

## FOR IMMEDIATE RELEASE

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### 4 Ways to Engage Northeast Ohio Millennials at Work

**CLEVELAND, OH. July 18, 2017** – The results of a recent survey, conducted by *SHIFT Consulting*, a division of The Diversity Center of Northeast Ohio indicate how organizations can be culturally responsive to generational diversity within the workplace. Surveys were conducted at the Civic Engagement Fair hosted by Engage! Cleveland. The survey participants were all Millennials (Generation Y) or Generation Z, ranging in age from thirteen to thirty years old. Although this survey cannot be considered comprehensive due to the relatively small sample size, the results do create a clearer picture of the wants and needs of Millennials and Gen Z individuals in the workplace in Northeast Ohio. The most pertinent results from this study highlighted the factors that result in Millennials staying or leaving a company.

**Most common reasons for Millennials and Generation Z to stay at a company:**

- Competitive salary and benefits
- Opportunities for advancement and training
- Inclusive workplace environment and organizational culture
- Diversity of workforce and perceived inclusion

**Most common reasons for Millennials and Generation Z to leave a company:**

- A negative workplace environment
- Bad management and lack of communication
- Undesirable and inflexible hours
- Perceived discrimination, inequality, and biases
- Unattractive salary and benefits.

When examining these results in tandem with current research in the field, it is evident that generational differences have an influence on social cohesion in the workplace. Different motivating factors and personal values including leadership and communication styles need to be taken into consideration. The contrast between the goals and values of Millennials and Generation Z versus older generations in the workforce leads to discrepancies in effective communication and leadership styles and the development of positive organizational culture (Bencsik et al; Krishnan et al).

Given the fact that three out of every four people in the workplace will be millennials by 2025, organizations need remain a step ahead by creating a cohesive work environment that fosters productivity for all generations (Kapoor and Solomon). Generational differences in values and preferred working styles are both factors that definitively shape and influence individual's job performance, job satisfaction, and organizational commitment (Cersoil et al). Understanding how to manage and adapt to greater levels of generational diversity within an organization is essential to individual and organizational success.

The results of this survey will help management and human resources teams better understand the wants of Millennials and Generation Z, as well as further the drive for generational diversity training when recognizing the differences between generations working together in organizations. *SHIFT Consulting* works to reduce the strain in organizations due to generational differences while also cultivating inclusion through interactive workshops, trainings, and consulting; all of which result in increased group cohesion, teamwork, and job performance. *SHIFT Consulting* offers specific programs for generational diversity among many other social inclusion focuses. Given the strong emphasis that Millennials and Generation Z place on diversity and inclusion, it is essential to cultivate inclusive workplaces and foster a diverse workforce.

To learn more about the Diversity Center's services and our research please contact: Jeff Modzelewski – Engagement Manager [jmodzelewski@diversitycenterneo.org](mailto:jmodzelewski@diversitycenterneo.org) 216-752-3000 Ext. 220