

MILLENNIAL TALENT AUDIT



For the first time in history, we have five generations in the workplace. Recent graduates, rising managers, and seasoned executives alike are all learning how to adapt to a diverse and evolving business landscape.

Millennials make up the majority of the workforce today. Like generations before them, they are challenging the status quo; but unlike prior generations, millennials have access to tools and networks with the power to amplify their demands and expectations at an unprecedented rate.

In order for your workforce to thrive, it is more important than ever to understand the underlying pain points, needs, and motivations of your young employees. Purpose Generation developed the Millennial Talent Audit to do exactly that. Our unique approach allows us to identify potential opportunities and threats, so that we can make a strategic recommendation around how you can align incentives, implement effective communication practices, and build a more collaborative culture in the workplace.

Whether your internal challenge is related to recruiting, retaining, or managing a cross-generational workforce, our audit offers an invaluable starting point.

OUR APPROACH

We approach the talent audit using our millennial SWOT analysis (mSWOT) process:

STRENGTHS

What do millennial employees love about your brand/company? What are you doing today that appeals to this generation of employees?

OPPORTUNITIES

What could you be doing better in the eyes of millennials? What actions, initiatives, and policies would make you more attractive to the millennial talent pool?



WEAKNESSES

What do millennial employees not like about your brand/company? What are you doing today that turns off this generation?

THREATS

What may prevent you from winning with millennial employees? What risks should you be mitigating?

THE mSWOT ANALYSIS FOCUSES ON FOUR KEY DIMENSIONS:

PURPOSE	PASSION	PEOPLE	PERFORMANCE
<ul style="list-style-type: none"> Level of employee engagement Clarity of mission and perceived impact Ownership opportunities 	<ul style="list-style-type: none"> Work-life integration Continuous learning opportunities Alignment with personal values 	<ul style="list-style-type: none"> Culture and environment Cross-generational communication Mentorship 	<ul style="list-style-type: none"> Feedback mechanisms Growth opportunities and career path transparency Alignment of incentives

OUR PROCESS

The completion of our Millennial Talent Audit can take anywhere from 8-16 weeks, depending on the scope of the audit.



Please reach out to us at whatsgood@purposegeneration.com for more information on pricing and any questions.