

Millennial Human Resources

THE NEW FRONTIER

**Getting To Know The Soon-To-Be Workforce Majority,
And Their Ability To Rapidly Take Over
Every Realm Of The Human Resource Function**



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SURVEY INFORMATION

RESPONDENT DEMOGRAPHICS

In understanding the input that was arrived at by the survey, the gender of the participants has to be factored into the equation. In the investigation that was conducted, most of the participants, about 66%, were females while male members formed only 31% of the sample.

COMPANY INDUSTRY

Prior to an analysis of the responses that were provided, it is critical to investigate the industries in which the participants are working. In this way, a clear picture of the sample's characteristics may be formed. It would be fundamentally flawed to use respondents who were limited to one or two industries. Such an approach tends to limit the degree to which generalization of the findings to be arrived at herein.

Most of the respondents work in the HR sector. The second largest population works in the HR departments of the manufacturing sector. The remaining large groups work in either the manufacturing or retail industries.

NUMBER OF EMPLOYEES

Identifying the number of workers in the companies of each respondent is also necessary. Such a variable is required in developing an understanding of the exposure levels that the millennials have in their workplace.

From this sample, most of the respondents work in mid-size firms that have between 101 and 500 employees. The second largest population work in large corporations of more than 5000 employees.

LENGTH OF EMPLOYMENT

The majority of respondents have worked in HR for at least four years. Therefore, it is factual to assert that the responses provided are well informed by the dynamics of the contemporary workplace. The second largest population has worked between one and four years.

Most of the participants also pointed out that they are not in their first jobs, meaning that the sample has amassed some wealth of knowledge regarding workplace expectations. It may be postulated that millennials have a high potential of shifting from one workplace to another.

WHAT MATTERS TO THE NEXT GENERATION OF HR LEADERS?

By 2020, half of the professional workforce will be of the millennial generation. Fluent in the language of social media and computer processes, we'll find plenty of Generation Y on both sides of the interview table.

The dawn of millennial human resources is here, and that's why we're launching this survey: to assess the skillset, vision and culture of Gen Y HR pros as they break out onto the office floor of tomorrow.

The contemporary workplace consists of a never before seen generational melting pot. There is rich diversity, in the context of age group differences. The perception that there is a significant similarity between generation Y and the millennials is flawed. Such perceptions has yet to accommodate the variation in dynamics of both generations. Millennials have different characteristics as compared to the past generations. Therefore, meeting the needs of this generation has compelled the adoption of entirely new business management approaches. The strategies that worked well on previous generations have become redundant in the current workplace when placed in the context of the millennials. The same tenet applies in the context of HR. The variations have been occasioned by various factors. For instance, this generation has grown up alongside the advent of the digital age. Moreover, they have the most educated parents of all previous generations. Such factors have occasioned a variation in their interests, likes, dislikes, aspirations and sources of motivation. Exploiting the potential for business growth when the workplace is characterized by millennials requires that first, an adequate comprehension of this generation be developed. The intent herein is to develop wholesome understanding of the millennial workforce. It has been quite difficult to motivate, effectively, these employees while simultaneously meeting their expectations. By the year 2030, millennials will cater for about 75% of the total workforce in the country. Developing wholesome comprehension is then pertinent to sustained business performance.

INDUSTRY LOYALTY

It seems that millennials in HR have a considerable level of loyalty to their industry, with the majority asserting that they plan on their career staying in this field for over four years. Only a small percentage of the sampled respondents view their work in HR as being a temporary endeavor.



