



Music & MILLENNIAL HIRING

- ▶ Millennials already represent 35% of the workforce, and will represent 75% by 2025
- ▶ They have very specific wants and needs versus previous generations — specifically regarding workplace goals
- ▶ They switch jobs more often than previous generations — making retention all-important
- ▶ They place an enormous value on feeling cared for in the workplace — and music can be key to creating that connection



Who are millennials?

Nothing less than the largest percentage of the workforce in history. Although this will likely change with the rise of Generation Z, most of whom are still in high school. The specific years defining the generation have been the subject of debate, but 1981 to 1996 is a widely accepted range for outlining the demographic cohort. By most estimates, they currently represent 35% of the workforce^[1], and some estimates have that number growing to as high as 75% by 2025.

As a generation that grew up constantly exposed to technology, they're far more comfortable with digital media and communication methods than either Baby Boomers or Generation X. They also place a far greater emphasis on work/life balance^[2] — preferring casual over formal, and eschewing the traditional concept of “punching a clock.”

Further demonstrating this break with traditional, hierarchical office structure is the fact that they are also among the most disengaged generations of workers. According to a Gallup study^[3], fully 55% of Millennials describe themselves as not being engaged in their jobs. Moreover, 16% describe themselves as actively disengaged. And studies have shown that disengaged employees are more likely to be unproductive and commit absenteeism^[4].

THEY'RE JOB HOPPERS^[5]

21% Of Millennials say they've changed jobs within the past year.

3X More than non-Millennials who report the same.

\$3.5B Gallup estimate that Millennial turnover costs the U.S. economy annually.



CREATING THE RIGHT ENVIRONMENT

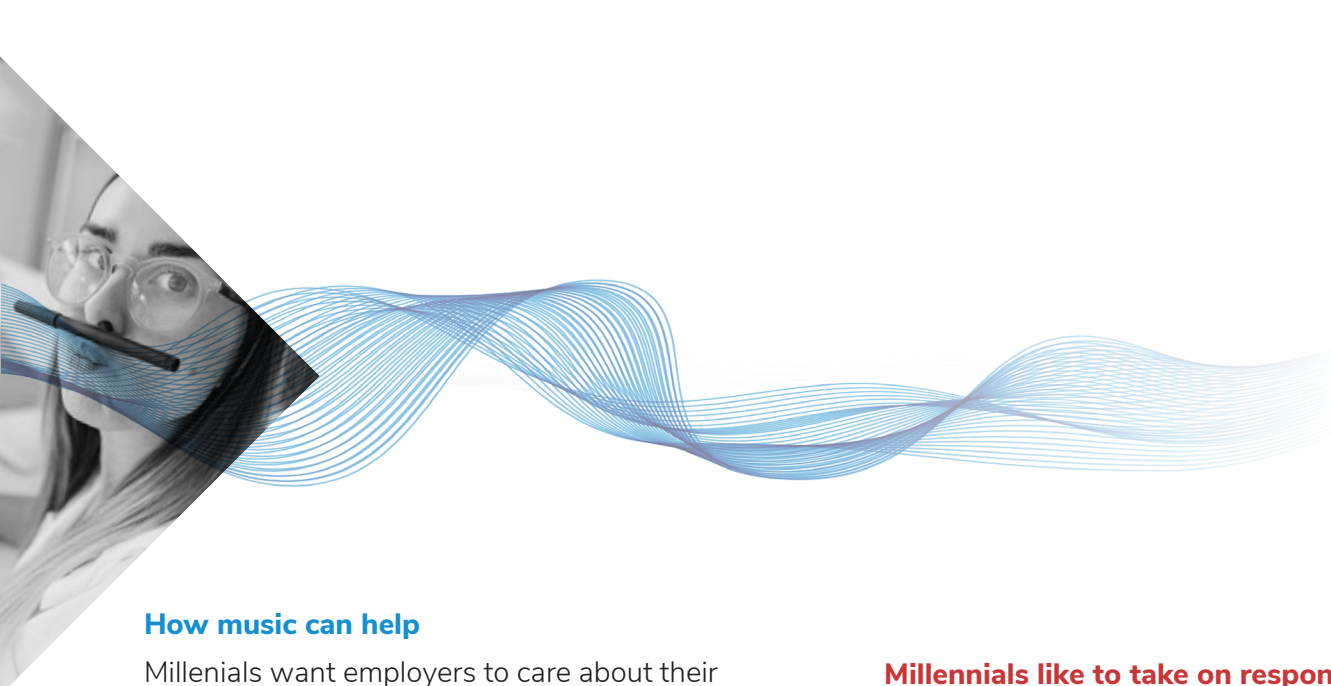
Millennials have a keen eye for workplace culture. So they're more willing than other generations to shop around for jobs that align with their own needs and life goals. Employers need to make sure their company is appealing to these candidates^[7]. Making offices comfortable, inviting, and accommodating is key toward making them feel accepted and valued^[8], which is a critical component in both attraction and retention.

