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## Why Attracting Millennial Talent Is Different

Claudette Cunitz, TSC, CSP, CC Advisors Group

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Agenda:

- \* Recruiting Millennials
- \* What are the Primary Differences
- \* Be Better with Social Recruiting
- \* Mobile Recruiting
- \* Value of Text and Candidates
- \* Videos Making a Big Splash
- \* Branding – Ratings
- \* Going Social

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### Generations by the Numbers

Breakdown of US workforce in 2020

Baby Boomers (me)	1946-1964	6%
Gen X	1965-1976	35%
Gen Y (millennials)	1977-1995	35%
Gen Z	1996 - TBD	25%

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### Recruiting Millennials

Traditional recruiting methodologies aren't always effective with millennials, because they're looking for more than a paycheck.

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Nearly **two-thirds of young workers** would rather make \$40k per year at a job they love than \$100k per year at a boring job. That means employers need to do more than offer signing bonuses and swag as hiring incentives.

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Simon Sinek  
Wake Up Call Speech For Millennials

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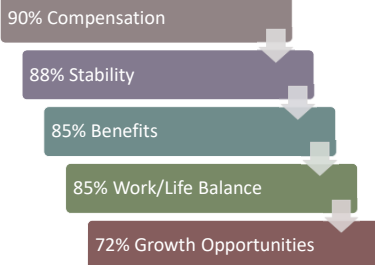
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What Candidates Want

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## The Three Stages of Recruiting

- 1. Attraction**
  - Making a person aware of an opportunity that may be better than his/her current position.
- 2. Establish Interest**
  - Typically takes 12-72 hours for a person to consciously decide that this is an opportunity he/she wants to pursue thereby becoming an Applicant.
- 3. Qualify**
  - Establish that Applicant accurately matches the three critical control points necessary to become a Candidate.
    - 3 Critical Control Points
    - 85% match against skills required.
    - Reasons motivate them other than money to pursue the opportunity.
    - They would accept an offer in the heart of the company's specified salary range.

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## Five Proven Practices for Hiring Millennials

Your goal as a recruiter is to establish a holistic recruiting strategy designed to communicate the right message to millennial candidates and develop a sustainable pipeline for high potential talent. Here are five ways you can do that:

1. *Brand Yourself as a Desirable Employer*
2. *Partner With Campus Recruiting Organizations*
3. *Network With Young Professionals Across Multiple Touchpoints*
4. *Leverage Campus Job Fairs*
5. *Practice Effective Retention Strategies*

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## What Motivates Millennials?

The best and brightest minds entering the workforce want to work for a company that shares their values, engages their interest, and offers opportunities for growth. When asked what they're looking for in a job, millennials consistently rate a big paycheck low on the list. Instead they value:

- Opportunities for growth
- Fun environment
- Interesting work
- Flexibility
- Involvement in social causes
- Work/life balance
- Great bosses

Clearly, recruiters will need to take a different recruitment approach with workers who care more about work culture and values than about a huge paycheck. But what strategies have been proven to work?

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## Up Next - Gen Z

The generation after Millennials - Generation Z

People born from the mid-1990s to the early 2000s, made up 25% of the U.S. population, making them a larger cohort than the Baby Boomers or Millennials.

The only generation born to the electronic age from birth.

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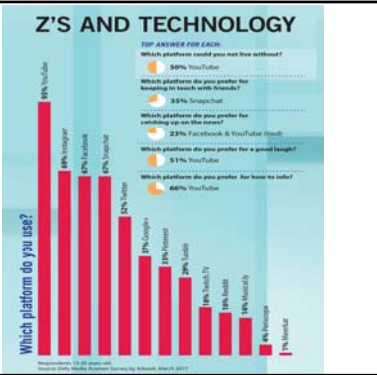
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## Where they spend their time!



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## Gen Z

**Generation Z**  
BORN 1996 AND LATER  
AKA "Philanthroids"

**BY 2020**  
THEY'LL MAKE UP **40%** OF ALL CUSTOMERS\*\*

**26%** OF THOSE AGED 18-19 VOLUNTEER\*\*

**60%** WANT THEIR WORK TO MAKE A DIFFERENCE\*\*

**76%** ARE WORRIED ABOUT THE PLANET\*\*

**30%** HAVE ALREADY DONATED TO AN ORGANIZATION\*\*

**JUST OVER 1 IN 10** WANT TO START A CHARITY\*\*

**PREDICTED TO PREFER MOBILE APPS FOR GIVING\*\***

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### 1. Create A Place Where They Want To Work



I'm a millennial, and I can tell you, the places that have kept me the longest have done the following:

- ❖ Keep me **challenged**, always offer ways to develop and grow.
- ❖ Keep things **flexible**, don't obsess about start and end times of work, focus on the quality of it.
- ❖ Require **manager development**. Millennials want development, and managers need to know how to develop their people. Without that, kiss that possible talent goodbye. - [Christopher Kingman, TransUnion](#)

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### 2. Outline A Career Roadmap



Many millennials have a short attention span when it comes job positions.

