

Case Study

GENERATION



MEET GENERATION Y

- Born between 1979-2001
- Also known as Echo Boomers, Millennials, iGen
- Shaped by 9/11, Asian Tsunami, Hurricane Katrina, Inconvenient Truth, Columbine
- 69% are aware of their employers' commitment to social/environmental causes (Cone, 2006).
- 79% will seek socially responsible employment in the course of their career (Boston College Center for Corporate Citizenship, 2007)
- 61% feel personally responsible for making a difference in the world (Cone, 2006)

Recruiting Generation Y

“That’s what we want from employers...a chance to learn, to be challenged, and to be taken seriously.” – Gen Y marketing associate

THE NEED

With Baby Boomers preparing to retire, competing in the “war for talent” is an increasingly critical challenge. Millennials, however, are bringing a new set of expectations to the workplace – a heightened concern for society, training, and career advancement opportunities – that companies are struggling to address. For instance, 97% of Millennials believe companies should offer opportunities for employees to contribute work-related skills to non-profit organizations, yet only 30% agree their companies have compelling programs to encourage employee volunteerism (Deloitte, 2007).

THE PROPOSED SOLUTION

Common Impact helps companies attract young talent with employee engagement programs that offer Gen Y a sense of purpose, reward, and career advancement opportunities. Of the 20% of Millennials who volunteer weekly, 42% describe their ideal work environment as one that will help improve society, outranking all other factors including salary (Cone, 2006). Through team-based assignments that pair corporate teams to high-potential nonprofits, employees apply their skills to strengthen their communities – and in the process, develop the new skills they will need to lead.

PROVEN RESULTS

91% of Common Impact participants say their experience made them feel more inclined to recommend their company as a great place to work and provided a valuable professional development opportunity.

“This was an opportunity for me to do something I wouldn’t be exposed to in my role. Your process made it really easy to take the leap from wanting to do something to actually getting involved.” – Common Impact Participant