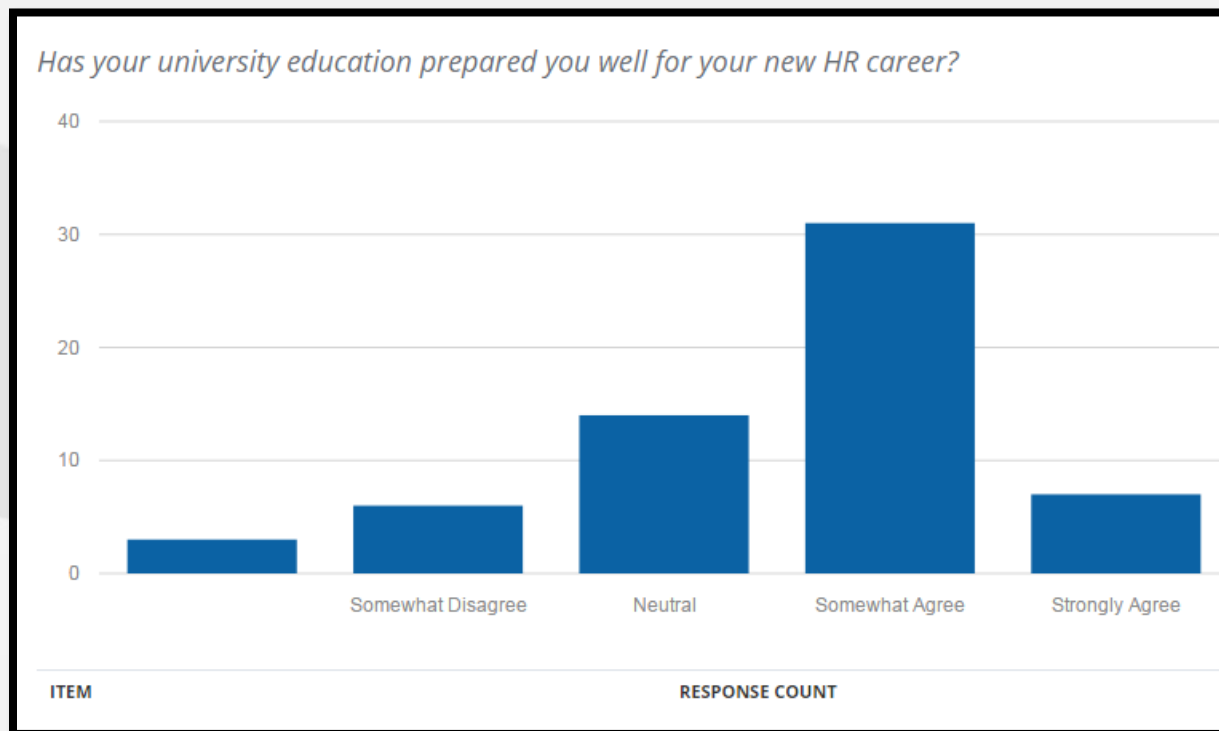
From this, we can ascertain that:

- Most millennial HR workers are there for the long-term, and business should ensure this by encouraging their present and future engagement.
- Strategies need to be developed to mitigate the potential for employee turnover when it comes to those who do not identify with HR for a long period of time.

HOW EDUCATIONALLY PREPARED ARE MILLENNIAL PROFESSIONALS?

Millennials hail from the age of unprecedentedly high student debt, and their generation consists of more university graduates than any other age group.

With this in mind, to what extent do millennials believe their university education prepped them for a flourishing career?



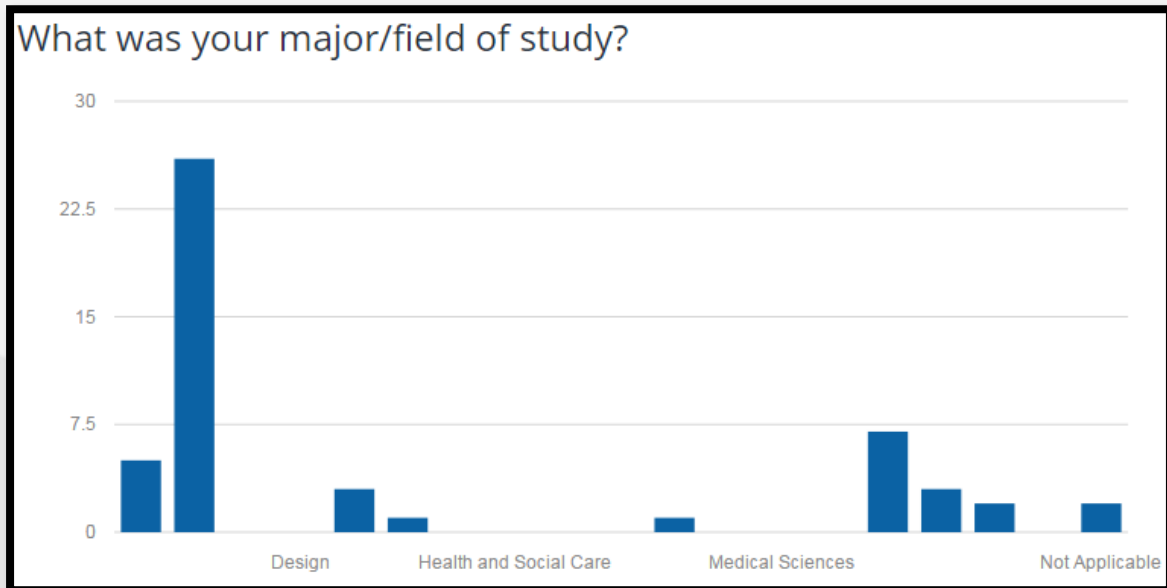
The survey results also showed that:

