

## Do 'entitled' Millennials have the right idea?



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Millennials often get criticized for having an 'entitled' attitude, and this appears to hold true in the workplace as well. [Recent reports](#) reflect that younger workers do appear to [demand more](#) than their older counterparts.

"Previous generations used to be happy to have a steady paycheck and a gold watch upon retirement," says Rob Wilson, President of Employco USA. "But younger workers don't approach employment the same way. Research shows that Millennials change jobs more frequently than previous generations, and they also have a lower opinion of corporations. In other words, they don't want to commit years at companies which they see as purely self-interested."

Wilson says that employers would be wise not to give up hope when it comes to engaging and retaining younger workers.

"Yes, these workers are more prone to dissatisfaction and more apt to leave jobs that don't make them happy, but [research shows](#) that when companies approach Millennials as individuals and try to appeal to them on their own level, they do so with great results."

When Millennials are engaged by their employers, and companies make an effort to reach out to the younger generation in the workplace, they see a [vast improvement](#) in both agility and innovation.

“One way to make your company a desirable place to work for younger generations is to consider their unique needs, and what sets them apart from Baby Boomers and Gen Xers,” says Wilson. “Millennials crave independence and the ability to work remotely. When possible, a company that can give workers the ability to help create their own schedules and workflow will be in high demand.”

Wilson also says that today’s workers don’t just want a paycheck. They want benefits.

“These young people have a tremendous amount of debt due to their schooling, generally over \$30,000,” says Wilson. “Companies which offer student loan repayment as a benefit are absolutely ahead of the curve and are going to attract today’s top talent.”

Health insurance is just the tip of the iceberg when it comes to insurance benefits.

“Millennials are more likely to seek therapy than any other age group, so it’s very important that your insurance package offers these benefits,” says Wilson. “This is a win-win for you. Workers that are mentally healthy are more likely to be physically healthy, on time, engaged and positive in the workplace.”

Wilson goes on to mention that unique benefits, such as pet insurance, are growing in popularity as companies try to tempt younger workers to join their team.

“Just check their Instagram pages!” says Wilson. “Millennials adore their pets. A company which honors that and helps support their pets’ health is going to make workers feel honored and supported in turn. And again, this is a win-win. A healthy pet means a happy employee, and indeed [research shows](#) that people who have pets are less stressed, healthier and live longer than people without pets.”