- ❖ Keeping in **constant communication** via one-on-one meetings and formalized development road-mapping is critical to the retention of these young minds.
- ❖ It's important to **outline a plan that sets milestones** every six months to show progression and also clearly articulate what their career could look like in three, four or more than five years. - [Jen Tadin, Gallagher](#)

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### 3. Make Work Fun



- ❖ A big reason why millennials job-hop is the perception that the grass is greener elsewhere.
- ❖ We live in an age in which the fear of missing out is as prevalent as the common cold.
- ❖ Turn the tables by making sure that the experience you are giving your employees is as fun and enjoyable as it can be.
- ❖ When your employees are happy, they are far less likely to leave. - [Adam Mendler, Beverly Hills Chairs](#)

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#### 4. Offer A Clear Career Path



- ❖ One of the biggest reasons millennials leave jobs is to advance their careers, especially if they don't see a path forward with their current company.
  - ❖ You need to provide that path and proactively push continuous learning toward them. For millennials, learning should take two tracks:
    1. To improve their ability to perform their current role
    2. To begin to prepare them for their next one.
- [Jim Ninivaggi, Brainspark](#)

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#### 5. Cultivate A Supportive Environment



- ❖ Once one does away with all the stereotypes surrounding millennials and our purportedly unique expectations and needs from our employment, we can build a strategy to attract and retain good talent.
- ❖ **The secret:** We're not really that complicated. Like other generations, we look for a few key attributes in our roles and careers: a supportive environment to learn, regular feedback, career path visibility and opportunities to prove ourselves. - [Lee Noble, Lendesk](#)

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#### 6. Treat Millennials Like Everyone Else



- ❖ So often we are caught up in how to treat this age group or that age group.
- ❖ The bottom line is, be the best trainer you can be, educate and help each employee the same no matter what age.
- ❖ Ask how they learn the best and get to work.
- ❖ Job hopping may happen. Data can be spun different ways. Coach to the best of your ability and if it's a fit for both parties, the rest will work out. - [Emily Hauptvogel, H&H Products Company](#)

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## 7. Learn And Evolve



Millennials want more than just a paycheck.

We should always be learning and evolving to meet the needs of our employees. They want to work for purpose-driven organizations.

Having an authentic culture that values giving back is key to recruiting and retaining Millennials.

The next generation, Gen Z, is entering the workforce and will require their own unique needs for staying with a company.

- [Lisa Box, WP Engine, Inc.](#)

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**TP #1 MASTER MOBILE RECRUITING**  
Increasingly, people search and apply for jobs on their phones. Learn the mobile tools and technologies and use your recruitment efforts take off.  
**Nearly 70% of highly skilled potentials said they are more drawn to organizations with a mobile recruitment option.<sup>1</sup>**  
Don't miss out on these candidates.  
iCIMS provides mobile optimized career portals, mobile enabled job applications, and enables a comprehensive and mobile recruiting experience.

**TP #2 CHANGE THE GAME WITH AI**  
Advances in AI can accelerate your timelines by allowing candidates to engage with automated chatbots through text messaging.  
Recruiters can save themselves time and ensure candidates receive the ongoing updates and communication they need throughout the application process.  
Solutions like TextRecruit, an iCIMS company, are mobile native, leverage the power of AI and automation, and keep communication with candidates organized into one system of record, thereby ensuring compliance.

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### Mobile Recruiting

Increasingly, candidates are engaging their mobile device for job searches

Lean into mobile recruiting and watch your results increase

Nearly 70% of highly skilled job seekers are drawn to organizations with mobile recruitment options

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## Capitalize on Video Screening



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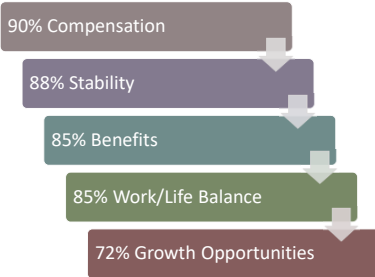
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## What Candidates Want



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## Recruiter Branding

- Key in today's recruitment space!**
- For hardworking and successful recruiter, a key weapon in their arsenal is having a strong personal brand
  - No use being shy and unwilling to market yourself as a recruiter. The industry is changing rapidly and you need to make a choice – **either evolve with the times or get left behind!**
  - Majority of your personal branding efforts will be done online
  - Having a strong online presence is essential
  - Candidates will be less likely to engage or even find you if your online presence is not unique

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## Your On-Line Presence

### 1. Engage Your Audience With The Right Content

- Blogging and social media are effective ways to advertise your personal brand

### 2. LinkedIn's How You Rank

LinkedIn has a really handy tool called 'How You Rank'. If you're a recruiter, and you're not using this tool, then you need to get on it now!

It will allow you to see if people are engaging with your profile and will allow you to see if you're within the top 1%, 2%, 10% etc...in your network

### 3. Your Picture on LinkedIn

Do you honestly think a candidate is going to reach out to a recruiter with no smile and no personality? **Definitely not!**

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## Your On-Line Presence

### 4. Mix Up Your Communication

- Personalize your messaging
- Always look for more information that could be useful when finding your candidate the perfect role
- Common interests attract candidates, hobbies and activities – Put it out there!

### 5. Be unique

- Depending on the skills you recruit for, important you're speaking the same language as your candidates
- Someone in tech speaks very differently than finance candidates
- **MUST** tailor your job ads and think of new and exciting ways of how you can get your message out to the right people

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## One Powerful Statement

“The only person you should try to be better than is the person you were yesterday”  
— Matty Mullins

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