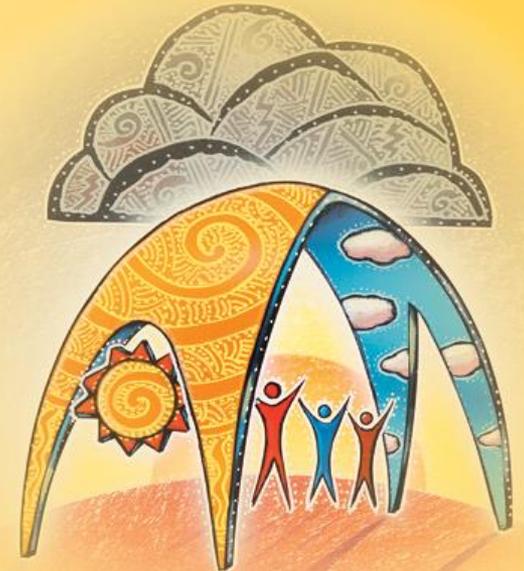




DIFFERENT WORKS

**RLI PROFESSIONAL SERVICES GROUP  
LEARNING EVENT  
PSGLE 131**

**Employee Engagement:  
Focus on Millennials**



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# Course Description

According to SCORE's 2016 Outlook, small businesses need to pay attention to employee engagement as a solid retention tool. More specifically, many small business owners are looking towards the new generation of employees, Millennials, for recruiting and retaining top talent.

**Millennials want a collaborative work environment where what they do matters.**



# Course Description

Beyond work/life balance, Millennials are looking for:



the best technology,



virtual work environments, and



a sense that their job supports the greater good of their community.

During this webinar, we'll explore tips and best practices for creating a culture of engagement in your organization, including the impact on your business of not taking steps towards a better employee experience.



# Learning Objectives

## Participants will:

- 
- Analyze national trends and the changing workforce

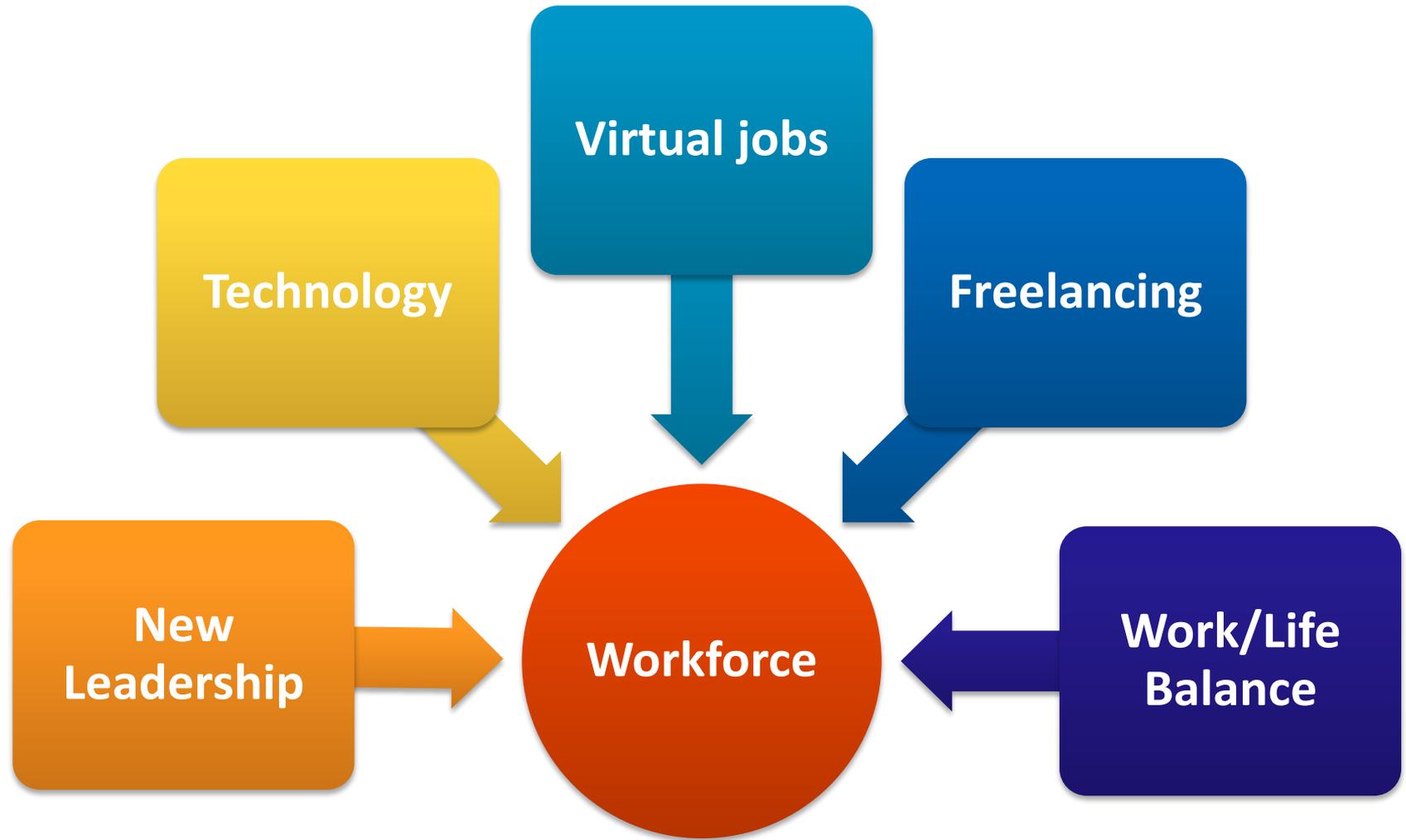
- 
- Understand today's multi-generational workplace dynamic with a focus on Millennials

