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## How To Hire a Millennial in Hospitality

*Posted on December 9, 2015 by Alex Mottershead  
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Whether you are a Traditionalist, Baby Boomer, or Generation X, a common thread throughout is that these generations were raised to believe their purpose was to *rebuild* and *repair the world*. Older generations had to withstand The Great Depression, several world wars, assassinations of major political figures, and countless other traumatic world events. However, despite any unrest and unease that Millennials are currently living through, we are a generation that has been raised on the idea that we are here to *change the world*. That one small word (change) makes all the difference and is the true key to enticing, hiring, and ultimately retaining Millennials in the workplace.

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We are believers. We are knowledge seekers. We are innovative and inspired- but not solely by profit. Millennials are aiming to work for companies that are looking at more than just the numbers because the numbers can never tell the full story; especially in regards to the service industry. People's desires, opinions, and trends are elusive and ever changing, and Millennials recognize that the industry's consumer base needs to be treated as more than just dollar signs.

**We are focused on corporate social responsibility and how companies give back and treat their communities. If you cannot take the time to see the individual among the market, will you really see me as an individual within the sea of other employees?**

The other half of the problem regarding strictly ROI-driven companies is that even though the company is seeing the money, interns, and entry-level employees are not. Many times bartending and serving jobs are much more financially worthwhile. [The LA Times recently reported on a 28 year old bartender in New York who](#)

has a Master's degree in economics. Ryan Flaherty has turned down numerous entry-level job offers within his field because he is currently making close to \$80,000 a year bartending. That salary is thousands more than many people in the workforce will ever be offered and is not a realistic number for most recent graduates entering the workforce. With that said, as companies hound employees to increase profits, employees' interest in meeting those goals decreases. This inverse relationship is hugely affected by the fact that the final numbers have no *direct* impact on the employees generating them. If we are not seeing the green and we are not making a difference and changing the world, why should we stick around?

On a separate note, professional development opportunities, mentoring programs, and aggressive training models are also great ways to entice Millennials. No one just hands you the plans for change, you have to go out into the world, create and discover them. That's why Millennials are in search of knowledge – so we can hone the skills that will help us create those plans. "Millennials are job hoppers by nature, but rather because they're always looking for opportunities to better their skills and advance their career." We are investing our time in your company to make it better and we want to know that you are investing your time in us to make us better in return. Employers also need to recognize that "career development is so much more than a one-day training program." We chose your company because we wanted to be a part of it and learn from it. If you do not help us to grow in that respect then we will be forced to find another company that can fulfill that need. Meaningful training and education have become an essential part of job offers. No exceptions.

And lastly, as reliable as facts, data, and logic are; creativity, innovation, and visionary thought patterns are becoming considerably more appealing regarding the workplace. Whether or not we are talking about work projects or management personalities, **Millennials are inspired by people and things that break barriers and let unique qualities and personal strengths shine through.** The more open management is to new ideas, the more motivated employees are to work toward them. Encourage us to spread our wings and take that first step, and then watch us move mountains. Help us inspire change, by inspiring us.

We are a generation with minds full of possibilities. Help us realize our potential and then exceed that threshold. In return, we will extend ourselves back toward you in the most impactful of ways.

Sincerely,

A Millennial