- The contemporary education approach is somewhat inadequate at real-world workplace preparation
- Millennials seek out ways to enhance their professional competency levels that don't involve traditional education
- Many in this generation don't perceive a university degree as vital to attain a job, in contrast to previous generations

- Either the quality of education is dwindling, or the educational expectation level of millennials is much higher than the capabilities of the contemporary educational system
- Millennials have grown up with a much greater level of information access than their generational counterparts. This readily available source could have made university education somewhat redundant

SPECIFICS OF THE MILLENNIAL EDUCATIONAL BACKGROUND

The survey shows that most of today's millennial HR professionals majored in the fields of business management, psychology and counseling or the arts.



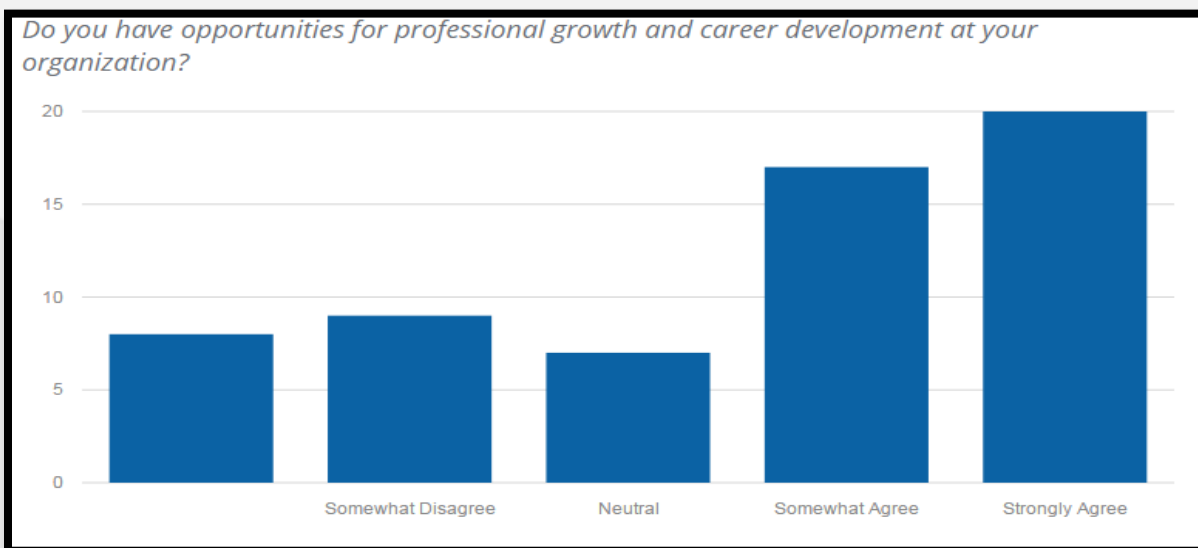
With an abundance of universities courses across the globe that specialize in human resources, it can be suggested that many of these professionals weren't chasing a career dream when they entered the world of HR, but accepted a job in a field other than their major which they found they could thrive it.

These teaches us that:

- Human resources-specific degrees aren't attracting a large enough level of students
- Those with business and psychology degrees are potent sources of future HR executives

HOW DO MILLENNIALS PERCEIVE THEIR CURRENT OPPORTUNITIES?

There is a small difference between the number of participants who reported that they believe they have small opportunities for growth and those who establish that there are significant opportunities for growth in their own roles.

