



How to Successfully Attract, Retain, and Develop Your Multi-generational Workforce

Speakers: C. Spencer Reynolds & Wes Burke
May 4, 2016



Today's Speakers



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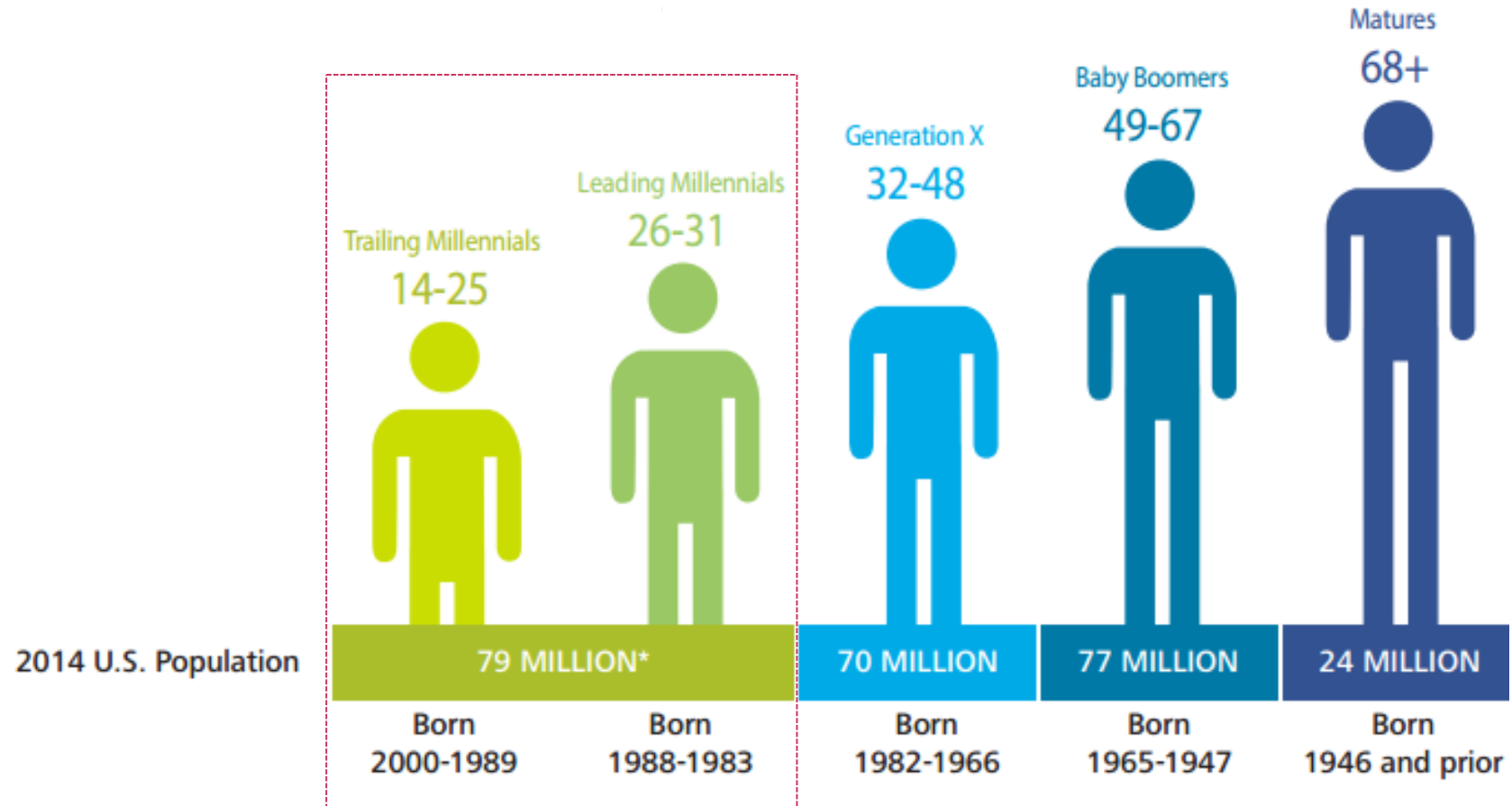
Agenda

