Not only does a diverse workforce improve the possibilities for employer branding and attract top talent to the organization, there are other tangible benefits as well. Diversity of all kinds – age, gender, race, ethnicity, sexuality, disability and more – affects the composition of a team and ensures a variety of viewpoints on organizational functions and decisions. Increased innovation and creativity stems from a diverse employee base. Additionally, a Gallup® study found that gender-diverse business units had both higher revenue and net profits.¹

**BOOSTING DIVERSITY WITH Millennials**

Innovation-focused companies that want to succeed in attracting and retaining diverse top talent should pay very close attention to the changes millennials are bringing to the workforce. This demographic is projected to comprise the majority of the workforce within the next decade. For organizations that want to recruit millennial job seekers – and every company will need to – it’s important to understand exactly what makes millennials tick.
**Millennial Job Seekers**

Not only is this generation large, it’s racially and ethnically diverse, comprised of many born outside the U.S., and/or bilingual.¹ This group cares about diversity, company ethics and giving back to their communities. In fact, a study from The Intelligence Group® found that 64% of millennials would take a lower-paying job they found fulfilling, even if given the opportunity to earn more than twice as much in an unfulfilling job.²

In order to attract and retain this generation, finding ways to make work engaging will be essential. During the recruiting process, demonstrate how a position solves problems, increases efficiencies or gives back. An organization that can effectively convey a diverse organizational culture, along with traits that appeal to millennials, will be more likely to attract this demographic.

**Job-hopping Millennials**

Millennials often work multiple jobs in their first few years of adulthood, moving between self-employment and short stints with a variety of organizations. While job-hopping is traditionally seen in a negative light, it’s simply a fact of life for the majority of millennial job seekers, due in part to limited economic opportunities for young graduates.

According to PricewaterhouseCoopers®, millennials seek out a variety of experiences because they want to develop a diverse background of skills and capabilities in order to be more suited to the marketplace.³ Unlike generations before, millennial job seekers expect to experience a variety of positions with several companies. An organization that can offer a variety of assignments, training sessions and clear pathways to increased responsibilities will be more likely to attract – and keep – employee’s candidates.

**Mobile, Social Millennials**

In addition to expecting a diverse career, millennials are also the most digitally connected generation. They are mobile, social and always on the go. Companies that can connect with candidates on a variety of platforms and maintain flexibility for their employees are more likely to draw the attention and engagement of diverse millennial candidates.

Targeting diverse groups of millennials on social media requires knowing which candidates are using certain sites. For example, according to Pew, women dominate Pinterest® as a social network, and half of all Internet-using adults between 18 and 29 years old use Instagram®. Twitter® is one of the most diverse social networks and is used by millennials to share their expertise and make professional connections.

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¹ See footnote 1
² See footnote 2
³ See footnote 3
⁴ See footnote 4
Organizations that want to attract millennials need to have an online presence and, more importantly, one that is compatible with mobile platforms. Mobile-optimized career sites and text message communications with a legally compliant opt-in method are keys to getting millennials to apply. Companies that stay ahead of the curve for social and mobile engagement will have access to a broader range of diverse millennial candidates.

**Encourage Diversity, Foster Innovation**

Diverse, innovation-driven cultures don’t spring up overnight. Success requires dedication and buy-in at all levels. A recruiting strategy focused on diversity might attract millennial hires, but they won’t stay long if the company’s policies and procedures don’t also reflect an ongoing commitment to diversity. Companies that develop a reputation for being diverse employers are more likely to attract the top talent that will take them to the next level in the years to come.

**Innovation-focused companies should pay very close attention to the changes millennials are bringing to the workforce.**

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*ADP® understands what’s important to millennials*

Leverage our Talent Management solutions to attract — and keep — a diverse, engaged and productive workforce.

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