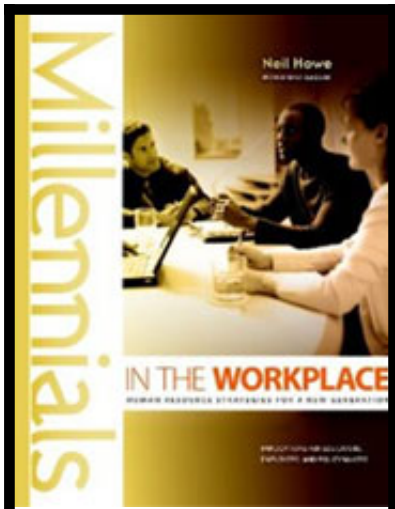


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10 Strategies to Recruit and Retain Millennial Employees

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I don't yet have it in my hands, but I already know I'm going to like the latest book from workplace generational expert Neil Howe, *Millennials in the Workplace*.

According to StreetInsider.com, Howe "turns [the] downbeat message [from the media on Millennials, aka Generation Y] on its head." Taking the position that Millennials are an asset and opportunity rather than a lazy (insert other adjectives here) liability, the website writes, Howe's new book serves in part as a resource for employee engagement and team building strategies to find and keep them.

Providing a sample of the employee retention tips Howe shares in *Millennials*, **StreetInsider.com links to this pdf from Howe's company, LifeCourse. At its core is the following list of recruiting and retention strategies tailored to this young generation** that, some reports say, became the most pervasive one of all this year:

1. Treat them like VIPs
2. Co-recruit the parents
3. Find them early
4. Look after them
5. Offer structure and teach them the basics
6. Provide tight cycles of feedback
7. Don't offer a "McJob"
8. Make them part of the group
9. Be active in the community
10. Take an interest in their success

I really like that the pdf includes a section on "What To Do" under each of the above strategies to take them from the world of the ambiguous to the practical.

Given the Millennial workforce's size and its stature as the dominant generation in the work world for years to come, it's no surprise that our Top Small Company Workplaces are already using many of the above strategies to help them tackle pressing issues from process and supply chain improvement to sales lead cultivation and delivery.

Related: Read my 4 reasons why Millennials may be the ones to pull us out of our troubled economy.

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