- Overview: Today's Workforce
- What Does our Multi-generational Workforce Mean for Employers?
- How to Attract, Retain, and Develop Your Workforce
- Resources
- Q & A

Overview: Today's Workforce



Multi-generational Workforce

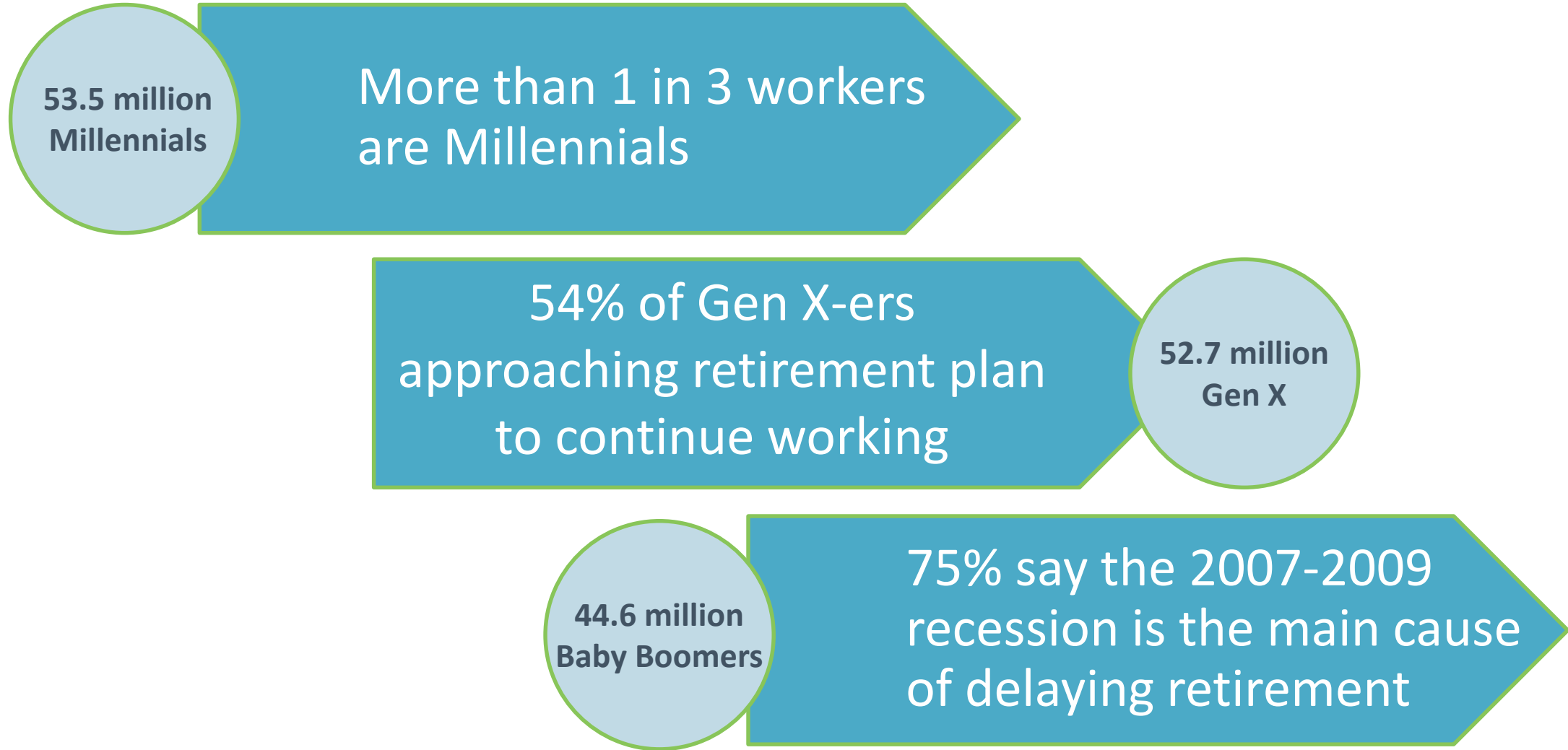




What generation do you fall into?

