



April 2016

"[...] it's absolutely essential that your business attract, hire and engage millennials: if you can keep them happy, you can keep your customers happy."

- Bruce Kasanoff, [Forbes](#) (2014)

"This generation is still vastly misunderstood, and leaders and managers are still struggling to engage, motivate, and retain the best young workers today."

- Bruce Tulgan, [Not Everyone Gets A Trophy](#) (2015)

## Managing and Motivating Millennials: Bringing Out the Best in Gen Y

The 2015 U.S. Census reports that Millennials now represent more than one quarter of the nation's population at [83.1 million](#). This number means that Millennials aren't just filling up a large portion of America's workforce - they are becoming America's workforce.

Many leaders and managers have voiced concern for how they will manage a Gen Y workforce. Some feel the younger generation can be lazy, entitled and unprofessional. However, others see potential in Millennials' creativity and drive to succeed.

Here's the truth: When managed by smart, thoughtful leadership, Millennials are an asset to a company's workforce. Gen Y isn't worse than any generation past - they are simply different and need to be motivated as such.

**This is good news for manufacturing. With more Millennials looking for competitively paying jobs, there is an increased applicant pool of talented, young workers.**

In order to successfully tap this generation's potential, leaders in manufacturing will need to arm themselves and their teams with an understanding of what makes Millennials tick. But this isn't just about getting a motivated workforce of skilled young people on your side, it's also about showcasing exemplary leadership that sets the industry apart from others and draws Millennials to careers in manufacturing. Below are a few points to keep in mind when managing Millennial employees:

### SET EXPECTATIONS - AND BOUNDARIES

How will we measure success in this role? What does success look like? When will I be promoted? Millennials want to make sure they're exceeding expectations of a good leader, and are more likely to do so when the bar is set from the beginning. Simultaneously, establishing do's and don'ts will ensure they don't step out of bounds trying to over perform.

### GIVE CLEAR FEEDBACK - OFTEN

Just like preceding generations, Millennials want to make sure they're on the right path. Once expectations are set, regularly provide feedback so young workers know where they stand and what they're doing well. Provide suggestions or work through a realistic plan for improvement when discussing weaknesses.

### COMPENSATE FAIRLY

Millennials aren't seeking outrageous wages compared to past generations. But in an age of high debt and low pay, they do need to know they will receive competitive pay and have a clear path to wage increases or performance bonuses.

### BE FRIENDLY AND ENGAGED

Now is the time to ditch the single-standard model of leadership. Millennials have a few prevailing characteristics, but each person has different wants and needs from leadership. Get to know them and adjust leadership strategies accordingly. Plus, friendliness makes any job feel less like "work".

The conversation might suggest managing Millennials will be a difficult undertaking, but by adjusting management strategies to better resonate with this generation, leaders make an investment in the future of their company and the future of the industry.

## A MESSAGE FROM CHRIS

At AdvantaStaff, workplace satisfaction and strength among the workforce is top-of-mind. We know Millennials work differently, but also know that they often make talented, driven employees - and that they represent a substantial (and growing) portion of the workforce. This is why manufacturing leadership needs to recognize the increasingly invaluable role of Millennials in the workplace and adjust accordingly.

A career in manufacturing has many qualities, and provides many of the opportunities, that Millennials prioritize. Showcasing pace-setting leadership will not only set manufacturing apart, but also attract more candidates to a promising career within the industry.

I invite you to contact me at [chris.chandler@advantastaff.com](mailto:chris.chandler@advantastaff.com) if you have any questions or wish to speak about opportunities to work with AdvantaStaff.

Best,  
Christine Chandler  
President of AdvantaStaff

[AdvantaStaff, A Wauford Group Company](#)

Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

P.O. Box 3357  
Chester, VA | 23831 US

This email was sent to .

To continue receiving our emails, add us to your address book.

