

People
ENERGIZING
People

Target Training International, Ltd.



A study by Novations Inc. recently revealed a **big concern** that is getting little attention.

Only 27% of large organizations are **Transferring Knowledge** from retiring baby boomers to younger employees.

The Arrival of the Next Generation

Millennials are quickly entering the workforce. Are you ready?

In a recent segment on CBS's 60 Minute entitled "[The Millennials Are Coming!](#)" Morley Safer captures a true concern that every company will face and many are already struggling with: The arrival of the next generation.



Who are these young workers and why are they so different? They are the new generation of the workforce, those in their late teens and twenties. We have all heard the characteristics of the Millennials, otherwise known as Generation Y, Echo Boomers and the Digital Generation to name a few. Are they better or worse, or in fact, maybe just different? Many people have their own opinion. Either way, they are entering the workforce and are the future of your company.

So how can you make them fit your company? You can't. The question is how can your company invite them in and keep them there? In order to survive, companies need specific recruiting, development and retention techniques that meet the demands of the Millennials. The void left by the Baby Boomers upon retirement will be too large for the Millennials to fill, creating a talent shortage that leads to an open market for job seekers. Companies seeking the superior performers of tomorrow will have to act quick, using effective recruitment and selection techniques. Once on board, this new generation will require a different kind of management, one that is encouraging, motivating, gentle and personalized. The Millennials want a coach that not only guides their efforts, but provides a role model as they reach for career goals. They are focused on their achievements and growth, and won't settle for unappreciation and stagnant positions. This generation knows they have options and are in search of that dream job, expecting to come close.

Are your talent management processes ready for this generation? Do you have what it takes to recruit, hire and retain the superior performers? Find out how you can utilize TTI's time-tested, research-based solutions to ensure your company will embrace the arrival of the next generation.



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Assessment Solutions!**

Generation Generalization

Don't Attempt to Understand a Generation, Understand the Individual



As the Millennials enter the workforce, employers are scrambling to figure them out. What do they like and dislike? What are their goals? What motivates them? But when you attempt to answer these questions, generalization isn't effective. Each person is unique and it is the understanding of what makes them an individual that will make or break your talent management.

For many, this new workforce may be hard to communicate with and understand. The differences between the Millennials, the Baby Boomers and everyone in between create struggle for many co-workers. This situation solidifies the increasing need for effective communication in order to ensure positive relationships that will benefit the company. It often takes time to really get to know an employee and discover their true character, yet you may not have much time before they walk down the street. It doesn't have to be that hard or take that long to understand and appreciate your employees.

TTI specializes in solutions that uncover the behaviors and motivators that make each individual unique. By understanding your own behaviors and motivators, then appreciating the behaviors and motivators of others, anyone, regardless of their generation, can increase effective communication, making a significant impact on the success of the company.

**Don't Take Chances With the Next Generation!
Implement Research-Based Solutions Today!**

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