Employee Retention: The Challenges of Recruiting and Retaining Gen Y:

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The grass is always greener on the other side, but the water bills are more expensive. For the passed few weeks I have noticed problems with companies.  The problems are large and small.  Things need to be upgraded, changed and reconfigured for Gen Y. Companies that are large are very broad and ideas come slow in a company of size. Companies have some major changes that it needs to change if they are to compete in the next 20 years. Most of the workers here today are baby boomers and after viewing charts of the attrition, companies need to work hard in the next couple of years.

The problems with companies include, but are not limited to:

1. **Career advancement -** Publicize requirements for advancement. What is needed to move from Engineer I to II or II to III should not be a secret. What are salary bands for each job title?
2. **Continuing Education** - To safeguard investment in employee tuition, possibly require a year for year payback. I.E. for every year the company pays tuition, employee guarantees they will remain with the company for the same amount of time after the degree is awarded.
3. **Exposure to Career Path Opportunities** - Create a Formal “New Hires Program” Including:
   * *Job Rotation* - In a large company, a formal plan is needed to allow for greater visibility across the range of possible career paths. Give new hires the ability to explore the many different practice areas within the company. One possibility: four to six, three-month assignments in different areas of the company.
   * *Assign a Mentor to Assist in Career Development.* The existing mentoring program is one of the best-kept secrets at NG and it shouldn’t be. Lack of exposure is keeping the program from reaching the people it is meant to help.

*Cross Discipline Information Sharing.* Something that combines aspects of Facebook and a blog would allow employees to share knowledge with each other.

1. **Encourage Innovation and Creativity -** Allow employees to develop new and innovative
2. technologies which would speed up or eliminate repetitive, costly tasks.