recruitment with this new workforce?  
**Download the Workforce Challenges Report to keep your team as up-to-date and effective as possible.**

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1. 2018 TIAA Plan Sponsor Retirement Survey  
2. gfilec.org/wp-content/uploads/2015/01/a738b9\_b453bb8368\_e248f1bc546bb257ad0d2e.pdf  
3. studentloanhero.com/featured/money-stress-millennials-survey/585306

4. conecomm.com/research-blog/2016-millennial-employee-engagement-study  
5. LIMRA—Secure Retirement Institute, Employee Benefits face off: Worker positioning of retirement plans in a benefits wallet, 2016  
6. PLANSPONSOR magazine 2016 Participant Survey, April 2016