- a) Millennial
- b) Gen X
- c) Baby Boomer
- d) Mature

Multi-generational Workforce



Source: <http://www.talentculture.com/wp-content/uploads/2016/04/Age-gap-FINAL.png>

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What Motivates Employees?

Learning Opportunities • Driven • Productivity



- Social Media
- Technology
- Mentored

Millennial



- Creative
- Least Tech Savvy

Gen X



- Team building
- Mentoring

Baby Boomer

What Does our Multi-generational Workforce Mean for Employers?



Do You Have a Strategy for Attracting New Talent?



33%

Millennials currently make up over 1/3 of the US workforce

Source: [Wall Street Journal](#)



3 years

Average job tenure for millennials

Source: [CNBC](#)



64%

Of millennials said they would rather make \$40K at a job they love than make \$100K at a job they think is boring

Source: [Deloitte Millennial survey 2014](#)

Millennials are not only our current and future employees (and bosses) but they are our current and future customers. Understanding their personal views will only help us thrive in our businesses. - Forbes

Characteristics of Millennials

- Optimistic
- Civic duty
- Confident
- Respect for diversity
- Informal
- Persistent/determined
- Social awareness
- Team oriented

Source: University of Houston



Millennials in the Workplace

- Want options & choices
- Expect attention
- Expect feedback
- Multitask through multimedia
- They are impatient
- Want to be led
- Desire positive reinforcement

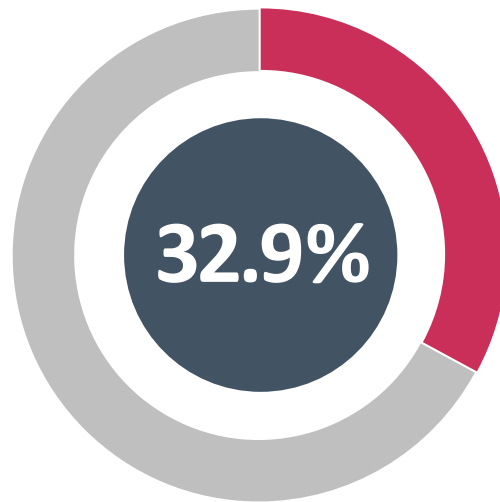
Source: University of Houston



How Employees Learn

Leadership Survey Results

We are making changes to accommodate new Millennial employees and the way they learn.



Said yes

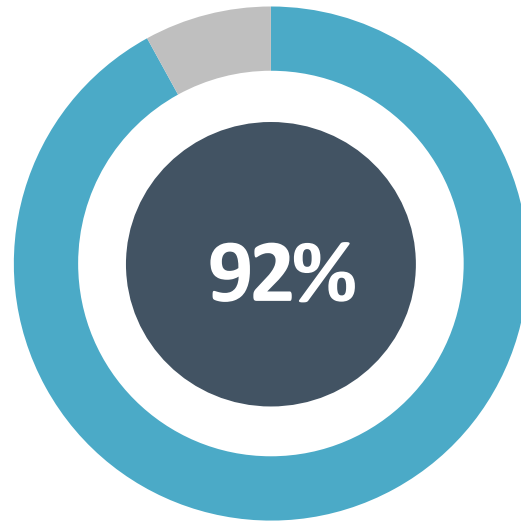
INSIGHT:

Recruiting, incentive programs, onboarding, compensation, training, coaching is in **status quo mode** reflecting baby boomer needs.

Social Media Use

Food Worker Survey Results

Use of social media is popular among all demographic groups.



Said YES



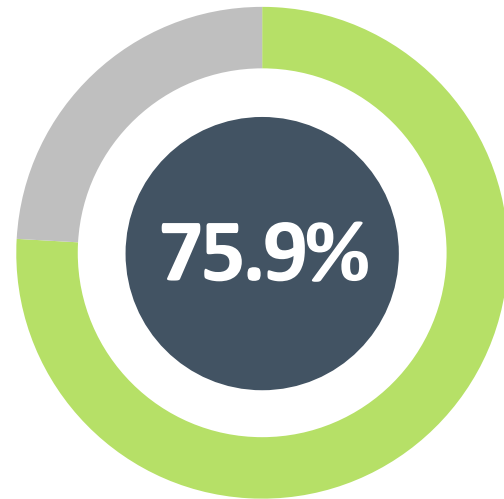
INSIGHT:

Online reputation and engagement is crucial to recruiting and retaining talent, as well as overall brand protection.