They're looking for different things

Throw out what you know about attracting and retaining Baby Boomers and Gen X-ers to your company. Because Millennials have a set of wants and expectations all their own. For example, salary — long considered one of the chief factors in taking a job — is not even a top five concern for Millennials when deciding to accept a position.

Top 5 considerations for Millennials when looking for their next job^[6]:

- What the company creates, sells or does
- The company's culture
- The organization's involvement in social issues/causes
- The office work environment
- The company's diversity and HR awards



How music can help

Millennials want employers to care about their wellbeing. The proper use of music in the workplace can go a long way toward demonstrating that commitment. After all, the power of music to impact mood and behavior is well documented^[9]. It's an invaluable tool in reducing stress and improving overall wellness. It's also been found^[10] that music releases dopamine in two main places in the brain: the dorsal and ventral striatum. When you're enjoying a positive experience — such as listening to a favorite piece of music — these areas of the brain are triggered. Music has also been proven to result in faster recovery times after stress compared to control groups^[11]. So the proper use of music can have a demonstrable impact on a candidate's affinity for your business.

Millennials like to take on responsibility + challenges. Keep them motivated with music. Music is a powerful tool to make — or break — the energy in your business.^[13] A well-crafted music channel can help your team stay motivated and upbeat, while a bland or repetitive mix can significantly dampen spirits. Make sure your music is having the effect you want.

MILLENNIALS HAVE HIGH WORKPLACE STANDARDS

So express your values through music. Studies have indicated^[12] that people associate specific musical tastes with certain values — and that this perceived connection impacts how we feel about those who share our musical taste. This provides a powerful tool for building trust between Millennials and your company.



Don't underestimate the power of the right music mix in shaping office culture. Attracting and retaining the best candidates can help transform the work environment in many ways, even for companies who've been slow to make changes regarding their overall culture or position on social issues.

A challenge worth accepting

There's no question that recruiting and retaining Millennial talent poses several challenges that previous generations did not. But given their already enormous — and growing — impact on the workforce, it's vital to your business to find ways of attracting and engaging this hard to nail down demographic. Luckily, few methods are as easy to implement — or pay such quick dividends — as the right choice of music.

OUR SOLUTIONS



All Access

Perfect playlists for every type of business — without any effort or thinking on your part.



Ethos

Capture the unique heart and soul of your business with a one-of-a-kind music station.



ReMix

We do the initial heavy lifting of business-friendly playlists — you add your personal touch.

ABOUT CUSTOM CHANNELS

We are a leading digital music service designed for music-conscious brands. We provide licensed, on-premise music that allows businesses to substantially improve their customers' overall experience and engagement. With carefully curated online streaming channels that are customized to the unique needs of each business, Custom Channels creates a personalized in-store experience like no other.

- Fully licensed, high quality music selections
- Hand-picked by a team of passionate music lovers who understand your business
- Playlists designed to connect with your customers and employees
- Music that perfectly embodies your brand
- Seamless onboarding
- Outstanding, personalized support

If you're ready to see how the perfect music mix can help improve the in-branch experience for both your employees and your customers, call us at 303-444-7700 or visit CustomChannels.net today.



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