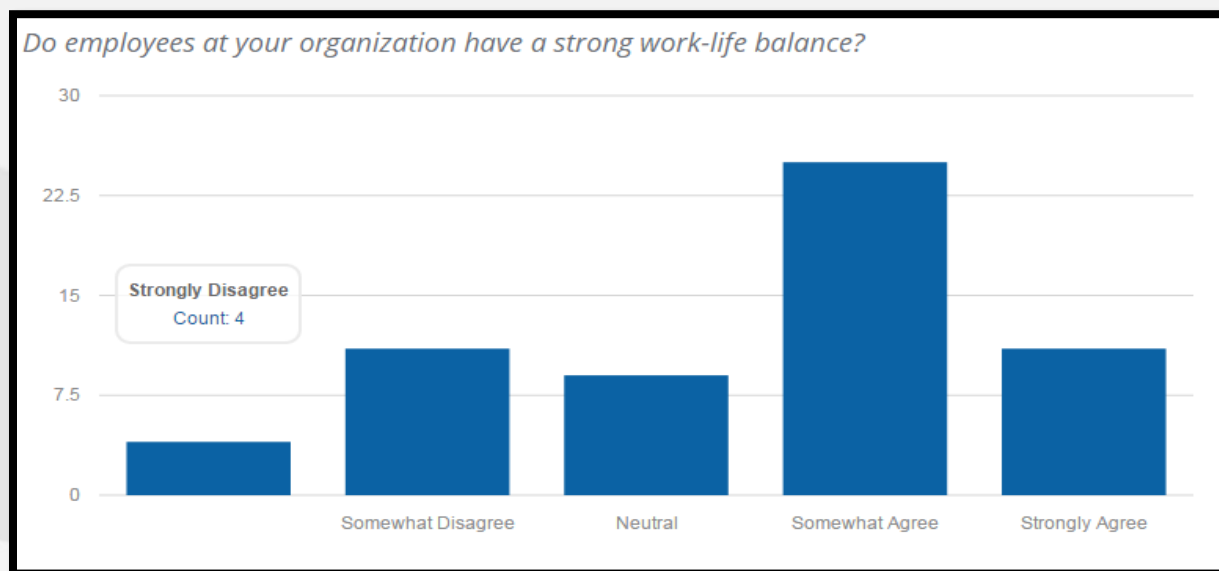


From this finding, it can be said that millennials have a somewhat positive perception for the potential for growth in their workplace, but:

- The next best course of action will be to devise and implement strategies to increase the potential for growth and development in the workplace
- Strategies for positive development perception must be tailored to the needs of the specific generation
- Management teams have to identify the aspirations of their millennial employees, and strategies will then be informed by this knowledge.
- The goal is to ensure that the Millennials perceive the workplace as one that is conducive for their professional growth and development. The perpetuation of the status quo impedes on the level of productivity that may be realized by the millennial employees.

DO MILLENNIALS BELIEVE THAT THEIR ORGANIZATION HAS A STRONG WORK/LIFE BALANCE?

In the age of computer systems that allow employees to switch on to their jobs from home, HR has turned a new focus into the work/life balance of their talent. As the millennial generation are famously aligned with technology, how do they perceive their organization's work/life balance?



Attention has to be drawn the views that the employees do not have a healthy work-life balance, because:

- Employees may perceive that their workload is preventing them from having a strong work-life balance, but there may be generational differences when it comes to determining what a heavy workload entails.
- Another rationale may be that the companies does not promote freedom in the workplace. The adherence to a strict work regime may be counter-productive regarding the millennials.
- Addressing the instigators of a weak balance will be critical in reducing the potential for a high employee turnover.

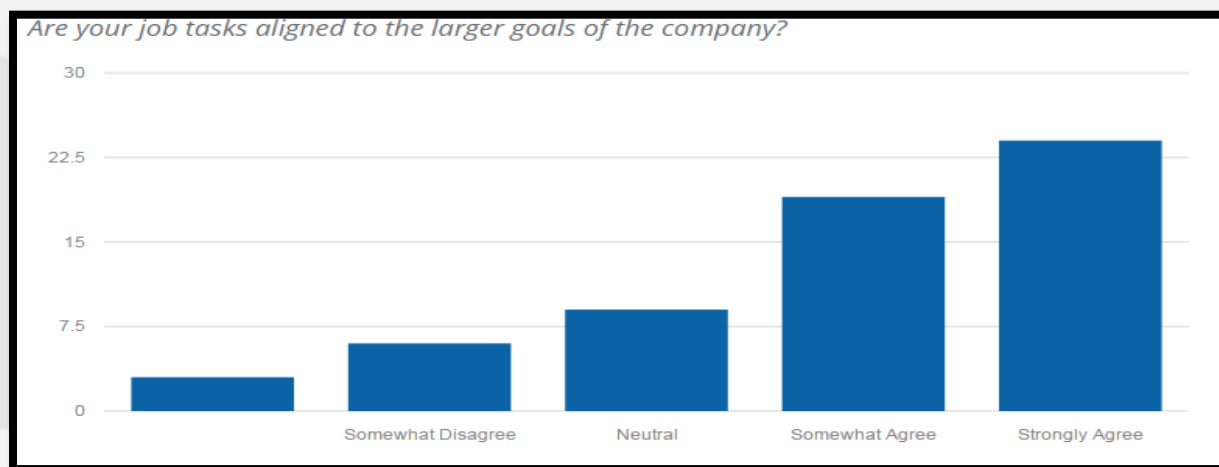
Research has to be conducted to ascertain what exactly this generation believes is too heavy of a workload. It will then become possible to align the workload allocation with the expectations of the millennials in the workplace.

