



WORKFORCE DEVELOPMENT

In a Digital Marketplace



Table of Contents

1 INTRODUCTION

3 HIRING NEW WORKERS

5 WORKPLACE CULTURE

2 ENGAGING MILLENIALS

4 TRAINING NEW WORKERS

Introduction

The purpose of this resource is to explore the issue of workforce development as it relates to the rapidly changing digital market-place. We'll explore the way traditional hiring practices have been affected by a variety of factors, including an aging workforce being replaced by a younger generation, changing methods for attracting new workers, and common issues in the training and retainment of workers.

The goal of this resource is to:

- Define the changes that occur modern workforce development.
- Explore the reasons for those changes.
- Provide guidance for staying relevant in the digital era of workforce development.

In order to get a sense of the changes that are occurring, we'll start by taking a look at the embodiment of that change: the millennial generation. Next, we'll examine modern hiring practices and how they've been affected by a younger, more digitally-minded workforce. We'll go on to discuss the ins and outs of training new workers in a way that capitalizes on the institutional knowledge of their peers. Finally, we'll consider the importance of retaining employees in achieving a positive workplace environment.

Keep in mind that this resource was created by a digital marketing company and intended for anybody interested in learning more about how workforce development relates to the digital marketplace. We believe that workforce development has become an inherently digital issue, and we look forward to providing some insight into how the Internet can be leveraged to your greatest benefit.



Engaging Millennials

Workers of the millennial generation already make up over 50% of the workforce, and they're just as eager and hardworking as any generation of workforce out there today. The difference is that they interact with their environment in a way that is vastly different than any other workforce in history.

In a world of smart phones, Internet access, and dwindling attention spans, employers simply cannot afford to stagnate in the way they engage their potential workforce. Millennials expect efficient and intuitive delivery of the information they're seeking. They need to know what you do before they decide to do it themselves. They have grown up to think of work as a concept instead of a location. It's up to you as their future employer to show them that they want to work for you.

The technology-based upbringing of the next generation workforce is exactly the reason you, as their future employer, need the appropriate tools and strategies to get their attention when they decide to enter the industry. The reality is that millennials are the future of your company; the question is, do you have the resources to appeal to the best, brightest, and hardest working of them?

Have a look at your website. Does it check these three basic boxes?

Mobile Friendly?

Is your site fully functional in the Internet browser of a Smartphone? Google confirmed last year that mobile web traffic has surpassed desktop computers in total monthly searches. That means the majority of your potential workers (younger people especially) are experiencing their first interaction with your business via their phones. In fact, 90% of smartphone users have said that they have used their device “to make progress toward a long-term goal or multistep process while ‘out and about.’”

Smart Forms

Applying for a job doesn't have to be difficult. In fact, the longer it takes to apply at your company, the fewer applicants you'll get. This doesn't mean young workers are lazy; it means they have different standards for choosing where they want to work. A short, simple application form will allow them to submit their basic information and a résumé without any headache.

Meaningful Content

High quality content on your site (blog posts, pertinent news articles, etc.) is just as important for attracting workers as it is for attracting clients. You know what you'd like to say; let your site do the talking for you.



Hiring New Workers

Millennials in the workforce have grown up with the Internet as their primary source of information. When the time comes for them to seek out a new job, you can bet that's the first place they'll look. And for many, it's the only place they'll look.

In order to make yourself available to the most qualified workers, you need to make sure you're presenting a flattering image of your company from the outset. Additionally, you need to keep it relevant and visible to the people who are searching for it.

ATTRACTING NEW TALENT

Obviously, some of your workers will come to you. But you also need to be proactive about helping job seekers find you as easily as possible. For every employee you hire, there could be five better ones who didn't even know the position was available. To better your chances of landing that standout worker, you can start by considering some of the following simple strategies for spreading the word.

1. Market Yourself Digitally. In order to compete in the talent marketplace, it's incredibly important to invest some resources in making your web presence visible to the most eligible customers searching the web. Even the smallest businesses know that it has become the status quo to maintain a modern and functional website.

In fact, the average smartphone user completes 221 tasks per day on their device. Of those tasks, one could be searching for a job in your industry. If you aren't actively working to make your career opportunities available job seekers by doing things as simple as ensuring you have a mobile-friendly site, you're going to have a hard time hiring qualified workers. Remember, digital marketing isn't a luxury. It's a necessity.

2. Partner with schools. High schools and technical colleges are great places to find employees before they've even entered the workforce. Many kids don't know what opportunities exist for them in the real world, but your website is the perfect platform for getting them excited about their options after school. If you can be the one to educate them about the current state of the industry, with all of the new technology and the dire need for workers, you'll be on the top of their list when they're ready to start the job search.

