

Recruiting Millennials

*by Blake Cavnac
Growth and Development Advisor*

It's a challenge that many industries face. From what I've been told, it sounds like the same is true of construction.

This being the case, it's a challenge that many are aware of. Yet it's one that few seem to have answers for... Or at least the "right" answers for.

I say this because some claim that the best way to recruit millennials comes down to creating a fun environment. An environment with ping pong tables, free food, nap pods, etc.

Now maybe they're correct.

Maybe these perks do attract a certain type of millennial. But I'm willing to bet it's not the type of millennial most want working at their company.

Think about it...

If a company recruits millennials by focusing on this tactic, they'll likely end up with an employee that values comfort over a challenge. An employee that values immediate and materialistic satisfaction over everything else.

Of course, this is an assumption. It won't be true of every millennial that's attracted to a company because of these perks.

However, I've seen this be the case far more times than not. The reason being that this type of recruitment tactic tends to attract what many have defined as the stereotypical millennial... Lazy, entitled, selfish and the list goes on.

So, what's the solution? What's the key to attracting the "right" type of millennial into your organization?



Before we get into it there are a few things you need to know about me.

First, I'm a millennial. Second, I'm not the smartest nor am I the most talented millennial.

Yet I've been fortunate to have had the privilege of leading hundreds of peers. I've delivered keynotes and workshops around the country to business leaders that focus on recruiting, developing and retaining millennials. In addition, my company provides millennials with professional development programs and peer advisory groups to ensure that they excel early in their careers.

I share this to provide credibility. For what I'm about to share is not theory. It's tried and true practical advice that has proven to deliver results. It's also simple. Yet it has proven to be highly effective.

So, let's get into it.

The key to recruiting high performing millennials comes down to addressing three desires throughout the recruitment process.

These desires are: Clarity, Growth and Contribution.

By understanding and then creating ways to leverage these desires, a company can take one of the greatest challenges they face and turn it into an opportunity.

That being said, the first and most important desire of high performing millennials is Clarity.

More specifically, millennials want to know:

- The vision. The shared purpose of the company. How it impacts the greater good.
- Their roles and responsibilities. How their efforts make a positive impact on the clients, industry and community they'll be serving.
- The values and standards. The clearer they are on what the company stands for, the clearer they'll become on how they'll be able to grow.

This leads us to the second desire of high performing millennials - Growth.

To understand the importance of Growth, it might be worthwhile to think about the times in your career where you felt most fulfilled.

By doing so you might find that there was some form of development / advancement taking place. In other words, Growth.

High performing millennials are no different. They crave opportunities to grow and develop.

So, focus on this throughout the recruitment process. Speak to how they'll be supported and led. The opportunities they'll have to participate in mentorship and training programs.

Of course, we're just scratching the surface here. But this should provide an initial direction.

The third desire is Contribution.

Put simply, high performing millennials want to feel like they're making a positive impact.

This comes down to a fundamental human need that most (if not all) want to experience...

Feeling significant. Important.

The good news is when Clarity and Growth are successfully addressed, the immediate result is Contribution.

As Clarity provides millennials with the vision and purpose. Helping them see how they'll be able to contribute. Then there's Growth. When millennials know that they'll be supported and led, they gain the confidence in knowing that they'll excel within the company. All of which leads them to experiencing even greater levels of Contribution throughout the recruitment process.

So, those are the three desires of high performing millennials: Clarity, Growth and Contribution.

Now clearly this is a high-level overview. We didn't even get in to the tactical strategies that must be implemented for these desires.

However, understanding the desires comes first.

For when a company knows what's most important to high performing millennials, they can take what many see as a challenge and turn it into an opportunity. An opportunity which is ultimately achieved by addressing the millennials desires throughout the recruitment process.



Live Well, Work Well

December 2019

Health and Wellness Tips for Your Work and Life
Provided by Cavnac & Associates



Tips for Sticking to Your Diet During the Holidays

The holidays bring to mind thoughts of family, friends, fun and food. However, each year, millions of Americans struggle to maintain their waistlines during the holidays while surrounded by tempting holiday treats.

