NEXT GENERATION TALENT
STRATEGIES TO ATTRACT AND RETAIN MILLENNIALS AND GENERATION Z

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LETS PLAY

GENERATION INTERPRETATIONS
Established Generations

George Foreman

Emerging Generations
Company Perks

Established Generations

Emerging Generations
GENERATION INTERPRETATIONS

Networking

Established Generations vs Emerging Generations
GENERATION INTERPRETATIONS

Work

Established Generations
place

vs

Emerging Generations
space
Face-to-Face Communication

Established Generations vs Emerging Generations
GENERATION INTERPRETATIONS

Research

Established Generations vs Emerging Generations
GENERATION INTERPRETATIONS

Leadership

Established Generations

Emerging Generations

vs
Established Generations

learn to work

vs

Emerging Generations

work to learn
Established Generations

- top-down, structured
- & semi-annually

Emerging Generations

- 360°, real-time
- & frequently

Feedback
Established Generations

9-to-5

expectation

Emerging Generations

guideline
Established Generations

strong employer

Emerging Generations

strong skills

Career Longevity

GENERATION INTERPRETATIONS
“Buy It”

Established Generations vs Emerging Generations
Success

Established Generations

Emerging Generations
GENERATION INTERPRETATIONS

“Call Me”

Established Generations

Emerging Generations

VS

COMPUTE ERROR

The following error occurred attempting to process “call me”

The call function has been disabled
When your manager isn’t communicating with you...

Established Generations

“No news is good news.”

Emerging Generations

“I’m going to be fired!”
The lesson is...

Generations have varying values, behaviors and expectations.
AGENDA

EMERGING GENERATIONS
who are they

STRATEGIES
to attract &
retain the
emerging
generations

Q&A
and wrap-up
MILLENIALS & GEN Z

THE STATS

$11.3 trillion is the projected financial assets of U.S. Millennials by 2030.

71% of Millennials are disengaged at work, the most of any generation.

63% of Generation Z doesn’t remember a time before the Great Recession.

70% of Generation Z might ‘reject’ traditional business to work independently.
TECHNOLOGY IS CHANGING...

COMPANY STRUCTURE
Labor is no longer centralized.
The modern workforce is global and distributed.

INFORMATION FLOW
Information is no longer centralized.
People are informed and empowered.

LEADERSHIP APPROACH
Influence is no longer centralized.
A network approach is replacing hierarchy.

ROLES & RESPONSIBILITIES
Skill is no longer centralized.
A.I. and robotics will force re-skilling.
WHY
EVERYTHING IS CHANGING SO FAST

INCREASED INFLUENCES

&

ABUNDANT ACCESS
WHAT’S CAUSING ALL THE CHANGE?

INCREASED INFLUENCES

PAST

PRESENT

[Diagram showing past and present influences with icons and symbols]
Access leads us away from average. If there are better employers, superior services, or improved products out there, they will be found.
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who are they

STRATEGIES
to attract & retain the emerging generations

Q&A
and wrap-up
RECRUITING GEN Z
HOW THEY EVALUATE A JOB

Over 60% say a job application should take...

Top things the next generation want to know about an org...

Top platform the next generation uses to learn about an employer...

Top obstacle the next generation has for joining an org...

Less than 15min (with many saying less than 5min)

1. Culture and Values
2. Perks and Benefits
3. Employee Perspectives

“Not knowing what the organization is like.”
RECRUITING GEN Z
TALENT ATTRACTION STRATEGY

DELIVER A VIVID VIDEO OF THE WORK OR ORG

Help the next generation visualize themselves at your organization.

SAP recently shared 40 compelling recruiting videos on YouTube of real employees sharing their perspective of the company’s culture, values, perks, & benefits.
3 MUST-HAVES AT WORK
FOR THE EMERGING GENERATIONS

- **BETTER BOSS**: Top talent view effective leaders as a must.
- **BRIGHTER FUTURE**: Top talent have a proclivity to be future oriented.
- **BIGGER VISION**: Top talent want to connect work with impact.

*Doesn't every generation want these 3 things in a job?* Yes. For previous generations, these are “nice-to-haves.” For emerging generations, these are conditions of employment.
40% of students revised and resubmitted their papers.

I’m giving you these comments so that you’ll have feedback on your paper.

80% of students revised and resubmitted their papers.

And they made 2x as many corrections as Group A.

