

# Engage – Connect - Recruit – Hire Generation Y - Millenials



# Hiring Generation Y - Millennials



**[HTTP://RESOURCES.DICE.COM/2012/05/23/HIRING-MILLENNIALS-TIPS/](http://resources.dice.com/2012/05/23/hiring-millennials-tips/)**

# Create a Strategy



- **CULTURE**
- **BRAND**
- **SOCIAL MEDIA**
- **ATTRACT**
- **RETAIN**
- **INTERNSHIPS**

# 10 CULTURE TRAITS



- 1. Brand as a great place to work**
- 2. Utilize social media**
- 3. Encourage Brand Evangelists**
- 4. Ignore the clock**
- 5. Develop future leaders**
- 6. Practice transparency**
- 7. Recruit great talent**
- 8. Offer customized career paths**
- 9. Support important causes**
- 10. Make work fun!**

# Employment Branding and Social Media



- Branding – Understanding the Consumer
- Branding Strategy – Do you have one?
- Developing a Brand
- Communicating a Brand
- Social Media Branding – 5 Essentials

# Branding – Understanding the Consumer

Employee motivators have changed!



## Top Ten “Tradition” Employer perceptions on what is most important to employees

- 1. Good wages**
- 2. Job security**
- 3. Promotion/growth opportunities**
- 4. Good working conditions**
- 5. Interesting work**
- 6. Personal loyalty to workers**
- 7. Tactful discipline**
- 8. Full appreciation for work done**
- 9. Sympathetic help with personal problems**
- 10. Feeling “in” on things**

# INC. Mag. Top 10 Actual Things Employees Want



- **1. Purpose...** and a culture of appreciation.
- **2. Goals...** and to learn how to set business goals.
- **3. Responsibilities...**a company that knows how to delegate
- **4. Autonomy...**Opportunity to build a beautiful company.
- **5. Individual attention...** effective communication
- **6. Flexibility...** beyond flextime
- **7. Open-mindedness...**culture that listens
- **8. Culture of Innovation...**creative perks
- **9. Transparency...**not just talk but evidence
- **10. Compensation...**healthy stuff is expensive.

# Key Shifts or Differences



- **Culture very important!**
- **Higher level leadership skills expected**
- **Employees more independent**
- **Expectations in general very high!**



# Starts with a branding Strategy...Do you have one?



- What is your company's brand?
- Your brand should be the image of your organization as a “great place to work”!
- An employer brand can't be about what you think makes your organization a great place to work. It has to be about what your employees actually think.

“Employer Branding is about more than just recruiting!”

# Developing a Brand



- What makes your organization a great place to work?
- How do you want to be viewed in the market place?
- Audiences to consider...
  - Current employees
  - Active candidates
  - Passive candidates
  - Clients
  - Customers
- What about rock star new hires...why did they decide to join?
- Employee Surveys are a good way to start

# Communicating Your Brand



**People who are funny don't talk about how funny they are... *They just say and do funny things.***

- If you are a training and development focused company then talk about what good training looks like. Share insights on how to grow and develop your career. Even give examples of other companies that are doing T&D right!
- If you offer promotion potential then let your team members give testimonials and have them talk about how their job has improved their life.
- If you have a fun culture - have fun videos, photos, contests and more. Zappos is a great example.



## Core Values

### 1. Deliver Wow Through Service

Core Values Frog (or CVF for short) thinks anything worth doing is worth doing with WOW. To WOW, CVF differentiates himself by doing things in an unconventional and innovative way.

### 2. Embrace and Drive Change

CVF can not only handle constant change, but expects it and embraces it with open arms.

### 3. Create Fun and a Little Weirdness

CVF has a sense of humor; he knows that it's good to laugh at yourself every once in a while.

### 4. Be Adventurous, Creative and Open-Minded

CVF is bold without being reckless. He's not afraid to make mistakes, because after all, that's often the best way to learn.

### 5. Pursue Growth and Learning

CVF S-T-R-E-T-C-H-E-S himself both personally and professionally. He never feels stuck in a rut, as there are no dead end jobs at the Zappos Family of companies.



## **6. Build Open and Honest Relationships with Communication**

CVF is an open book; his honesty when interacting with others leads to strong relationships built on trust and faith.

## **7. Build a Positive Team and Family Spirit**

CVF wants to build not just a team, but a family.