Career Progression

Food Worker Survey Results

I want to have an opportunity to be promoted or move up within my current company.



Said YES

INSIGHT:

Leverage these employees to address growing skill gaps and the need to fill leadership positions.

How to Attract, Retain, and Develop Your Workforce

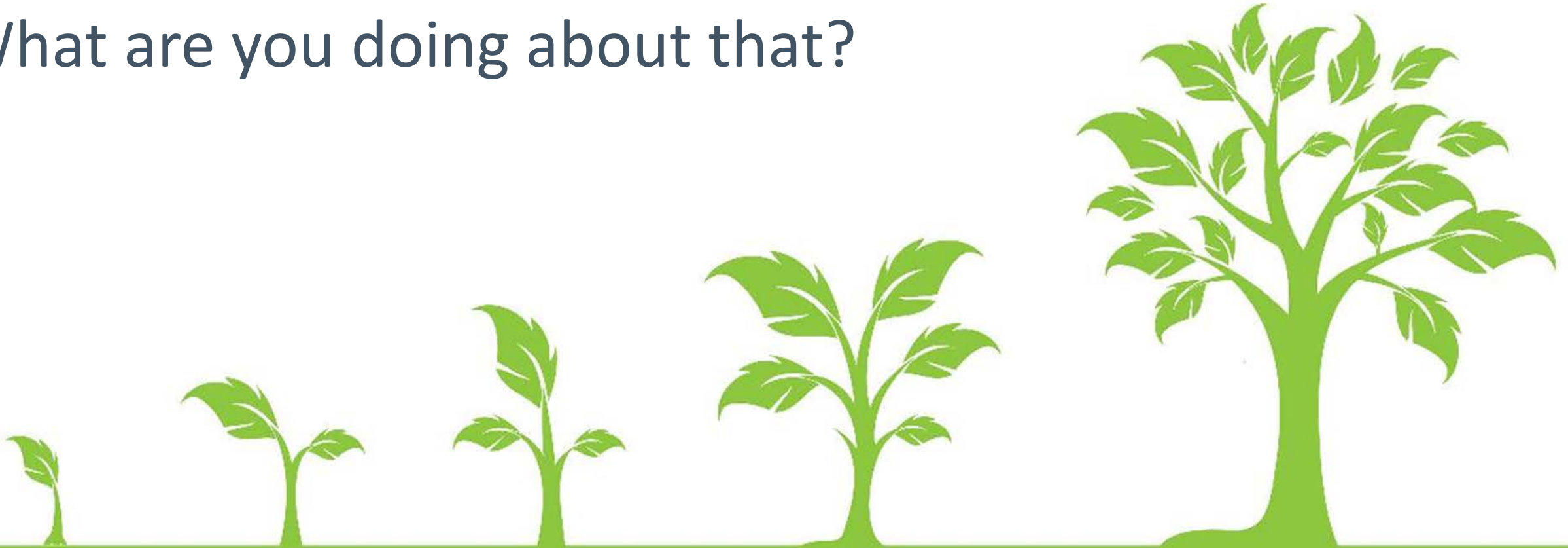


Attract



People want to GROW!

What are you doing about that?



Right People, Right Roles

Be clear about day-to-day activities to find the right person up front – don't “squish-to-fit”



