



4 KEYS TO DEVELOPING YOUR **MILLENNIAL EMPLOYEES INTO IMPACTFUL MANAGERS**



Why Focus Your Attention on Developing Millennial Leaders?



If you think “Millennials” is just a marketing buzzword used to sell avocado toast, think again. By 2020, 1 in 3 American adults will be considered a Millennial, but the real kicker for you? This generation will make up 75% of the workforce by 2025.¹ While they’ve been changing how business is done since they entered the scene nearly a decade ago, Millennials are now coming to the age where they’re ready to step into management roles.

There is, however, a gap to address here. While many employers are heavily focused on recruiting and retaining Millennial talent, they aren’t taking it a step further—time, energy, and resources must be dedicated to developing them into the next generation of managers. In fact, 75% of Millennials believe that their organizations could be doing more to nurture future leaders.²

Since tomorrow’s leaders are made today, it’s vital that you play a key role in transitioning your Millennial employees into management positions. So, how can you prepare them to thrive as leaders, with the tools and traits they need in order to ensure the future success of your business? We’re here to equip you with four steps for getting started!

¹<https://bit.ly/2tte6S5>
²<https://bit.ly/2ESz9CR>

Make Data-Driven Hiring and Promotion Decisions

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The key to building a strong future workforce led by impactful managers is making strategic hiring and promotion decisions now. While 23% of small business leaders in a variety of industries say not being able to “hire the right people” is the single biggest impediment to achieving their growth objectives,³ having a workforce, especially leaders, who are aligned with future growth goals is crucial to achieving them. But how can you know who will be the right fit for a future leadership role, and how you should be coaching them today?

While there are certainly those who are clearly natural-born leaders, it’s not always so easy to identify which employees would be a great fit for a management role. But don’t get discouraged—thanks to data, there are now tools out there that will enable you to make more informed decisions about an employee’s potential. By leveraging behavioral and cognitive **assessments**, employers can hire a new candidate or promote the right current employee for a leadership position based on more than just guesswork.

Data-driven results can be used to match an employee to a role based on their fit from a culture, job description, and leadership potential perspective. Uncovering the key elements of a team member’s natural workplace behaviors allows you to customize their development plan and your training approach to align with their preferences and motivators. This way, you aren’t investing valuable time and resources transitioning an employee into a role in which they’re not likely to be successful, and are able to lead them through that transition with confidence.

³<https://bit.ly/2BUui06>

Continuously Put an Emphasis on Coaching



Beyond just identifying the right new hire or promotional track for a current team member, data from behavioral and cognitive assessments can continuously be used for your employee development initiatives. Regular feedback and mentoring is an essential part of preparing a Millennial employee to see future success as a leader, and doing it in their preferred coaching style, determined by their assessment results, will be even more effective for them and efficient for you.

Why is personalized coaching based on an employee's specific motivators and preferences so important? Millennials are notorious for wanting things their way, but this isn't necessarily a negative. By taking the time and effort to regularly coach your future Millennial leaders in the ways that are most productive for them, you can mold them into successful, inspired managers with the skills they need to effectively lead their teams.

When it comes to these kinds of training initiatives, Millennials are willing to put their money where their mouths are. As a matter of fact, 94% said employee development is the number one area they would invest time and money in as managers themselves,⁴ which proves that being properly coached is something Millennials heavily value. You can be the one to set the example for them now, as this ability to give, receive, and implement feedback is one of the most critical skills managers need to have.

⁴<https://bit.ly/2J1qhtv>

Understand That Balance is Key

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Millennials are all about balance—not only when it comes to having a healthy work/life balance, but also regarding the types of learning styles and platforms they use in their jobs. Seventy-one percent of Millennials say an organization’s view of technology will influence whether they want to work there,⁵ but while Millennials place a huge emphasis on technology and are known to prefer digital interactions instead of face-to-face meetings, this doesn’t quite align with being an inspiring, accessible leader.

This is why it’s necessary to equip your Millennial managers for success by leveraging a combination of training and development tools, and not just digital ones. This could include conducting more formal training in the form of a workshop or seminar, having them participate in online courses or webinars, shadow a current manager, and take part in one-on-one coaching sessions. This way, your future Millennial leaders will be able to use their inherent tech-savviness while still being able to communicate, learn, and lead their teams—without a computer screen in front of them.

While your Millennial employees are certainly eager to take on management roles—a whopping 70% say having a C-Suite level position appeals to them—they’re still willing to make some sacrifices if it means achieving the work-life balance they’re looking for. In fact, 35% would settle for less responsibility at work and 35% would lower their expectations for career advancement if it meant having more job flexibility.⁶ The takeaway? Keep Millennial managers happy with balance and flexibility, not just a fancy title or hefty salary.

⁵<https://bit.ly/2QllWVM>

⁶<https://bit.ly/2J1qhtv>

Provide Personalized Career Paths

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In today's modern and evolving workforce, the days of clear-cut promotional ladders are long gone. Instead, Millennials are looking for their employers to help them create and move along a career path that's aligned with their specific needs and goals. Predetermined multi-year programs will be rejected for the flexibility to create their own personalized development plan that can be tailored as they grow and those needs change.

While this approach may be an adjustment for many employers, there is a bright side to it. Eighty-seven percent of Millennials say professional development or career growth opportunities are very important to them,⁷ and 52% said career progression was the main thing that attracts them to an employer—even ahead of competitive salaries at 44%.⁸ By putting an emphasis on individualized development plans and career paths, you'll be able to attract top talent and keep them satisfied and loyal to your company long-term.

When you're willing to provide this personalization, it becomes even more important that you're also clearly communicating expectations. Offer flexibility, but regularly check in on progress and be upfront about what you're looking for before fully transitioning an employee into a management position. While many companies may promote their highest performers to managers without outlining what they expect, it's vital that your Millennial employees understand how being a leader will differ from their current role so they're set up for success and accountability can be held.

⁷<https://bit.ly/2T6fKEp>

⁸<https://pwc.to/2uds9vm>

Start Transforming Millennials Into Managers Today



By taking the time and effort to focus on the development of Millennial leaders now, you'll be empowered to put your business in a better position to achieve its next set of workforce and business goals. Implement these four steps today to set your future Millennial leaders up for success!

Looking for additional guidance when it comes to transitioning Millennial employees into impactful managers? At Omnia, we're here to help organizations invest in and develop their most valuable asset: people. We know each company has its own unique culture and business goals, and believe happy, productive talent can make them achievable.

To learn more about how we can be your end-to-end partner throughout your unique hiring and employee development processes, enabling you to build your ideal future workforce, **[contact our experts today](#)**.