- ⦿ However, it is vital to comprehend that a positive balance between the expectations of the millennials and the productivity of the firm has to be fashioned. Meeting the expectations of the millennials ought not to be at the expense of achieving the goals of the business

ARE JOB TASKS ALIGNED TO THE LARGER GOALS OF THE COMPANY?

Millennials are often regarded as seeking out jobs in companies whose culture and ideals they most agree with, and prefer to work for a company with a recognizable logo or brand over an unknown organization.

Those who seek employment on this basis are more likely to be affected when their job tasks are not aligned to the goals, objectives and overall culture of the company.

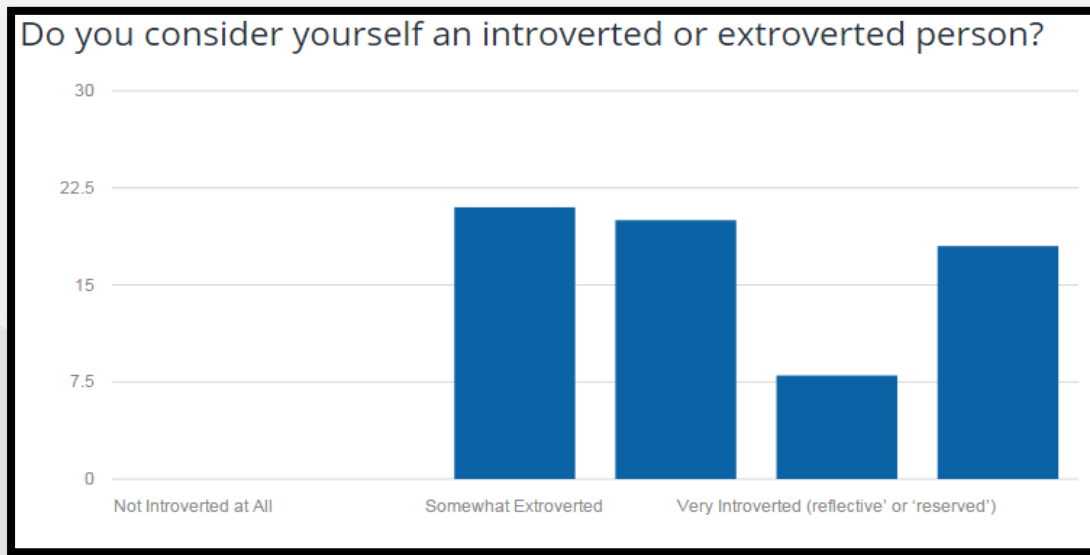


There is a somewhat positive perception of the alignment of jobs with the goals of the company. Such a feature may have the potential of instigating greater commitment to the firm, because:

- Employees understand that they are critical components of the machine
- Such relevance may fashion employee loyalty. It is apparent that millennials share this characteristic with the other previous generations in the workplace

UNDERSTANDING THE PERSONAL TRAITS OF MILLENNIALS

In order to lead and shape millennial HR professionals, we must understand their thought processes and aspirations, and we can start by determining whether the majority of this generation consider themselves to be introverts or extroverts.

