MILLENNIAL COMMUNICATION PROFESSIONALS IN THE WORKPLACE

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WORKPLACE VALUES AND CAPABILITIES FOR MCPS

I'm ambitious about getting ahead

I'm passionate about work

I possess strong ethics & professional values

I value diversity of people at work

I'm ready to lead

I value social responsibility

I'm willing to take risks

MCP's View



MCPs are digital natives with a passion to lead and have strong values for transparency, diversity, social responsibility, community and connectivity.

TOP RECRUITMENT AND RETENTION DRIVERS FOR MCPs:

RECRUITMENT

REPUTATION

68,1%

OPEN & POSITIVE CULTURE 67.1%

GROWTH

62.4%

SOCIALLY-RESPONSIBLE PROGRAMS

57,9%

RETENTION

MAINTAIN OPEN & POSITIVE CULTURE

63.8%

WORK-LIFE-SOCIAL APPROACH

62,4%

PROVIDE GROWTH OPPORTUNITIES

ENGAGE IN SOCIALLY-RESPONSIBLE PROGRAMS





MCPs come to the job excited and enthusiastic, but those who leave in 1 to 3 years say it's due to:



Manager's View of MCPs

Poor Cultural Fit



Better Pay & Benefits



Supervisor Issues



Managers of large teams of MCPs (16 or more) rate them significantly higher and more positively than do supervisors of smaller teams of MCPs. Larger groups of MCPs may create a more supportive unit culture due to stronger shared values, a greater sense of accomplishment, or simply working with others like themselves.