- 
- Learn the importance of employee engagement and its impact on your business

- 
- Share strategies on how to engage and retain valuable top talent



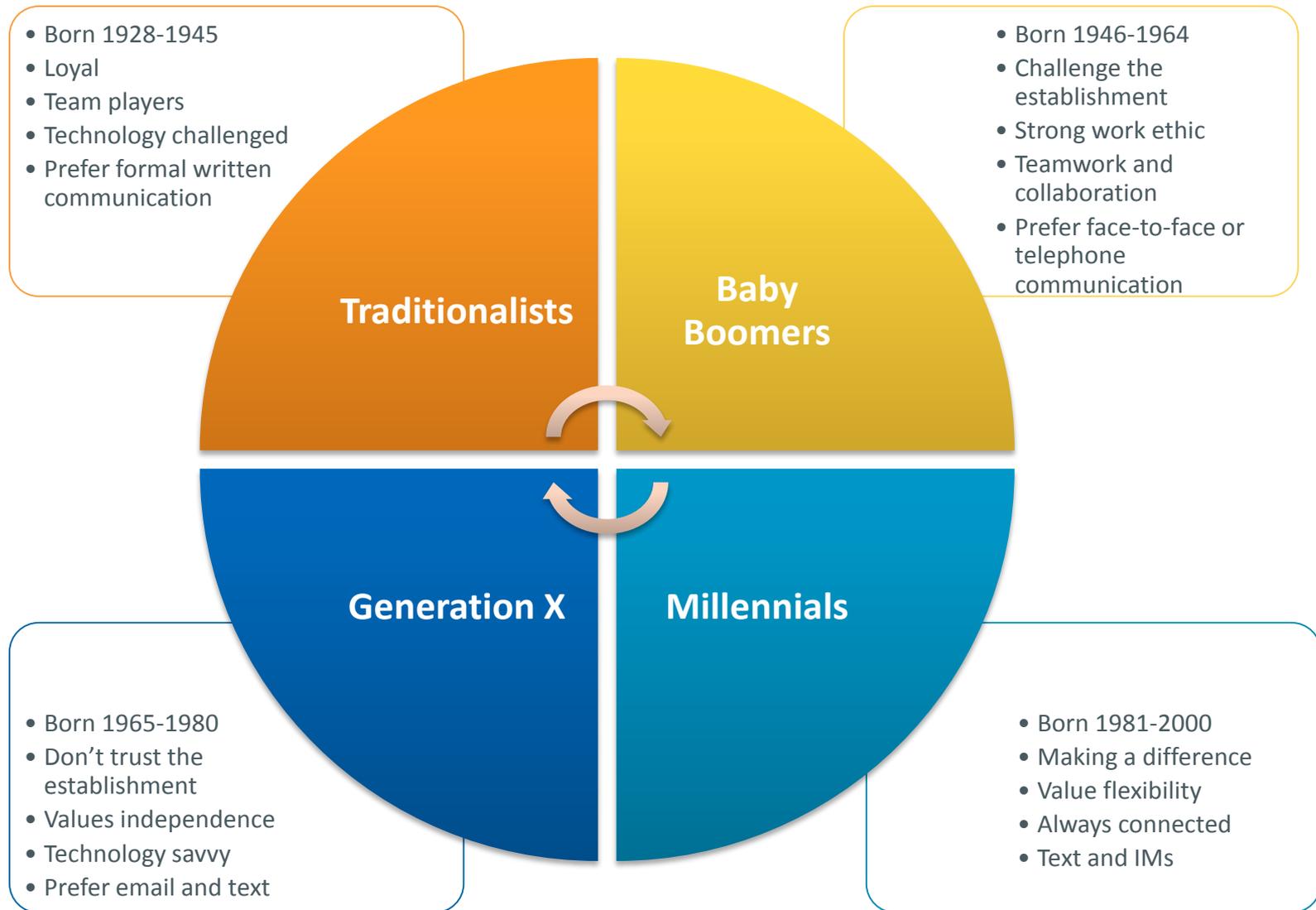
# Trends in the Workforce



# A Look Into the Multi-Generational Workforce



# The Multi-Generational Workforce



# Employee