



# What Does it Take to Attract and Retain Millennials and Gen Z Talent?

When it comes to attracting and retaining talent, the basics start with understanding their views – which may differ from those of older generations – and translating what you learn into an employer value proposition (EVP) that is relevant to their needs.

## But this isn't easy.

In fact, 71% of Millennials or Gen Zs in an Allegis Group survey believe **companies lacking certain benefits or organizational qualities** would struggle to attract and retain newer workers.



## Align Benefits to New Priorities

But it takes more than pool tables and free lunches to engage Millennials and Gen Zs.



69% of HR decision-makers in an Allegis Group survey claim their organizations fall short in delivering specific benefits embraced by Millennial and Gen Z workers, such as:



### Career development:

Executive facetime, mentorships, and non-linear paths

### Flexibility at work:

Flex schedules, contractors/freelance vs. full-time, and performance over in-office presence

### Creative perks:

Student loan assistance, fertility services, and pet insurance

## Look Beyond Compensation

Millennials and Gen Zs also look beyond salary and benefits when considering a job. Two areas of employer commitment rank high among their priorities: **diversity and inclusion (D&I)** and **corporate social responsibility (CSR)**.



## Diversity and Inclusion

Millennials and Gen Zs are the most diverse generations in the workforce. Yet, Allegis Group survey respondents with D&I programs in place reveal that:

Only **17%** of organizations consider D&I as a key part of the EVP.

**88%** do not believe that their D&I program helps them attract Millennial and Gen Z talent.

**79%** of D&I programs are not supported with a clear, well-understood strategy.

**83%** do not have success metrics.

## Corporate Social Responsibility

Most newer workers would take a pay cut to work for a more **socially responsible company**. However, Allegis Group survey respondents with CSR programs in place reveal that:

**80%** of CSR programs do not have a clear, well-understood strategy.

**81%** of CSR programs do not have success metrics.

Only **16%** of CSR programs are viewed by their companies as a key part of the EVP.

**87%** do not believe that their efforts help them attract Millennial and Gen Z talent.

## Download our White Paper

Get answers on how to align the EVP to Millennial and Gen Z needs so that you can capitalize on the potential of the newest generations. Download our report today.

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