I’m giving you these comments because I have very high expectations and I know you can reach them.

High Standards + Assurance = Doubled Performance

BETTER BOSS
QUALITY FEEDBACK ELEVATES PERFORMANCE
QUALITY FEEDBACK ELEVATES PERFORMANCE

THE FEEDBACK FORMULA

HIGH STANDARDS
I have high expectations for you.

ASSURANCE
I know you can meet them.

DIRECTION
So try this new challenge.

SUPPORT
And if you fail, I’ll help you recover.
TRY THE FEEDBACK FORMULA

Use this formula to **inspire belief**, **transform work ethic**, and **instill confidence** in the emerging generations.
Why wait until lunch!?

...because if not, your next gen employee will use LinkedIn to find a new job by lunch.

Mobile technology and ubiquitous connectivity have empowered the next generation.

Access leads us away from average.
If there are better employers, superior services, or improved products out there, they will be found.
3 MUSTS AT WORK FOR THE EMERGING GENERATIONS

**Better Boss**
Top talent view effective leaders as a must.

**Bigger Vision**
Top talent want to connect work with impact.

**Brighter Future**
Top talent have a proclivity to be future oriented.
Scholarship fundraisers felt more motivated to secure donations when they had contact with scholarship recipients.

Lifeguards were more vigilant after reading stories about people whose lives have been saved by lifeguards.

Cooks were more motivated and worked harder when they saw those who would be eating their food.

Radiologists were more accurate reading x-rays when shown a picture of the patient.

Workers connected to the people benefiting from their labor, improves performance.
IDENTIFY THE BENEFICIARIES OF THE LABOR

Connecting workers to the beneficiaries of their work creates more engagement, motivation, and allows employees to transcend their task lists.
**BIGGER VISION**

*How to Identify the Beneficiaries*

**ASK WHY REPEATEDLY**

<table>
<thead>
<tr>
<th>Why do you clean hotel rooms?</th>
<th>Why does that matter?</th>
<th>Why does that matter?</th>
<th>Why does that matter?</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Because that’s what my boss tells me to do.”</td>
<td>“Because it keeps the rooms from getting dirty.”</td>
<td>“Because it makes the rooms more sanitary and more pleasant.”</td>
<td>“Because it provides a clean space for <strong>customers to relax and rejuvenate.</strong>”</td>
</tr>
</tbody>
</table>
Top talent view **effective leaders** as a must.

Top talent want to **connect work with impact**.

Top talent have a proclivity to be **future oriented**.
LONGER LIFE = LONGER CAREER
What value does a college degree have in today's high-flux times?

AVOID DEBT AT ALL COSTS
How do I afford education? Are there education alternatives I should consider in order to avoid debt?

LEARN-TO-WORK VS WORK-TO-LEARN
Why can't I forgo higher ed and work for a company that offers university-like learning & development?

65% of youth entering school today will work in jobs that do not currently exist.

67% of Gen Z indicate their top concern is being able to afford college.

75% of Gen Z say there are other ways of getting a good education than going to college.
BRIGHTER FUTURE
L & D IS A MUST FOR THE NEXT GEN

Top work aspects the next gen look for in a potential employer

1. International Experience
2. Pathways to Promotion
3. Professional Development
4. Travel for Work
5. Gaining Skills to Enhance Career
Encourage & Support Continuous Learning

Ways to prompt learning...

- Run a meeting
- Attend an industry conference
- Train a co-worker
- Watch an informative video
- Lead a presentation
They are the most beloved brand in their category.

They make more per unit than any of their competitors.

70% of their front-line workers are Gen Zers.

“What business are you in?”

“We are a leadership development academy masquerading as a fast food restaurant.”

Development-focused organizations engage the emerging generations.

61% of the emerging generations feel more successful, confident, and less burned out after they’ve spent time leaning.
To: (855) 909-1639

Bonuses to (855) 909-1639

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who are they

Strategies
to attract &
retain the
emerging
generations

Q&A
and wrap-up
CATCH YOUR BREATH
PLENTY OF RESOURCES

EMAIL
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PODCAST
Next Generation Catalyst

COURSES
courses.syncLX.com/register
(20+ FREE digital courses!)

BOOKS
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REFERENCES


-Gallup, How Millennials Want to Live and Work: https://news.gallup.com/reports/189830/e.aspx


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