Competitive Benefits

PTO, Stock, 401k, Childcare, Fitness, Travel



Compensation

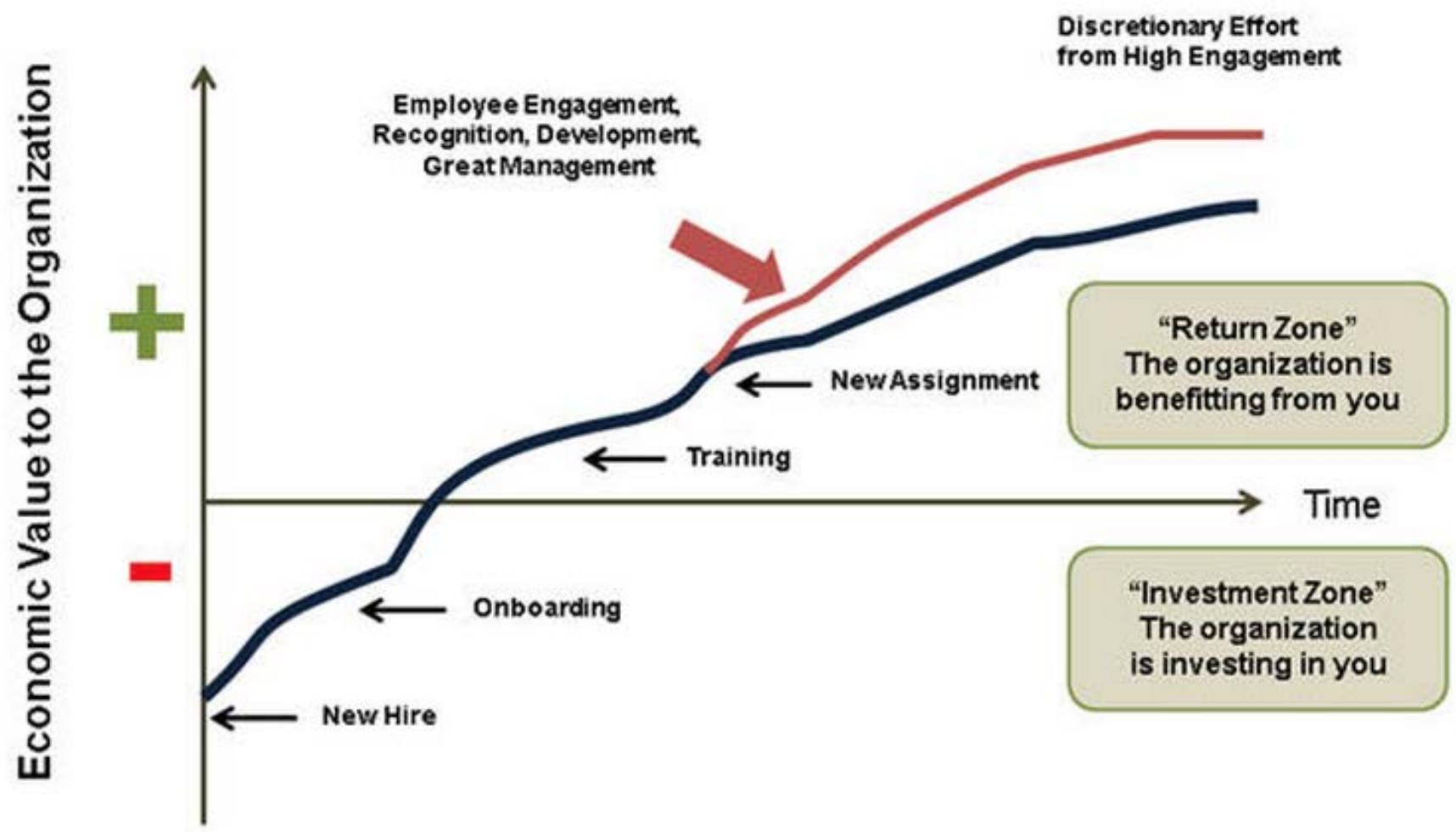
Marketplace Analysis



Retain



Cost to Value of an Employee





"People don't leave companies, they leave managers."
- Unhappy Employee



Have you left a job you loved because of a manager?

a) Yes

b) No

Develop Your Managers

We will talk more in the next section!



Recognition

Most important skill you can develop!!!



Communication

How your employees think.
What drives their motivation?



Compensation

Marketplace Analysis, Employee Conversations



Workplace Relationships

Do they have “friends” at work?
Do they feel a part of a group?





