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## Keeping the Millennials: Why Companies Lose Billions in Turnover to This Generation and What to Do about It

By Joanne Sujansky, Dr Jan Ferri-Reed

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. As the Baby Boomers retire and the young Millennials, also known as Generation Y, enter the workforce, this massive demographic shift is causing big problems for even the most successful companies. These Millennials are highly sought-after for their technological savvy, energetic work ethos, and young, hip attitude that can help companies connect with young consumers. But all is not well. Many companies are able to recruit Millennial workers effectively, but they end up alienating and losing them shortly thereafter. Despite their good qualities, the Millennials don't always share the traditional values of Boomers, with whom they often come into conflict. Disenchanted, many Millennials give up and look for opportunities outside the corporate world. This high turnover rate among the young who must be recruited, trained, and then replaced is costing companies billions of dollars every year. If your company is struggling to hang on to young workers, *Keeping the Millennials* offers sage advice and smart strategies for building a workplace that welcomes employees of every generation. It explains how to lower turnover rates and the high costs that...



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