

# Does your company know how to manage Millennials?

## Millennials want something different from Gen X employees

It's tempting to lump everyone younger than the Boomers into one group, but in fact we're seeing some marked differences in Gen X and Millennial employees. These two groups have different expectations of the workplace partly because of how each group was raised. While Gen X employees had childhoods of relative independence – think Latch Key kids -- the Millennials were brought up by devoted Boomers who invented a new focus on parenting.

## Millennials grew up with helmets on

Their parents protected them at all costs – not just from potential harm, but even from the emotional toll of losing. As Jim Haskett noted in his Harvard Business Review article of August 2007, Millennial kids often have “closets full of trophies, without ever having won anything.”

Their highly scheduled childhoods make Millennials the sort of employees who are more comfortable with structure in a corporate setting. They have some difficulty with open-ended or ambiguous assignments, maybe because they're accustomed to their parents directing them step-by-step. Millennial employees want structure when it comes to their own career paths, and they'd like their managers to map out a clear plan for their career growth.

They want a company to play a parenting role in terms of attending to their needs. Recent proprietary research from Tribe, Inc. with Fortune 100-company Millennial employees showed “a company that will take care of its employees” as the highest ranked factor in qualities Millennials look for in a company.

## How can your corporation get the most from its Millennials?

Is your company challenged with attracting, managing and retaining Millennials? Many corporations are making this issue a priority, as Boomers move en masse towards retirement.

Interestingly, Millennials are particularly suited to corporate life, thanks to their craving for structure and respect for authority. Molly Epstein of Emory University's Goizueta Business School found that, “Nearly 70% of Millennials agreed with the statement that ‘Authority figures should set and enforce rules’ – compared to around 40% of Gen Xers.” Millennials may overestimate the value of their contributions, yet they also can be extremely hardworking employees, if you give them reason to be.

From internal change management to internal communications, Tribe is uniquely positioned to help. We work with large companies to create generational accord through programs and content -- such as work-life goal planning programs integrating career growth, financial planning, wellness, community and teamwork. These branded initiatives and communications help employees contribute at their highest levels.

Tribe clients include:



Best Practices

## TRIBE

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