
THE STIGMA OF MILLENNIALS

Millennials are perceived as being entitled.

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THEY COME INTO THE WORKFORCE and they want high pay, they want opportunity for advancement, and they want it now. But, what is wrong with having an employee that wants to make a lot of money and move up in the company?

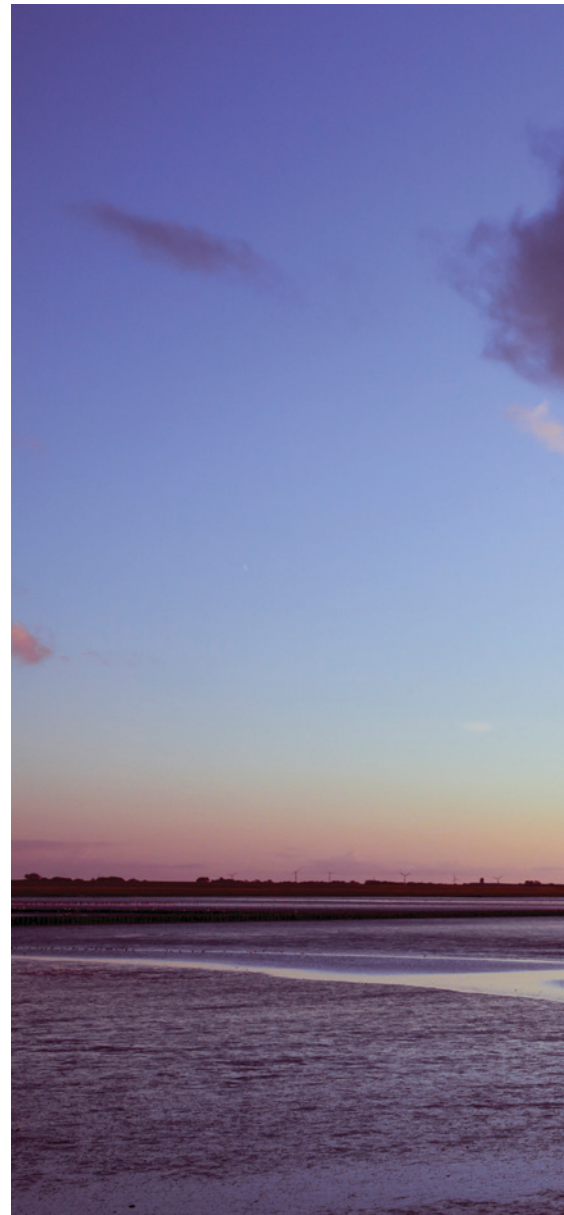
As long as they are willing to work for it, why wouldn't you want all of your employees to think this way? Millennials are becoming the majority of the workforce, so how do we incorporate this mindset into the landscape industry?

The landscape industry likely is not the preferred choice for many millennials. Most entry level positions require physical labor and spending a lot of time outdoors during hot and humid days, rainy days, chilly fall days, and possibly even blizzard conditions. This is probably the leading factor as to why there are fewer people looking to get into the industry. So, how do we retain the ones that are willing to give it a try?

With every new generation, there will need to be adjustments. People who have success

with hiring millennials have likely adapted well and set expectations early. Those who see high turnover with millennials are struggling to adapt and are treating every employee the same way they have in the last 20 years.

You may see a difference as early as the interview process. Often, when you meet with millennials, they will be interviewing you just as much as you are interviewing them. While compensation is going to play a factor in their decision, there will be more focus than ever on your company's core values and mission. Millennials are looking for a career in which they can add value. Once hired, your on-boarding process can make a new employee feel welcome and part of the team early – or make them regret their decision to join.





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Make your process high touch and, once they have made it through the on-boarding phase, stay connected. Consistently checking in will make millennials feel appreciated and should be done regardless of generation. This will help give your employees the opportunity to let you know if they are unhappy while they still work for you. If someone is not happy with what they are doing, they are not producing at their highest capacity and they will not stay long.

Millennials are known to change jobs often. Part of that has to do with how easy technology makes it to find a new job. The number of opportunities available also plays a factor. Keeping employees engaged will continue to be an important part of employee retention for generations to come. One thing that may

be a competitive advantage – and could be the deciding factor on whether employees will stay — is creating a road map of their opportunities to move up within the company. Especially when employees are working long hours outdoors, knowing what is next will keep them motivated.

If you continue to struggle with millennials, try going against the grain. Once one of them has earned it, promote him or her! If your entire management staff is made up of baby boomers and generation Xers, you are creating a barrier that may seem impossible to cross. Once you promote one, all of the others may see that it is possible.

Millennials want to find a place where they have career advancement, but they want to be doing something that they feel is making

a difference and providing value. They want to feel appreciated. Now, we know there is always an exception to the rule, but I believe this is an accurate overview of the generation. There seems to be a negative perception of them, but why? What about their values makes them bad employees? Millennials are not going away, in fact the opposite is true; they are taking over. There is no better time than the present to start incorporating them into your business so they can help you achieve your vision.



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