With so many social gatherings during this time, it can be difficult to avoid treating yourself when you're offered good food and drinks. Whether you're dieting or just trying to maintain your healthy lifestyle, fear not—you can survive the holidays and wake up on Jan. 1 without feeling remorse or guilt. Consider the following tips:

- **Don't go to a party hungry**—Eat before attending a party so you don't arrive on an empty stomach and devour everything in sight.
- **Eat slowly**—Be mindful of every chew. It takes your body 20 minutes to realize when it's full.
- **Pace yourself when drinking**—Alcohol can be dangerous at holiday parties, as overindulgence cannot only cause embarrassment, but also pack on the pounds.
- **Make socializing your top priority**—If you're distracted with conversation, you'll be occupied and less likely to indulge in food or drinks.
- **Don't feel pressured to eat leftovers**—If you have an abundance of leftovers after hosting a party, don't feel like you have to eat them just because you don't want them to go to waste.
- **Practice self-control**—For example, allow yourself one plate of food at a party, and promise yourself that you won't go back for seconds.

Curried Squash Stew

1 Tbsp. vegetable oil
1 yellow onion (chopped)
2 cloves garlic (minced)
1 celery stalk (chopped)
½ tsp. ground cinnamon
1 large zucchini (chopped)
2 Tbsp. curry powder
3 cups butternut squash (chopped)
1 14.5-ounce can low-sodium tomatoes (diced)
1 14.5-ounce can low-sodium chickpeas (drained, rinsed)

Preparations

1. Heat a large pot on the stove over medium heat and add oil. Add the onion, garlic and celery, and cook about 10 minutes, until the onion is tender.
2. Add zucchini and curry powder and cook for 10 minutes, stirring occasionally.
3. Add the butternut squash, tomatoes and chickpeas, and cover. Continue cooking for about 10 minutes.
4. Serve with cooked brown rice.

Makes: 4 servings

Nutritional Information (per serving)

Total Calories	234
Total Fat	6 g
Protein	9 g
Carbohydrates	41 g
Dietary Fiber	9 g
Saturated Fat	1 g
Sodium	167 mg
Total Sugars	10 g

Source: USDA

Stay Safe While Decking the Halls

Although decorative lights are great for getting your home ready for the holidays, they can also present a safety risk if they aren't displayed and maintained properly. Here are a few things to keep in mind to ensure that your home is safe during the holidays:

- When you're buying decorations, always check to see if the product has a label that indicates that it has been independently tested by an organization like Underwriters Laboratories.
- Inspect all lights before you use them. If you notice any damaged cords or plugs, discard those lights immediately. Also, if you need to replace any bulbs, make sure that the lights are unplugged first.
- Use a ladder made of nonconductive materials when you hang lights outside to reduce the risk of electrocution.
- Check to see if your lights were designed for indoor or outdoor use. Although most decorative lights have basic waterproofing, indoor lights can present a serious risk of electrocution or fire if they're used outside.



Daily Use of This Supplement May Help Lower Heart Disease Risk

According to a team from Harvard's School of Public Health, daily use of omega-3 fish oil supplements may help you bolster your heart health. The team reviewed data from 13 different studies and found that consuming about 840 milligrams of omega-3 fish oil per day was linked to a lower overall risk of dying from heart disease.

In addition to taking omega-3 fish oil capsules daily, the team recommends focusing on living a healthy lifestyle to keep heart disease at bay. A healthy lifestyle includes maintaining a healthy weight, getting enough exercise, avoiding tobacco and alcohol consumption, and eating a well-balanced diet.

For more information about your personal risk of heart disease or lifestyle changes that you can make to lower your risk, contact your doctor.

Spotlight On



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The agency's many programs are available to all persons in need regardless of race, creed, color, ethnicity, national origin, religion, gender, or sexual orientation.

For more information, go to www.alphaproject.org