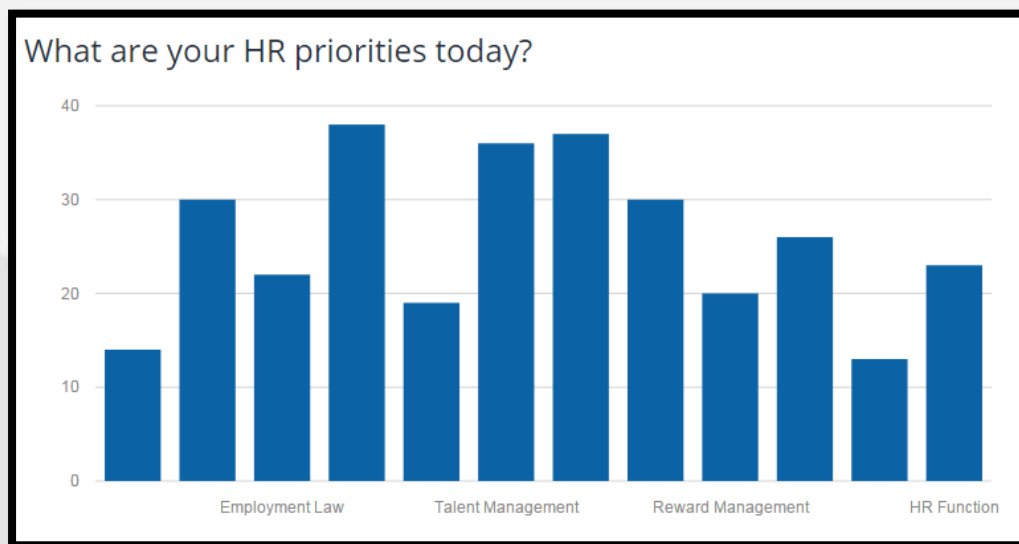


Most of the millennials tend to be extroverted. There is some difference between the number of extroverts and introverts. Such a difference may be amplified when placed in a national context, but:

- It is factual to assert that millennials tend to be outgoing persons. It would be counterproductive to implement strategies that do not exploit this essential quality of the millennial workforce.
- An effective strategy entails ensuring that there are no impediments to the perpetuation of this lifestyle. Management teams ought to ensure that they do not curtail the freedoms of the millennial workforce.

THE HR PRIORITIES MILLENNIALS ARE MOST CONCERNED WITH

Determining the key themes in terms of millennial HR priorities is critical to understanding what kind of leaders they will make in the future, and what decisions are likely to be made by this generation in managerial roles.

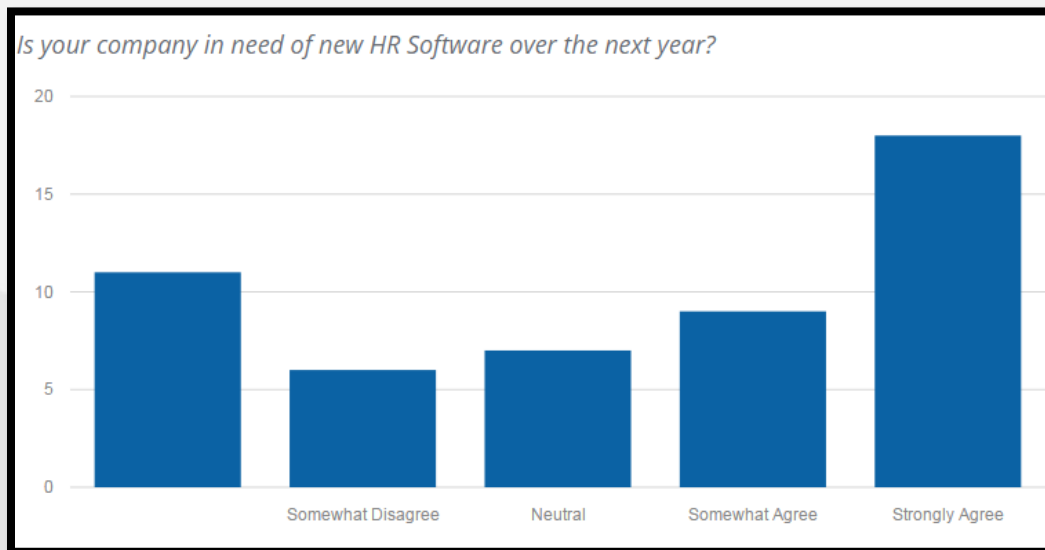


The survey unleashed no clear understanding about the priorities of HR in the modern workplace, but we can attain that

- Various priorities have been adopted by different firms.
- Further, more in-depth research would be needed to obtain concrete evidence, but results are still likely to differ across industries and companies

THE NEED FOR FURTHER ADVANCED HR SOFTWARE

This generation uses more technology than any other group in the workforce, and are more likely to work in roles that require heavy computer use. The entire HR industry is in the grips of a digital revolution, but some millennials are calling for further software.