Disengagement



# The Costs Of Employees Jumping Ship

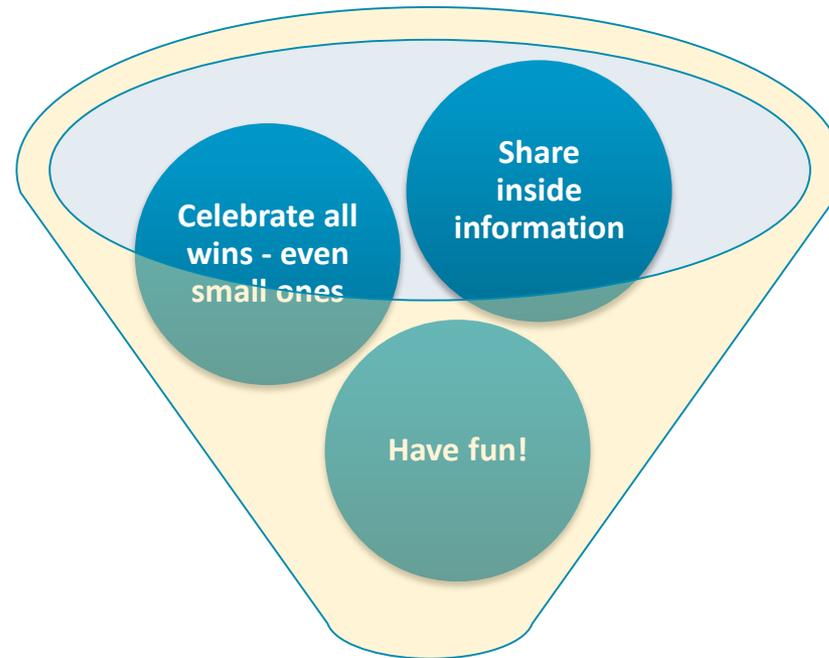


# The Costs Of Employees Jumping Ship

- **Recruiting & Hiring**
- **Learning Curve**
- **Specialized Training**
- **On-the-job Experience**
- **Customer Relationships**
- **Employee Relationships**
- **Company Morale**



