

## **On**

You've hired Millennials to help drive your future growth

Your HR department can on-board them so they become acquainted with their benefits, the company history and perhaps an overview of the services you provide.

Now comes the hard part ... introducing them to the industry, explaining the "why" about the business and molding them.

Essentially, they need a guide, someone to keep them **On**-track. Someone who can coach them, be there for them and be a trusted confidant who can provide an ear and input.

Yes, you've assigned them to a department. You've provided them a manager but, that manager has a myriad of other things to do.

Did you know that according to Gallup<sup>1</sup>, 21% of Millennials leave their employer within the first year, frequently due to lack of guidance?

Channel Marketing Group's **On** service helps you increase your retention rate for these new hires.

**On** includes:

- Initial visit to your company to discuss goals, culture, current on-boarding process, new employee training programs, hiring roles and year 1 expectations.
- We then:
  - During the HR onboarding process, HR introduces them to the program and advises them that they have been enrolled in the program. Channel Marketing Group is sent their resume and the results of any testing that they have taken. A one-hour call is then arranged between the new hire and Channel Marketing Group.
  - At this time, if appropriate, Channel Marketing Group identifies and recommends industry training tools for them to take to provide a solid base
  - Present an industry overview with customer insights to facilitate channel and industry understanding.
- Quarterly
  - contact their manager to solicit feedback
  - conduct a coaching session with the employee
  - Share results with the department manager with an overall report to senior management
- As the company reaches a minimum of 3 individuals in the program we conduct quarterly telephone calls to share observations, challenges, best practices and industry issues. We assign sales / leadership books for self-study and discussion.
- At the end of the year, or a 12-month period, a report regarding the individual, their potential and career advancement needs is provided to senior management.
- An optional semi-annual two-day "team" meeting can be scheduled to facilitate team building and cross-company understanding.

The goal ... keep key new hires, your next generation **on**-track.

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<sup>1</sup> <http://www.gallup.com/businessjournal/191459/millennials-job-hopping-generation.aspx>