

THE SECRET TO RECRUITING AND RETAINING MILLENNIALS

Millennials have overtaken Baby Boomers and Generation X as the largest share of the American workforce. More than a third of employees are 20 to 36 years old, and it will reach 50% in the next three years and 75% by 2025.

This youthful shift has big consequences for cleaning companies. The average age skews higher in cleaning than in many other industries. As Boomers retire in droves, many companies are frantic to find a new generation of talent.

Attracting Millennials to the “unglamorous” world of cleaning, however, can be a challenge. It’s time to rethink standard practices when it comes to attracting, training, and retaining a younger crop of candidates.



RECRUITING MILLENNIALS

If your hiring process hasn't changed much in the last few years, you'll likely have a difficult time getting the attention of Millennial workers. Now is the time to overhaul your outreach strategies.



SOCIAL MEDIA

Millennials are attached to their smartphones, and 47% use those devices during a job search. Young workers use social media to find and apply for jobs, and also to assess a company's culture.

Harness the power of sites like Facebook, Instagram, and Twitter to showcase what makes your company a great place to work. Also, tap into your social networks to get the word out about job openings. If you're not using social media as a recruitment tool, you're missing the mark.

MESSAGING

What matters most in a Millennial's job hunt is very different than their older counterparts. Studies have found 93% want a career path that aligns with their personal values, and 78% are strongly influenced by how innovative a potential employer is.

What does that mean for a cleaning company? Rather than focusing on pay and benefits, it can be useful to instead highlight the good your company does and how it stays ahead of trends or utilizes high-tech tools. For example, showcase your participation in Cleaning for a Reason or high-tech tools you use on your company's Facebook page.

INTERVIEWING

It's also a good idea to adapt your screening process for Millennials as well. In addition to some traditional questions about skills and work habits, change things up by adding in these questions:

Where have you volunteered? Millennials love to talk about their passions, so this question can help them feel comfortable and help you get a better feeling for their personality.

What is your dream job? This open-ended question lets the interviewee do the talking and helps you assess their motivational fit for your job opening.

How have you handled failure? How they've handled past experiences can help you gauge the work ethic of someone in a generation often labeled as "lazy."

What are your career goals? Young employees are eager to show their leadership skills and are motivated by opportunities for career advancement. Asking this question tells the candidate you are invested in their future and allows you to determine their level of interest in growing with your company.

PERKS

Unlike older generations, work and pay are less important to Millennials than work-life balance. In fact, 45% of Millennials will choose workplace flexibility over pay and 81% think they should be allowed to set their own work hours.

Rather than trying to lure candidates with offers of bonuses or tuition reimbursement, find ways to accommodate their desire for flexibility. If you have multiple shifts, let them know there are options for when they can work.



RETAINING MILLENNIALS

Millennials have a reputation for job-hopping. The average job tenure for Millennials is just two years, compared to five years for Generation Xers and seven years for Baby Boomers. In fact, 21% of Millennials have changed jobs within the past year, which is more than three times the number of non-Millennials. This turnover costs the U.S. economy \$30.5 billion annually.



Why are Millennials so quick to change jobs? One primary driver is likely their low engagement in the workplace. Only 29% of Millennial employees are emotionally and behaviorally connected to their job and company (16% are actively disengaged, meaning they've "checked out" without yet quitting).

So how do cleaning companies up the engagement levels and increase retention levels among Millennials? Experts say the answer is to focus on these issues critical to the younger generation.



ADVANCEMENT

One in four Millennials want a chance to show their leadership skills, and the number-one reason Millennials leave organizations is a lack of career opportunities. It may be frustrating for older managers, but Millennials want to feel "ownership" in their company very early on.

Your company needs must outline a clear path for increased responsibility. If you fail to provide a pathway for advancement, Millennials will quickly move on to a company that does.

EDUCATION

Nearly 90 percent of Millennials say learning and development are top priorities in job selection. It's important to provide ongoing educational opportunities for Millennials.

The good news is that this training doesn't have to be formal. Millennials love YouTube, after all, so just remembering to regularly send links to relevant articles and videos will be met with appreciation. That said, however, it is important to occasionally also offer more formal training, such as leadership courses, mentoring, and skills sessions.

INNOVATION

Raised in the era of tech startups, Millennials are inspired by entrepreneurship and innovation. Even in a traditional job, they want to behave like entrepreneurs.

You can embrace this mindset by encouraging employees to bring new ideas to the table (including proposals for adapting new technologies), allow them to collaborate

with coworkers on new approaches, and praise them often and loudly for outside-the-box thinking.

FLEXIBILITY

Millennials value work-life balance more than any previous generation; 88% say they want balance between their job and home life and nearly half would sacrifice a higher salary if they could work less. And nearly 60% would leave a job that doesn't offer work-life balance.

Explore how you can make adjustments to allow for more flexibility. Perhaps workers can choose their own hours, work remotely, use comp time, or take more vacation. Make it a goal to foster an environment that allows Millennials to satisfy both personal and professional goals.

PURPOSE

Millennials are looking for more than a job. They want purpose in the professional lives. Perks like free food or gym memberships are great, but they won't be enough to keep young workers around. More important is helping your employees understand the larger purpose behind their work.

Regularly take time to articulate the larger impact of your company. What positive effect are you having for customers, the community, and the environment? Also, make sure employees understand how they are contributing to the company's mission and helping to make a difference.

TRAINING MILLENNIALS



Education increases employee loyalty and retention. Whether it's onboarding a new employee or offering professional development for your team, training tactics must be adjusted as your staff gets younger.

Baby Boomers typically don't question authority, don't require heaps of praise, and prefer pen and paper to apps. Millennials, on the other hand, won't respond well to traditional methods of training.

Want your training program to be Millennial-friendly? Make sure it includes:

Specificity: Every training session should clearly outline what the employee will learn, why the training is important, and how it relates to their job.

Feedback: Unlike older workers, Millennials crave instant feedback. They want to know how they are doing and appreciate pats on the back whenever they're earned.

Technology: For Millennials, technology has always been part of their lives. Online elements should be incorporated into all training activities to boost engagement.

Brevity: Don't waste a Millennial's time on irrelevant information. Keep training short, task-specific, and directly related to their jobs.

Gaming: "Gamification" is a trend among startups because Millennials grew up playing games and continue to respond positively to the idea as adults. Think of ways to integrate games into training, such as rewarding points and creating a leaderboard that allows trainees to compete to earn prizes.



NEED HELP WITH RECRUITING AND HIRING EMPLOYEES?



Growing your cleaning business means growing beyond being able to do everything yourself. The way you build your team sets the future course for your business success.

Will you hire subcontractors or employees?

What are the ramifications of each and how can you ensure you are legally compliant?

How will you manage: Recruiting? Interviewing? Hiring? Onboarding? Training?

Frankly, it can all become overwhelming but it doesn't have to be.

Whether you are just getting started hiring employees, or you need to review your process to ensure you're being compliant – this recorded webinar will help you create your roadmap for successful hiring.

[Watch the Webinar and Download the Forms Here](#)

[Watch the Pro Recruiting Tips Webinar Here](#)

[Watch the Effective Onboarding Webinar and Download the Checklist Here](#)