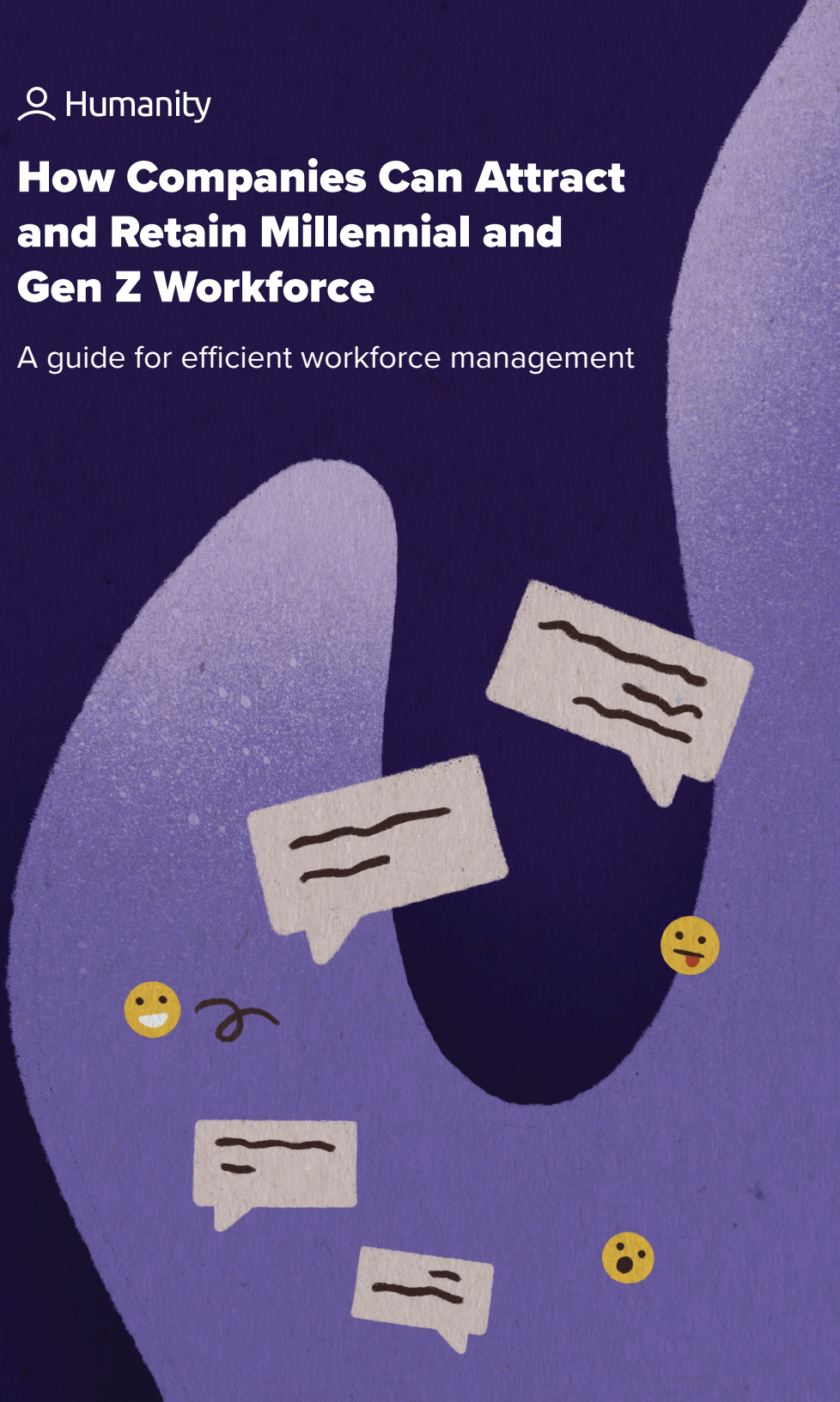



How Companies Can Attract and Retain Millennial and Gen Z Workforce

A guide for efficient workforce management





Introducing the new power players in the labor market

Millennials and Gen Z workers are on the frontlines of workplace transformation. As they become **the majority of the workforce pool**, they are looking for employees to offer a new approach to employee management. High salaries and unique benefits are appreciated, but they are no longer enough to **attract and retain the best workers in these new generations**.