# Employee Engagement



Engaged Employees



# Talent Retention Strategies: Start From Day One



**Re-recruit**

# Talent Retention Strategies: Create a Culture of Collaboration



Tools

- Physical
- Virtual
- Technology

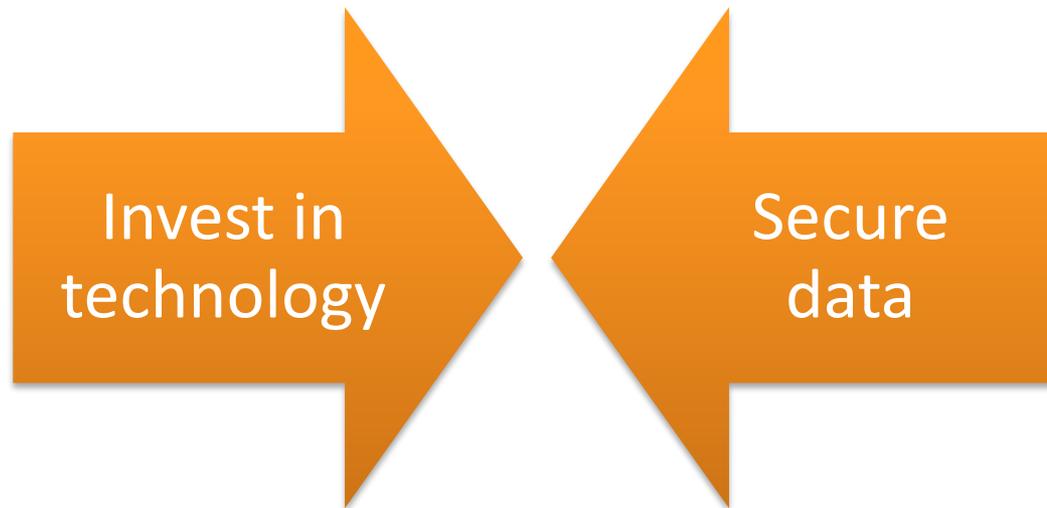
Culture

- Strategy
- Employee Needs
- Management Needs



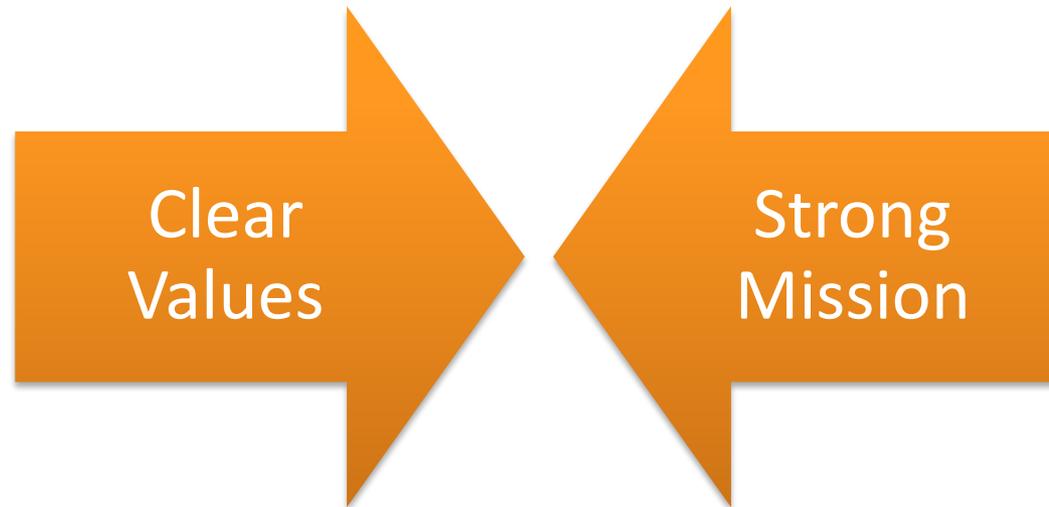
# Talent Retention Strategies: Invest In Your Technology

According to recent Microsoft commissioned new research 93% [of Millennials] said the latest technology was important in choosing an employer.



# Talent Retention Strategies: Have a Strong Purpose

In the same Microsoft commissioned new research 88% [of Millennials] said that companies that have clearly defined values and a strong mission draw them to the company.



# Talent Retention Strategies: Invest in Your People



# Resources

- The U.S. Small Business Administration

[www.sba.gov](http://www.sba.gov)

- SCORE

[www.score.org](http://www.score.org)

- Society for Human Resource Management (SHRM)

[www.shrm.org](http://www.shrm.org)



**Thank you for your time!**

**QUESTIONS??**

This concludes the Professional Services Group  
Learning Event

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