

# The Arrival of the Next Generation

Millenials are quickly entering the workforce. Are you ready? In a recent segment on CBS's 60 Minute entitled "The Millennials Are Coming!" <[http://rs6.net/tn.jsp?e=001yoPCBdCeCNoyYQF4nOz8-winUHNvDY7XSweoKLu-R3IHnLJixLXzBlo2h-NeekwSKRGFhu\\_gVcNoIME\\_XzAfvJ7J2VpWSien70zewJ3Y42lnGEDYCrRiAmFzu1XCmrjESRu1GYRqSgnrXz6bYa74\\_MqD78ZW4mp4jNheqXjAMWxt-9FpHnKXNg=>](http://rs6.net/tn.jsp?e=001yoPCBdCeCNoyYQF4nOz8-winUHNvDY7XSweoKLu-R3IHnLJixLXzBlo2h-NeekwSKRGFhu_gVcNoIME_XzAfvJ7J2VpWSien70zewJ3Y42lnGEDYCrRiAmFzu1XCmrjESRu1GYRqSgnrXz6bYa74_MqD78ZW4mp4jNheqXjAMWxt-9FpHnKXNg=>) Morley Safer captures a true concern that every company will face and many are already struggling with: The arrival of the next generation.

Who are these young workers and why are they so different? They are the new generation of the workforce, those in their late teens and twenties. We have all heard the characteristics of the Millenials, otherwise known as Generation Y, Echo Boomers and the Digital Generation to name a few. Are they better or worse, or in fact, maybe just different? Many people have their own opinion. Either way, they are entering the workforce and are the future of your company.

So how can you make them fit your company? You can't. The question is how can your company invite them in and keep them there? In order to survive, companies need specific recruiting, development and retention techniques that meet the demands of the Millenials. The void left by the Baby Boomers upon retirement will be too large for the Millenials to fill, creating a talent shortage that leads to an open market for job seekers. Companies seeking the superior performers of tomorrow will have to act quick, using effective recruitment and selection techniques. Once on board, this new generation will require a different kind of management, one that is encouraging, motivating, gentle and personalized. The Millenials want a coach that not only guides their efforts, but provides a role model as they reach for career goals. They are focused on their achievements and growth, and won't settle for unappreciation and stagnant positions. This generation knows they have options and are in search of that dream job, expecting to come close.

Are your talent management processes ready for this generation? Do you have what it takes to recruit, hire and retain the superior performers? Find out how you can utilize our time-tested, research-based solutions to ensure your company will embrace the arrival of the next generation.

A study by Novations Inc. recently revealed a big concern that is getting little attention.

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of large organizations are

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