3. Provide incentives for referrals. Your employees have friends, and their friends have similar interests. If you offer an incentive package for referrals, you can potentially obtain a high-quality worker who wasn't even looking for a new job. If you offer a bonus to any employee who refers a new hire, you can pay that bonus in increments for every three months the new hire is in good standing with the company. With one simple investment, you just scored a standout employee who wouldn't have known about the job otherwise.

4. Never stop recruiting! Even if you have the perfect staff, things always change. And in most cases, you'll have two weeks or less to roll with the punches. By curating a high-quality careers page, you'll continually having a good pool of recruits to pull from. More recruits means you'll never have to hire somebody who is less than qualified.

FIVE TIPS

For an effective Careers Page

1. Include photos of current employees at work. Seeing faces can help potential hires connect with your team before they even submit an application.
2. Get creative with it. Post helpful stats to give them an idea of your company culture. Even funny ones will inspire them to engage.
3. A few simple FAQs can answer some of the questions that would prevent potential hires from reaching out.
4. Make it snappy. Once you've gotten their attention, you'll want to make it as easy as possible to apply. Keep it simple with a form that requires only name, email, phone number, and an attached resume.
5. Have a point person whose job is to process applications as soon as they come in. Applying for a job is an exciting thing, and if your company can manage to give each applicant a little feedback, even if it's just an automated email letting them know you're looking over their information, they'll put your company much higher on their list of prospects.

TRAINING **NEW WORKERS**

Creating the right training system for your business

When it comes to training new workers, your greatest asset is the people who are already doing the job. Without a proper system in place for collecting and storing your workers' institutional knowledge, you run the risk of losing their entire career's worth of innovating when the time comes for them to leave your company.

The best way to collect and store information is by utilizing a digital system for knowledge management. There are all sorts of options out there that provide the opportunity to collaborate on shared documents. Google Drive and Dropbox are a couple of the more popular ones, but there are a plethora of options available for little to no cost. These file sharing resources provide employees with a central hub of information that can be accessed by anybody without all of the delay caused by chain of command issues and busy schedules.

The way you set up the system depends on the type of company you're working in. Perhaps it means sitting down with employees and recording some of the more technical or innovative aspects of their jobs. It could also mean daily or weekly work logs, in which employees log their own activities and comment on what worked well and what didn't. It'll require a little getting used to, but the dividends will pay off for years to come.

ENCOURAGE **COLLABORATION**

While millennials bring a lot of enthusiasm to the table, they'd be lost without the wealth of institutional knowledge that Baby Boomers and Gen Xers have cultivated throughout their working lives. The issue many modern companies are facing is bridging the gap between these generations to retain as much of that company knowledge as possible.

So how do you get an older generation of workers to voluntarily educate the very people who are chomping at the bit to take their jobs? When you think about it that way, the answer becomes clear; you need to incentivize the transfer of knowledge for training purposes.

Common Incentives:

Benefits like extra vacation days, a more flexible weekly schedule, or even a modified job description that transfers veteran workers into a more comfortable training role.

Relationship building activities such as work parties or innovation retreats encourage generations of employees to interact and innovate in ways they normally couldn't in the workplace. Once they've found reasons to invest personal stock in each other, the transfer of knowledge will be much more fluid and voluntary.

A custom digital platform, that can be built into your website will make it much easier to host and access training materials between employees. By embracing a modern approach to file sharing, you're taking a lot of the leg work out of training new employees, and the older employees will appreciate it.

WORKPLACE CULTURE

The first step in keeping your workers happy is understanding what they need from you.

This applies to all of your workers, young and old. However, we'll start with millennials, since their expectations are quite a bit different.

Feedback: This is a huge – and often overlooked – difference between millennials and their older counterparts. Young people crave feedback. They want to know that what they are doing is useful, and they need you to tell them. Performance reviews can be a hassle, which is why many companies only do them once or twice a year. But they don't need to be! Feedback can be as simple as taking a walk down the line once every couple of weeks to talk one-on-one with every worker. You'll simultaneously provide feedback while developing a deeper interpersonal relationship with your employees.

Engagement: Young people want change, and they want it continuously. As an employer, this can be a challenging obstacle. But instead of merely trying to keep up, you can use change to your advantage. Start your younger employees out at entry level positions, but provide them with (a) opportunities for more training from older workers, (b) added responsibilities, and (c) experience in other positions.

Now let's not write off your older workers!

Encourage leadership roles: We touched on this earlier, but it's an incredibly important part of making sure veteran employees feel valued. They could resent the younger employees for replacing them, or they could take them under their wing and show them the ropes from a leadership role.

Keep training: Even experienced workers have something to learn, and it doesn't hurt to have a well-rounded staff. If you can find time to let your employees train each other, they'll grow better relationships while learning how to do different jobs. If every employee knows how to do more than one job, it'll be a lot easier to fill in gaps that open up down the road.

