

**ASK THE EXPERTS**

A weekly Q&A where CareerBuilder experts offer advancement strategies.

**Our company, an electrical contractor, is growing rapidly, and we are seeking to hire new talent. Most of our management staff are baby boomers, but the new hires are people in their 20s and 30s. Do you have any tips that will help us to attract and retain workers in this age group?**

**Expert 1:** No matter what the age(s) of the employees, to make a solid hire look for more



**Linda Baugh**

than experience and education. Seek the person with the attitude, aptitude and behavioral style that match the job. Use a tool such as the TriMetric system to screen for fit

first.

Second, a thorough interview process is an investment in multiple meetings. Tell candidates, "We want to make sure it's the right fit for us, and the right career move for you."

Third, offer a competitive salary. Fourth, introduce the new hire to other staff members and train them on the company mission and culture. Fifth, set up regular performance reviews with quantifiable goals.

**Linda Baugh**  
**American Career Executives**

**Expert 2:** Recent articles contrast the 20s and 30s group with the boomers in these



**George Fleming**

ways: The younger workers see themselves as having a higher level of employment mobility. They need to be challenged and have a sense of what their career

track might be.

Many also have an expressed desire for a greater balance between work and the rest of their lives.

Boomers are described as approaching their work with a high sense of loyalty, of reliability and of having a genuine concern for the quality of their work.

Perhaps you should consider filling your vacancies from both groups.

**George Fleming**  
**Momentum Coaching Resources**