Work-life balance has taken center stage: flexible work arrangements, organizational transparency, and a corporate culture built on trust and collaboration are no longer nice-to-haves. **These requirements are a must**, whether you run an ad agency or a restaurant chain.

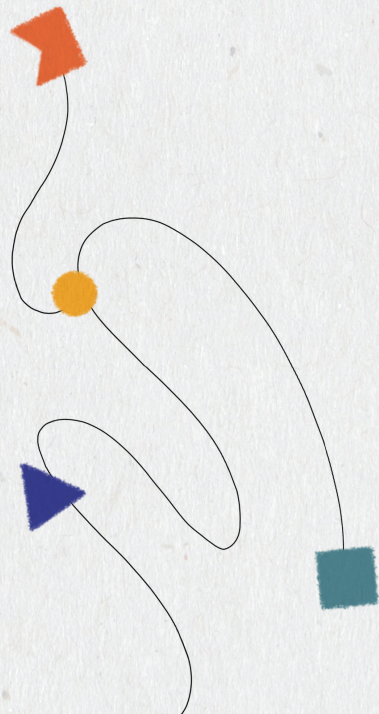
With the rise of the gig economy¹, younger generations entering the workforce opt **against full-time working arrangements** in favor of multiple part-time jobs. This provides them with better financial security and more freedom.


¹ In a gig economy, temporary, flexible jobs are commonplace and companies tend toward hiring independent contractors and freelancers instead of full-time employees. A gig economy can undermine the traditional economy of full-time workers who rarely change positions and instead focus on a lifetime career.

This freedom is not without its challenges, however. Maintaining a healthy work-life balance while juggling various projects and shift assignments is an ongoing challenge. A multi-project/ multi-job existence requires **careful planning from employees and employers**— both of whom need to have real-time visibility into the workforce schedule, employee skills and availability, and time-off requests.

For hourly Millennial workers, **schedule stability is one of the top concerns**. Often enough, the employees don't get the hours initially promised or the new schedules are posted without proper notice.

Last-minute scheduling changes are **highly disruptive to their private lives** and other work engagements. Moreover, unstable scheduling is detrimental to the bottom line, as shift assignments are not aligned with business needs.





**Up to 40% of hourly
workers² see their
schedule fluctuate by 5
hours or more on a
weekly basis.**

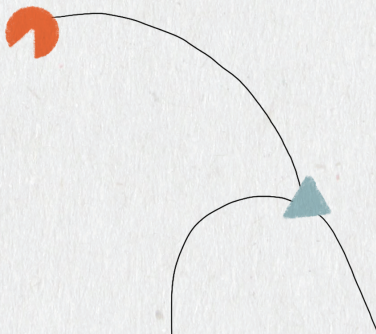
² Source: [Uncovering \(and hiring\) the underemployed](#)

The Next-Generation Workplace

To remain competitive, today's enterprises need to remain mindful of their industry trends, as well as **the changes in the labor market**. Attracting and retaining tech-savvy generations requires from enterprises to fundamentally change the way they communicate, assign tasks, and schedule talent.

Forward-thinking organizations have an opportunity to break away from the pack and leverage better workforce management processes and solutions—leading to **higher customer service standards, happier customers, and measurable, repeatable boosts to bottom line revenue**. The foundation for these improvements is in the day-to-day staff schedule.

Upgrading to cloud-based scheduling can help companies not only streamline their internal organization but also attract Millennial and Gen Z talents. Unlike static spreadsheets that are easy to create but cumbersome to update, **robust online scheduling platforms allow remote access to schedules**, offer real-time updates, and virtually eliminate scheduling conflicts and human error by integrating with backend HR systems.



Humanity's powerful cloud-based scheduling **empowers employees and managers alike**. Staff members can set their preferred working hours, apply for open shifts, and even trade shifts directly from their mobile device, without increasing the managers' workload.

Supervisors get a clear overview of upcoming shifts, leaves, and requests, and are enabled to **automatically populate shifts and edit them to match the business demands**.

The best way businesses can demonstrate their dedication to Millennial and Gen Z workers is to show an ongoing openness to **innovation, flexibility, and communication, as these are the core values by which these new generations live**.

The entire team is connected at all times, regardless of the size of the company, the number of locations, or the variety of employee roles.

Build up your organization for the upcoming surge of digital natives.

Visit humanity.com and learn how scheduling can help you engage and retain top talents of the next generation.