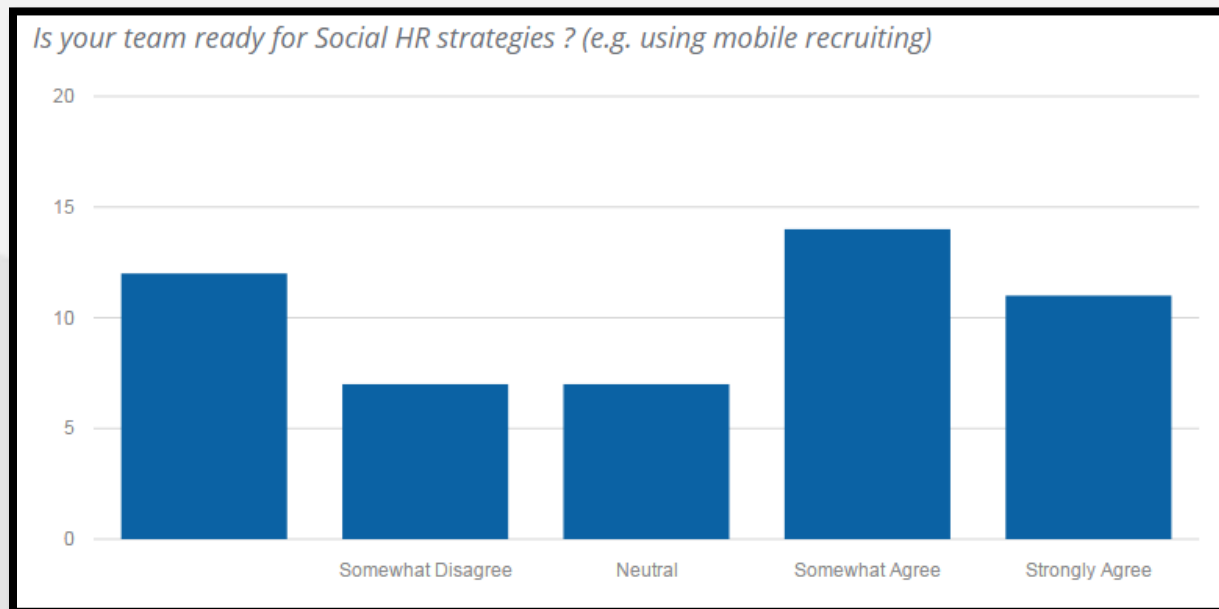


It is apparent that there is a large population who think that there is a need for new HR software. Such perceptions may be occasioned by the ineffectiveness of the current HR software, and:

- It can be presumed that there is a lack of awareness of the precise role played by HR software in the workplace
- Such inadequate comprehension may be the reason for such divergence in the perception of the need for HR software. Management teams ought to then ensure that millennials have an adequate understanding of the role played by HR software in the workplace

THE READINESS FOR INNOVATIVE SOCIAL STRATEGIES

Said digital revolution mixed with the impact of social strategies in all areas of HR leaves the millennial generation with the task of engineering and implementing such business plans, but what proportion of this age group believe their current organizations are prepared for this eventuality?

