



Help your young employees get the best start to their working life

Over the past few years, we have seen a general increase in stress and anxiety in society – especially among young people. Almost one in five employees between the ages of 18 and 34 feel stressed.

The young people currently flocking to the labour market are the first generation of digital natives. In collaboration with the University of Copenhagen, Danica Pension has compiled the best tips on how to give the young digital generation the best start to their working life.

Companies that actively plan how to best support their young employees have a strategic advantage of attracting and retaining the biggest talents of the future.

Generation characteristics:

- 1 They have experienced exponential change throughout their lives
- 2 They are driven by instant gratification – young people are not motivated by long-term plans
- 3 They expect frequent guidance, virtual or in person, when the need arises rather than scheduled one-on-one meetings
- 4 They are always online, whether they are out or at home. They are available anywhere and constantly in contact with the outside world



Focus on mental health – it pays off

Young employees will benefit from early focus on well-being throughout their working life, as it creates a basis for the employees' sense of social cohesion and their feeling of being competent and capable of solving the challenges at work.



Onboarding

- ✓ Create a structured onboarding process – an optimum onboarding programme runs over a period of six to 12 months – maybe even longer
- ✓ Frequent short guidance sequences and check-ins with room for dialogue
- ✓ As managers, we need to teach our young employees how to navigate in a complex world, how to interact with others and that you are dependent on others and not only yourself to reach your targets



Focus areas

- ✓ Be aware that young digital native employees require a different type of attention than the traditional sense. The young digital natives require attention rather than physical presence
- ✓ It is important that you make yourself available to the young employees during the day and not only at meetings or at agreed times
- ✓ Remember to align expectations regarding assignments and plans with your young employees
- ✓ Think short term to make it in the long term. Be aware of how young employees' career plans are arranged. Think in shorter intervals – this motivates young employees



Team spirit

- ✓ Discuss with your team how you play to each other's strengths and do not focus on individual performance
- ✓ Create a team culture in which it is accepted to ask for help and collaboration is awarded
- ✓ Create the foundation for activities across the team and company. It is important that these activities are not exclusively among the young employees



Balance and concentration

- ✓ Arrange with the team at what times they are expected to be available outside normal business hours – if at all
- ✓ The ability to concentrate and get ideas is improved by taking breaks, unwinding and being physically active, for example. Discuss with your team how to create space for this

**Clichés such as “my door is always open” are not effective
– make frequent and short check-ins with your young employees instead**



Sunde Stemmer:

In collaboration with scientists and psychologists, we have made a couple of podcasts, in which we thoroughly discuss how to achieve an optimum mental onboarding of the new generation of digital natives. They are available on Danica Pension's podcast channel 'Sunde Stemmer' (in Danish only). You can listen to Sunde Stemmer in your favourite podcast app

Remember that Danica Pension can help you both in terms of prevention and treatment in relation to mental challenges.

You can call Danica Pension's health team at:
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