



What Matters to Millennials: Six Factors that Attract Top Talent

June 3, 2015

By [Joanie Clougherty](#), Communications Specialist, Alliance Data Card Services

With summer break upon us, college students across the nation are beginning internships and graduates are launching their careers. As a young professional myself, I get a bit nostalgic seeing the new, excited faces around the office; just two years ago I was beginning my own [internship at Alliance Data](#) Card Services. Back then, I had many difficult decisions before me, and I was still deciding where and how to begin my career. To me – and to all millennials – it wasn't just about finding a place to work; it was about finding the *right* place to work. As Erick Carter, vice president of human resources, noted at [Ohio University's](#) 17th Annual [Schey Sales Symposium](#), "It's important to invest in millennial development and engagement to help them reach their highest potential within your company, and not someone else's."

While millennials make up the largest share of the American workforce, according to a [Pew Research Center analysis](#), many of us are just starting our career search. In order to attract top millennial talent to your organization, it's important to know what we're looking for; here are six factors that will make all the difference to my millennial peers.

- 1. Work-life balance:** Millennials care about a healthy work-life balance. We'll work hard in the office, so we can enjoy our time outside of it. Millennials desire a flexible work environment, and we appreciate autonomy in our schedules.
- 2. Meaningful and productive work:** As college students, we serve in various clubs, nonprofits, athletic teams, and fraternal organizations. We enjoy the energy and impact of those groups, and we like to be a part of something that matters. We'll seek that same energy in our careers. Interns and entry-level associates want to feel valued, and we want to know our contributions matter in some way.
- 3. Recognition and compensation:** Let's face it; we all want to be recognized for a job well done. Millennials are motivated by positive recognition and [compensation](#). Additionally, top recruits are likely to have offers from multiple companies, so competitive pay really does matter.
- 4. Continuing education:** We love to discover and improve our strengths and skills. Support and encourage our growth with personal and professional development opportunities, like [Alliance Data's Initial Career Experience \(ICE\) program](#) and tuition reimbursement.
- 5. Giving back:** Millennials are passionate about [community involvement](#), and we're interested in companies that give back. We want to be proud of the company we work for, and we'll take advantage of opportunities to donate our resources and our time.
- 6. Having fun:** We thrive in environments where fun can happen; that's where creativity blossoms and great partnerships are built. We're impressed by the excitement of coworkers who care about their work and each other. Offer opportunities for well-deserved fun, and you won't be disappointed in our response!