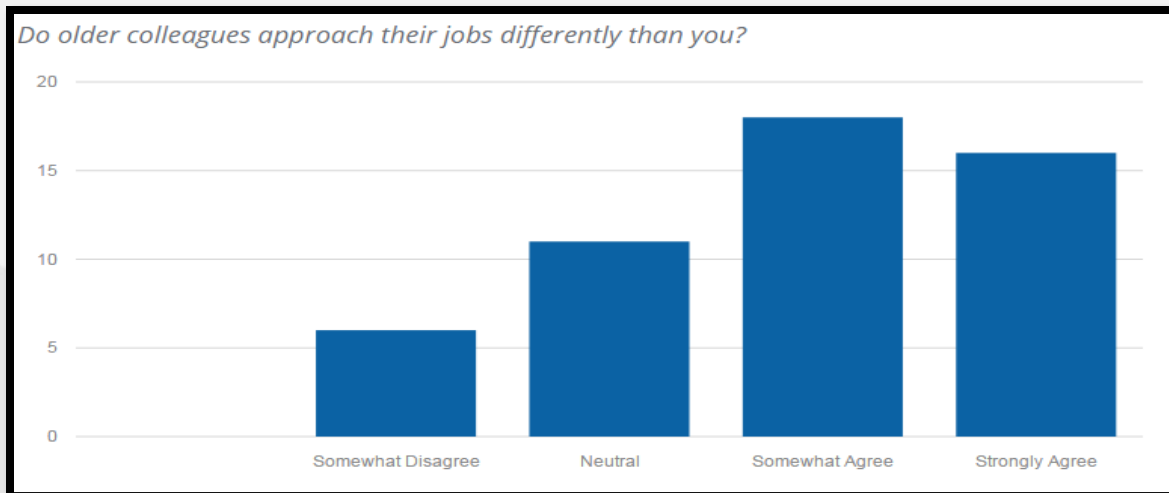


It is clear that there is a lack of wholesome comprehension of the concept of social strategy and:

- The significant variation in perception is indicative of the lack of awareness of the dynamics of social HR policies. It would be flawed to make inferences using skewed data.
- Management teams ought to ensure that there is adequate comprehension of social policies and its dynamics.

DO MILLENNIALS APPROACH THEIR JOBS DIFFERENTLY THAN OTHER GENERATIONS?

Each generation thinks and acts differently, and come to the workplace equipped with very different backgrounds driving their decision-making.

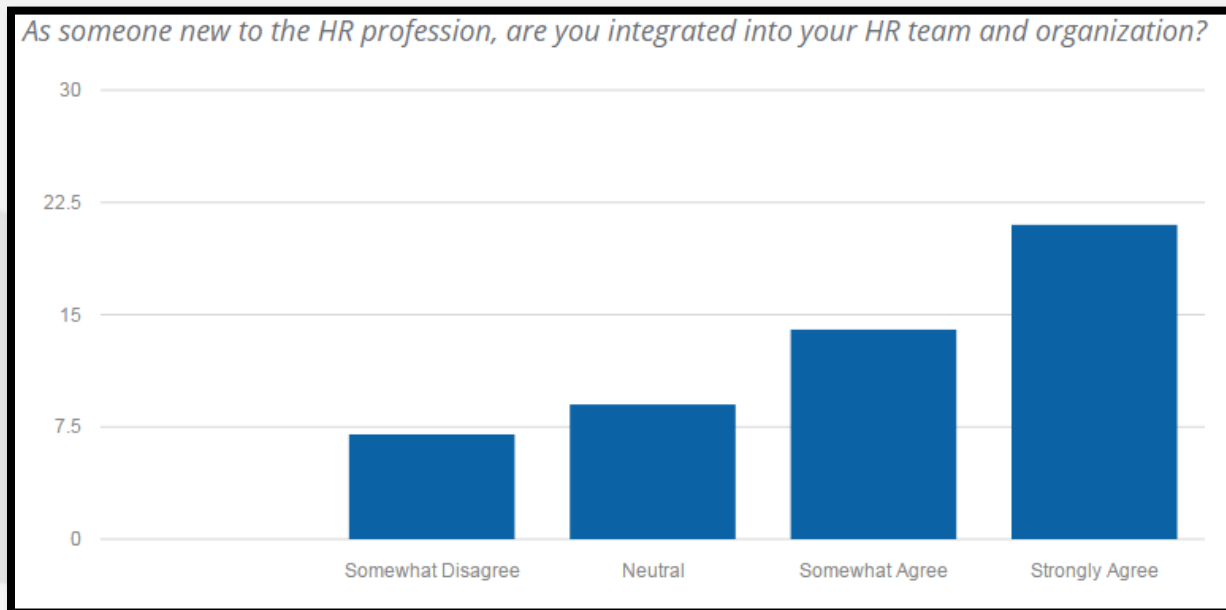


Most of the millennials sampled think that the older generations approach their jobs much differently, from the responses we can attain that:

- Millennials have a different workplace culture as compared to the previous generations.
- Inventive workplace strategies will have to be employed when handling millennials in the workplace, as previous approaches may prove to be inadequate and redundant for this population

DO MILLENNIALS FEEL INTEGRATED INTO THEIR ORGANIZATIONS?

As they are equipped to approach the majority in the workplace, integrating millennials into the existing company is crucial to make the most of an abundance talent resource, and one that is set to account for many of the future's HR leaders.



Most of the millennials point out that they are well integrated into their HR teams and the organization as a whole, this might be because:

- The integration strategies that are in place are thus valid for the millennials, which means only a small tweaking of the integration strategies will have to be employed to assure their perpetuated effectiveness.