*“All things being equal people will do
business with their friends.
All things NOT being equal people will still do
business with their friends!”*
- Jeffrey Gitomer

Develop

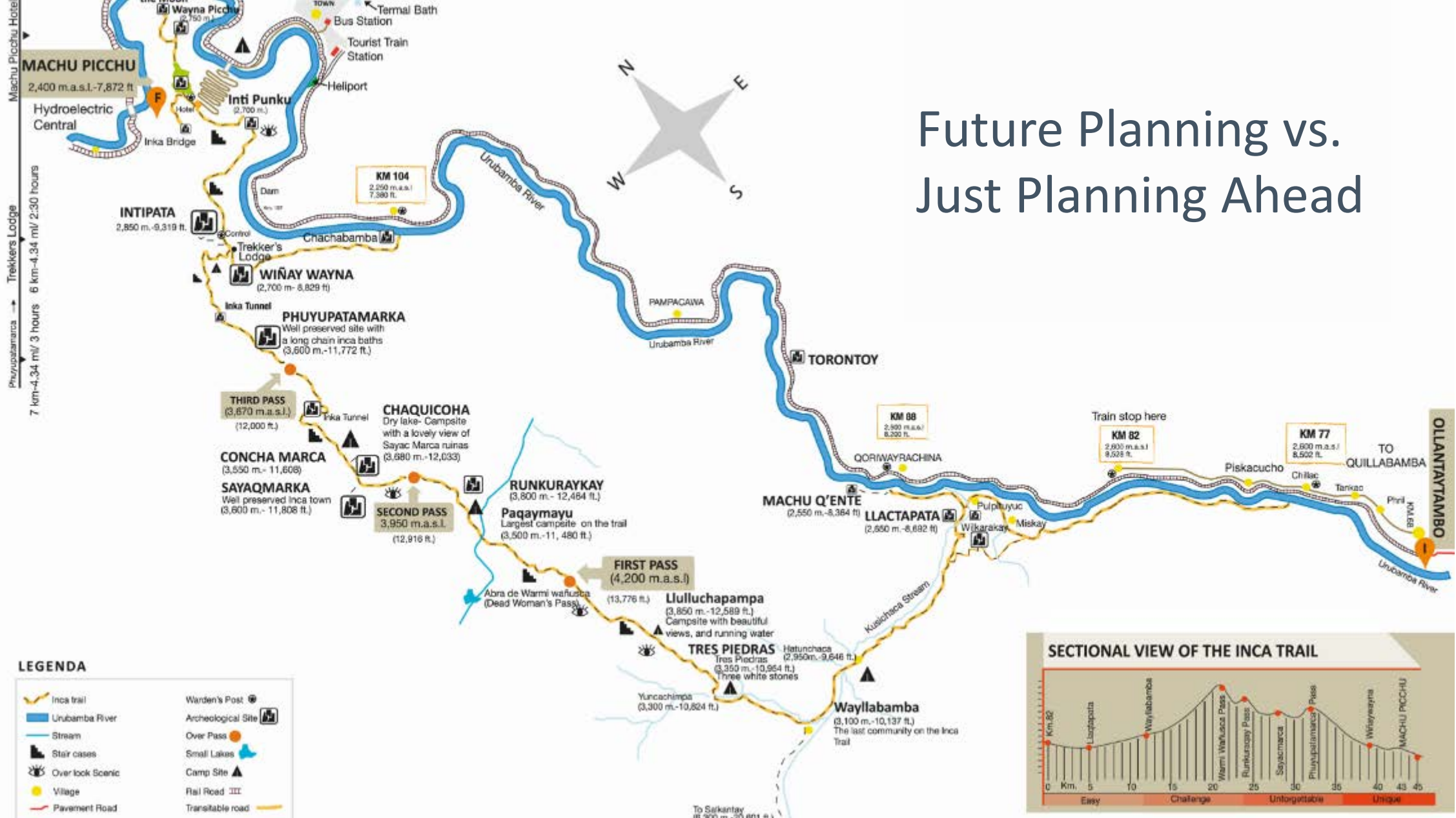


Opportunity

What does their career path look like with you?



Future Planning vs. Just Planning Ahead





Recognition

Have you ever been recognized too much?

Invest

Management and Leadership Training



Optimize Your Workforce

Alchemy solutions integrate with your HRIS and performance systems to:



- Save your staff time with automated and paperless record-keeping



- Ensure 24/7 audit preparedness with real-time reporting



- Provide consistent communication across shifts, departments, and plants



- Reduce costly worker compensation claims



Q&A



THANK YOU

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