

Welcome!

#DEchat

DirectEmployers

Housekeeping Tips

- ✓ If you have Webex issues, email Kacie@DirectEmployers.org
- ✓ If you are having trouble with the audio broadcast on your computer, you may call in by phone. Click the "Request Phone" button on the event panel.
- ✓ All participants will be muted. Questions can be asked using the Q&A and Chat sections of Webex and read aloud at the end. Please send your questions to "All Panelists"
- ✓ Today's webinar is being recorded and will be available in Connect (a social community for Members only). Access it at community.directemployers.org

And last but not least.....

Use #DEchat to tweet during the event!

Hiring Millennials

New Generation of Employees; New Rules of Engagement



Thursday, October 26th 2017
2:00 – 2:30 PM EDT

Presented by
DirectEmployers Association

DirectEmployers Association
Ruth Toombs, Digital Strategist

Agenda

- Introduction
- Understanding the Millennial generation—core values, strengths and workforce statistics
- How recognized brands have flipped their recruitment strategy to attract this generation and match Millennial career goals and ideals
- How to hire and retain these individuals and help further develop their talents
- Questions



DirectEmployers



As a member-owned and managed consortium of talent acquisition and OFCCP compliance professionals, we cultivate labor market efficiencies and reduce online recruitment costs for employers.



Ruth Toombs, Digital Strategist
ruth@directemployers.org
(317) 874-9042

<https://directemployers.org>

Peace of Mind - Purpose Driven Reach - Personalized Support

Understanding the Millennial Generation

- Core Values
 - Higher Purpose
 - Feeling Valued
 - Having a Voice
 - Mentorship

"I think Millennials realize that money as a be-all and end-all doesn't equal happiness."

~ Scott Harrison,
Founder of charity: water



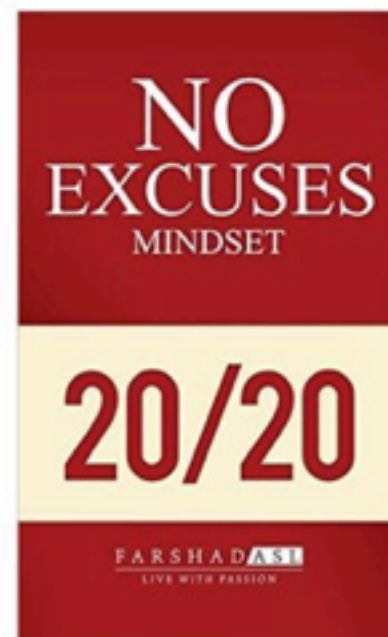
Understanding the Millennial Generation

- Strengths

- Fresh Perspective
- Technical Skills
- Cost Reduction
- Coping Skills
- Work Habits

“Millennials don't want to be managed, they like to be led, coached and mentored. This generation is on fire and ready to go. Are you ready to change the world?”