Prioritize safety: This is something you probably already do, but it never hurts to take a step back and ask yourself, "Could I do more?" By communicating your commitment to employee safety and investing in equipment and practices that make your workers safer on the job, you're telling them that you care about them as people. They'll notice.

FINAL THOUGHTS

In addition to these experience-specific tips, there are also a few that apply to employees of every age.

Develop relationships:

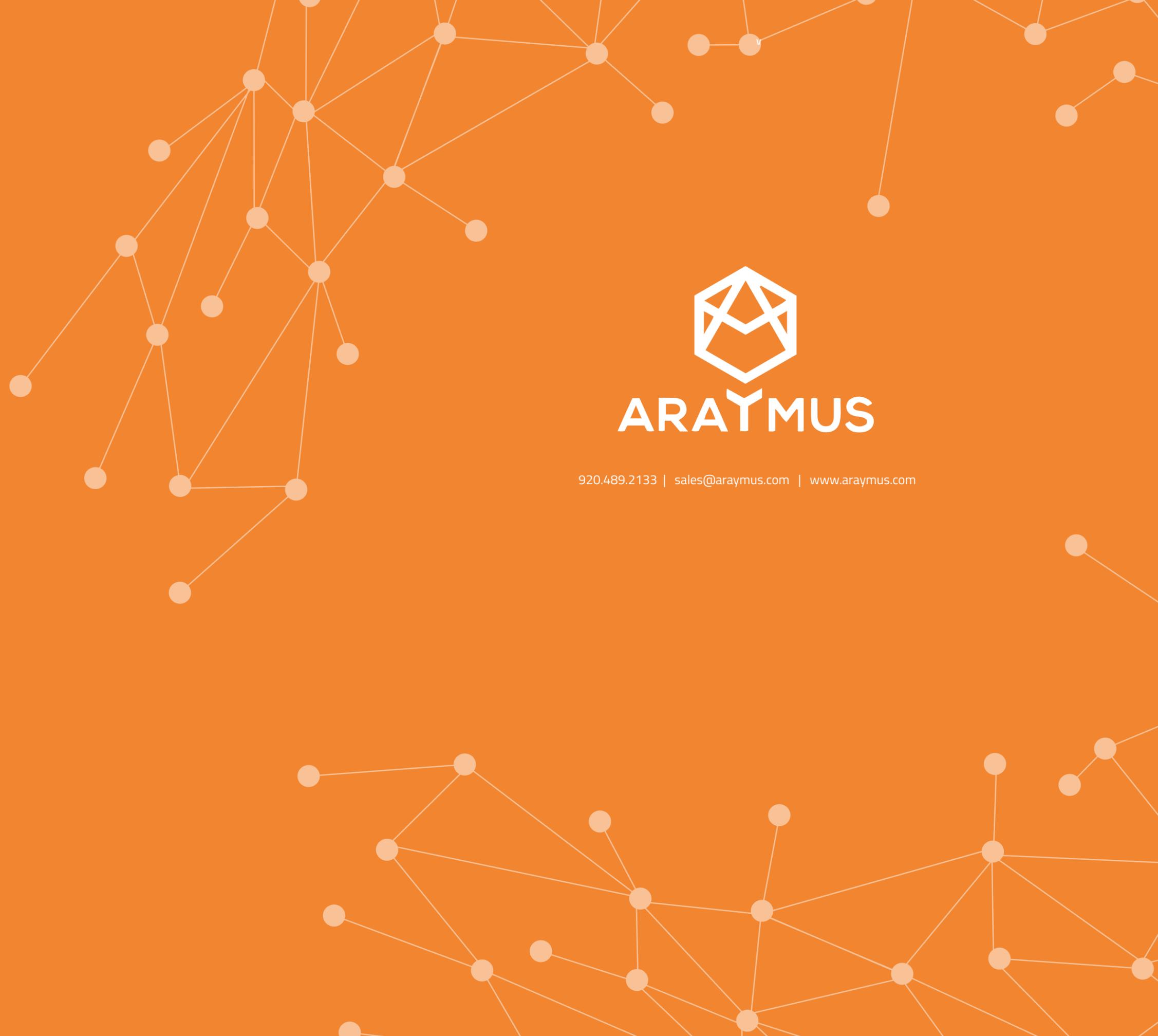
If your employees don't like each other, they won't like their jobs. Take steps to encourage team building, whether it's facilitating a company event or buying a foosball table for the break room. It may sound silly, but it works.

Don't micromanage:

Set boundaries and then let your teams take care of the rest. Employees appreciate autonomy. If you hired high-quality workers that you can trust, they won't cut corners.

Provide solid benefits

Remember, a benefits package is not a business expense. It's an investment in low turnover rates and a happy workforce.



ARAYMUS

920.489.2133 | sales@araymus.com | www.araymus.com