## **8. Do More with Less**

CVF is always on the lookout for how to make himself more efficient and improve our operations at Zappos.

## **9. Be Passionate and Determined**

What keeps CVF going? It's passion for our business and our culture.

## **10. Be Humble**

CVF knows that despite all the great things the will speak for itself.

# Highlight on a Michigan company!



- Perrigo

- <http://www.youtube.com/watch?v=IFMZFvtNw7Y>

# Social Media Strategy - Branding



- **NOW...The Five Essentials to Getting the Message Out!**
  - Social Media Blog
  - Facebook
  - Twitter
  - Linked In
  - YouTube

# 1- Social Media Blog – Why?



- Streamline posting process
- Increase exposure and Brand Awareness
- Improve traffic to all social media outlets
- Limitless ways to tell your story (twitter 140 characters, YouTube (videos only) etc.
- Appropriate for a broad range of topics...articles, successes, job opening, events, job hunting tips.
- All posts appear in one place most recent on top.



# Social Media Blog – How?



- Pick a format – Word Press very popular
- Content should align with Brand and drive search engine optimization.
- Add a link to your blog on your Career Site.
- Tell your employees, candidates and network of external HR pros about the blog
- Start reading other career-oriented blogs. Leave valuable comments and engage in conversation.
- Install Plug-Ins – Facebook, Linked In etc.
- Measure Success – Google Analytics

# The Next 4 Essential tools



facebook®

twitter

LinkedIn™

You Tube

WilliamCharles  
Search Group

# What should you be doing?



- **Facebook – Create Company Fan Page**
  - Fans and Likes – Drive people to your fan page
  - Facebook MarketPlace
  - Post videos, links and photos on your Wall
- **Twitter**
  - Hashtags to categorize your tweets
  - Followers and @Mentions (updates that contain usernames)
  - Tweet once a day
  - Scheduling software like Tweet Deck or HootSuite
  - Answer questions quickly
  - Tweet about your industry, its developments, not just your company

# What should you be doing?



- **LinkedIn**- Create a Company Page
  - Post jobs and discuss your company in the careers tab
  - Ask your connections and your company's contacts to follow your company
- **YouTube**
  - Views and Comments
  - Create videos that showcase your location, environment and office life
  - Post videos from tradeshow and events

# Final Points on Social Media



- Make Google Love You.
- Configure your website to support mobile technology?
- Email Signature-Make it easy to find you.

Chuck Smeester, Partner

WilliamCharles Search Group

<http://www.william-charles.com/>



- The major goal.. you want your company to be easily FOUND!

# Messaging to attract Active Candidates



- 5 key things they are considering
  - Their family
  - More responsibility
  - More opportunity for advancement in the future
  - Closer to family/relatives (chance to go home)
  - Money

# What's wrong with this ad?



## Customer Service Rep

3+ years of customer service experience required. Must be personable and possess strong computer skills. Must be hard working and be a team player.

Good problem solving skills needed. Must be hard working. Responsible for a high volume of telephone calls and extensive use of computerized systems. Pay up to \$10.00 per hour.

# Better?



## Customer Service Rep

Join our successful call center! Work hard and grow your customer service and technology skills in a fast paced environment. You will be assigned a mentor and establish a future career path that fits your long term goals. You will work with great people who also enjoy working hard and having fun! Choose your hours. \$10.00 to start plus benefits.



# Interviews



Understand what “success” looks like if you hire the right person. Including first 6 and 12 month goals. What could the successful candidate accomplish? What impact will that have on the organization? What does the future look like for someone who is successful during their first year.

Rather than discussing requirements and job duties. Interview candidates against desired outcomes help them understand how to succeed. This will attract candidates that will get you there!

# Interviews



- Two way conversations
- Behavioral interview questions
- Be relaxed but not too relaxed
- Put aside bias
- Start interview by explaining interview format and explain what to expect
- Understand you are also being evaluated by the job seeker
- Leave time for questions – they tell a story

# On boarding



- Have a week one agenda – training checklists
- Prepare a time line showing progress expectations
- Assign a mentor
- Give feedback often
- Communicate, Communicate, Communicate
- Share information about company strategies and plans – Be honest and transparent.
- Find ways to inspire them – promote their successes.
- Trust is critical for retention

# Questions?