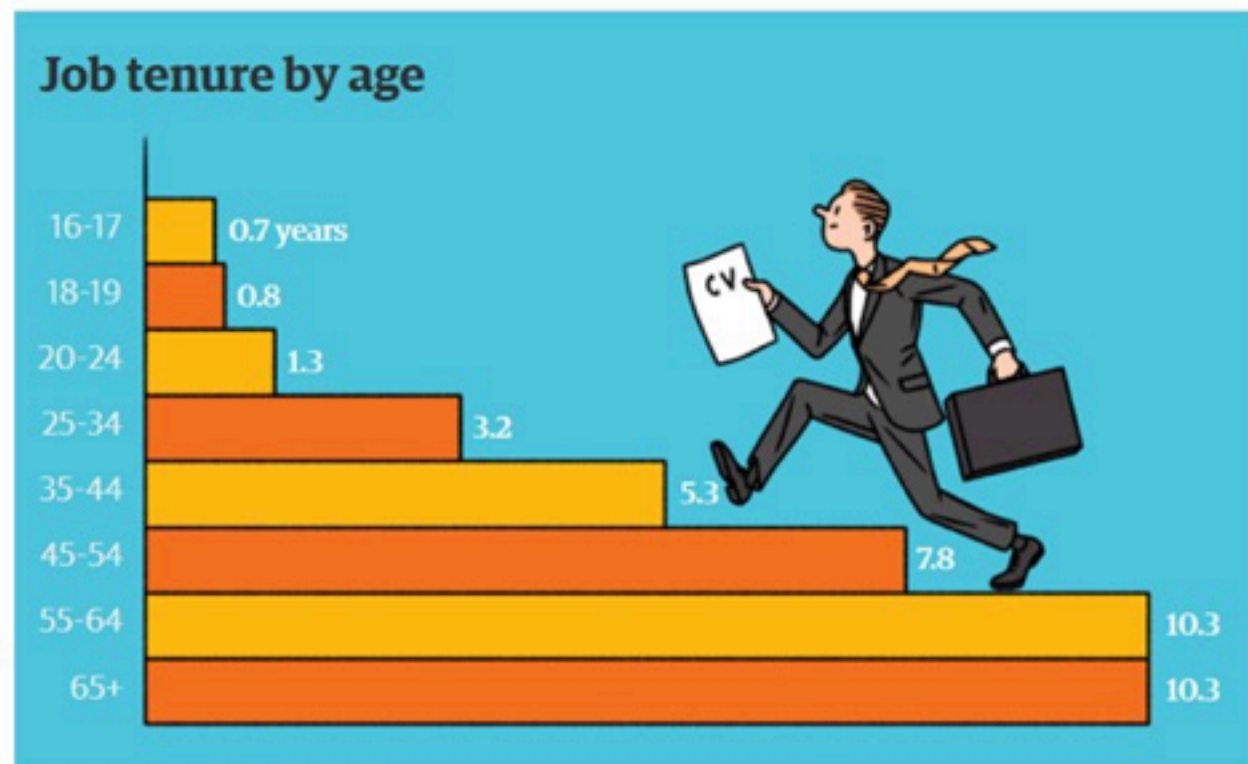
~ **Farshad Asl** Regional Director at Bankers Life;
Speaker, Author Entrepreneur



Understanding the Millennial Generation

- Workforce Statistics

- Millennials are people born between the early 1980s and the early 2000s
- Millennials will account for 75% of the workforce in 2025
- Almost 6.7 million young Americans have completed school and do not hold a job
- Six in 10 Millennials say they're looking for new employment opportunities
- Millennials who say they have a great place to work are 20 times more likely than peers who do not have that experience to plan to stay with the company



Brands Attracting Millennials

Ultimate Software

- IT Company
- Millennials 33% of Workforce
- Unique Orientation
- Excellent Benefits
- #1 Forbes Best Workplaces for Millennials



Brands Attracting Millennials

SAS Institute

- IT Company
- Millennials 17% of Workforce
- Mentoring Program
- Healthy Work/Life Balance
- #2 Forbes Best Workplaces for Millennials



THE
POWER
TO KNOW.®

Brands Attracting Millennials

Quicken Loans

- Financial Services
- Millennials 67% of Workforce
- Flexible Schedule
- Continuing Education
- #3 Forbes Best Workplaces for Millennials

Quicken Loans®
family of companies

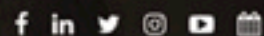


Brands Attracting Millennials

Unilever

- Consumer Goods
- Expects 60% of its Employees to be Millennials by 2020
- Future Leaders Programme
- Realistic Job Interview/Job Preview
- Identified as the FMCG Graduate Employer of Choice in 34 of the 60 Countries in Which it Recruits





Calling All World-Changers.



Search by job

Search by location

FIND YOUR FIT

UNIGAME entries due November 13th. Want to win up to \$7K and a job?

CLICK HERE TO LEARN MORE

Our Brands

Your Path

Job Openings

Locations

Life at Unilever

Build a Meaningful Career With Boundless Opportunities

At Unilever, we're makers. Makers of thousands of products under more than 400 brand names used by two billion people every single day to look good, feel good, and get more out of life. The products we make change people's lives, and we're using that reach to change the world.

LEARN MORE



Hiring & Retaining Millennials

- Training
- Internships/Apprenticeships
- Higher Purpose
- Authentic Connection with Management
- Fairness in Promotion/Advancement

