

Hiring and Retaining Millennials and Gen Z Professionals

By Colette Kemp

It's more than just offering a good job. You need to know what motivates them, how they want to be communicated with, how they want to feel about the company, their goals, and how you can help them achieve those goals. There are many ways to successfully hire Millennials and Gen Zers. For any of these methods to be successful, you need to understand the challenges that each generation faces in the workplace. Millennials are more likely than older generations to leave jobs if they don't feel like there is room for growth or if they don't see a future with the company. On the other hand, Gen Z is less likely than Millennials or Baby Boomers to leave a job because of money.

The Millennial generation is the largest and most diverse in history. They are the most educated generation, and they have a different set of values than their parents. They care about work-life balance, want to be stimulated by their jobs, and want to feel like they are being heard.

Gen Z is made up of those born between 1995-2010. The oldest members of this generation are graduating from college now and entering the workforce. This generation is more entrepreneurial than any other before them, using technology to create new businesses from home or on the go.

Millennials and Gen Z have been called 'digital natives,' meaning that they grew up with technology as a part of their everyday lives. This has created a considerable gap between them and older generations.

Millennials and Gen Z are the most diverse generation in history, which means that they have different values, needs, and expectations.

The first step to hiring Millennials and Gen Z is understanding generational differences. To engage them in the workplace, it's essential to know what they want out of their job.

Millennials are more likely to move on if they don't feel like they're learning or growing. Gen Zers are more likely than any other generation to switch jobs every year if their needs aren't being met.

The most successful companies with Millennials and Gen Zers offer an environment where employees can grow professionally while also having fun. This includes company-sponsored activities like happy hours or fitness classes for employees who don't have time outside of work for these activities.

One of the most important things to understand when hiring and engaging Millennials and Gen Z is that they are more driven by work-life balance, want to make a difference in the world, and want an organization that values their input.

Millennials and Gen Z are the two youngest generations in the workforce. They are also the most difficult to attract and hire. Hiring and engaging Millennials and Gen Z takes more than just a good job. It takes a new approach to recruiting, hiring, training, developing, rewarding, and retaining talent.

Top Tip: They read online reviews and make sure you manage your online reputation as a business owner. Most em-



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ployment job sites allow people to read reviews and review current and past employers. This can affect whether or not someone actually applies to your job listing.

We need to understand the mindset of these two generations. Both have grown up with technology, and are more tech-savvy. They are also more diverse than any other generation before them. These two generations want to be appreciated for their skills, not just for the number of hours they put in. They want to be challenged and feel like a valuable part of the team.

So what can you do as a funeral home owner who may be of a different generation but needs to attract new up-and-coming talent?

Focus on creating a work environment that is good and interesting for these generations. It is also essential to understand their needs and expectations so that they can be fulfilled. This includes flexible working hours, better communication, social responsibility, etc.

Be authentic; these professionals are not interested in the "we've always done it that way" commentary. Be genuine and be interested. If you don't know how to engage them at work, ask. They will appreciate the opportunity to be heard and to contribute to your business. They provide an excellent opportunity to help us understand technology and offer new services to clients that some of us may not have thought of.

Change is necessary and good at the end of the day; go with it and enjoy interacting with them and appreciate that they are beginning their life's journey.

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