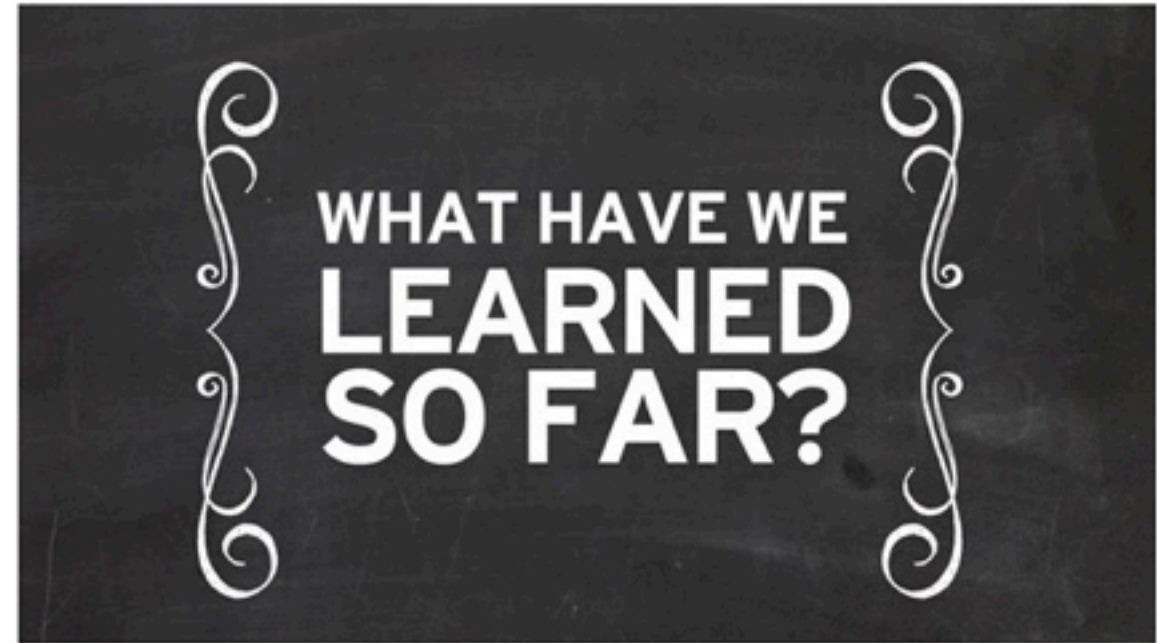
"It's not an exaggeration to say that different generations may see the same behaviors or dynamics in the workplace and perceive completely different things, whether positive or negative."

~ Crystal Kadakia, The Millennial Myth: Transforming Misunderstanding Into Workplace Breakthroughs

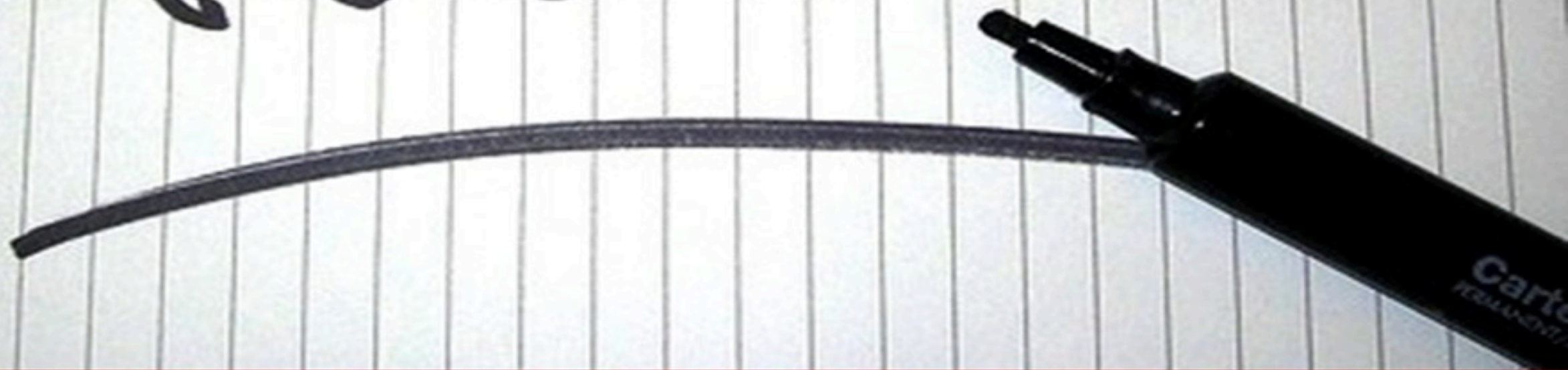


Best Practices

- Rethink Benefits
- Consider Social Media Platforms
- Let's Talk Communication!
- Create an Employee Value Culture
- Internships, Training & Mentoring
- Be Transparent



Questions?



Ruth Toombs, Digital Strategist
ruth@directemployers.org
(317) 874-9042