

# GEN NOW



Effectively Recruit and Retain Top Talent

Debbie Pearson, M Ed  
October, 2015

**KELLY**<sup>®</sup>

**You get it.**

**Generations are wired differently –**

**They work differently and organizations  
have to adapt or they'll go the way of the  
dinosaur**



# A new workplace, **a new workforce**

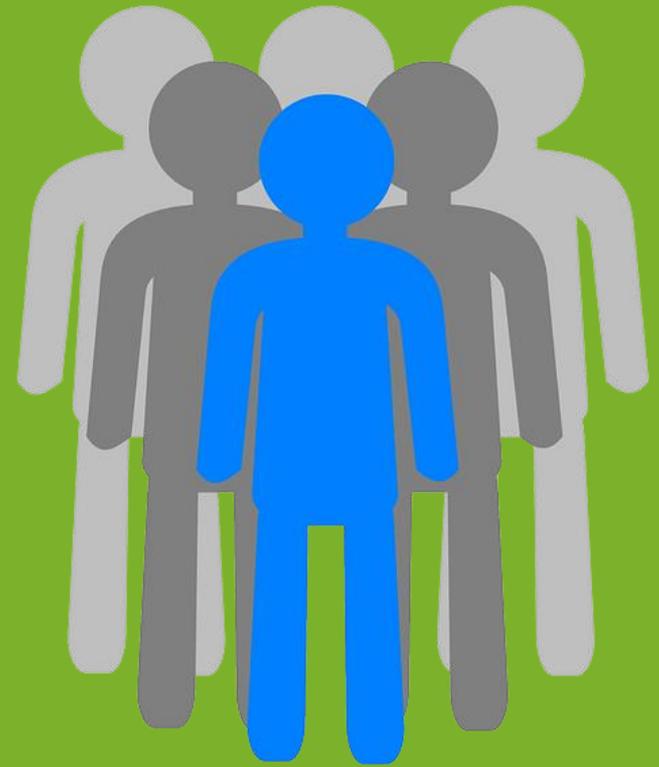
- Demands flexible conditions and work-life balance
- Thrives on collaboration and entrepreneurialism
- Craves knowledge and is qualified to impart it



# Did you know...

**75 percent of human-capital professionals believe the talent shortage negatively affects their business.**

(THE CONFERENCE BOARD)



# Who are you?

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## Organization A

I've got a pretty good handle on my candidate needs – advertising



## Organization B

I've got a pretty good handle on my candidate needs – advertising, job fairs



## Organization C

I've got a pretty good handle on my candidate needs – social media



## Organization D

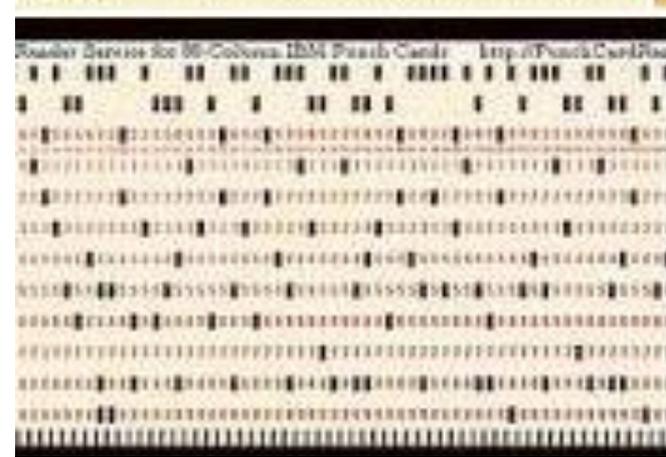
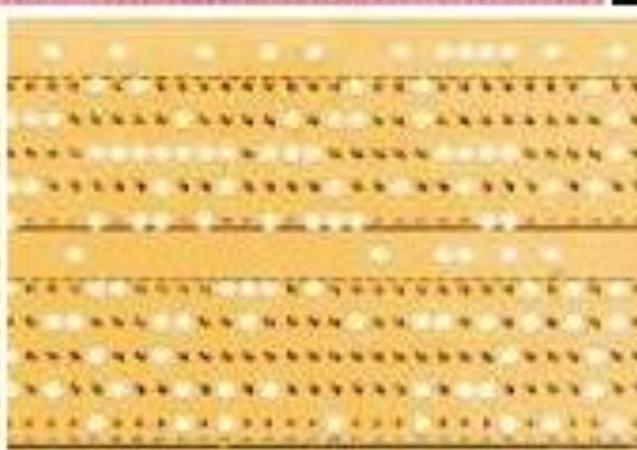
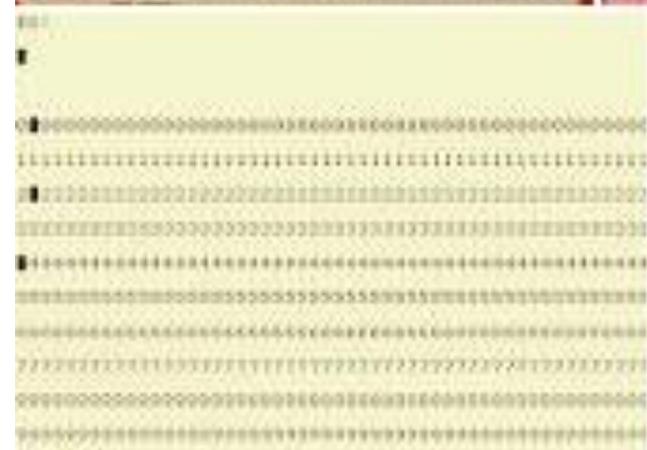
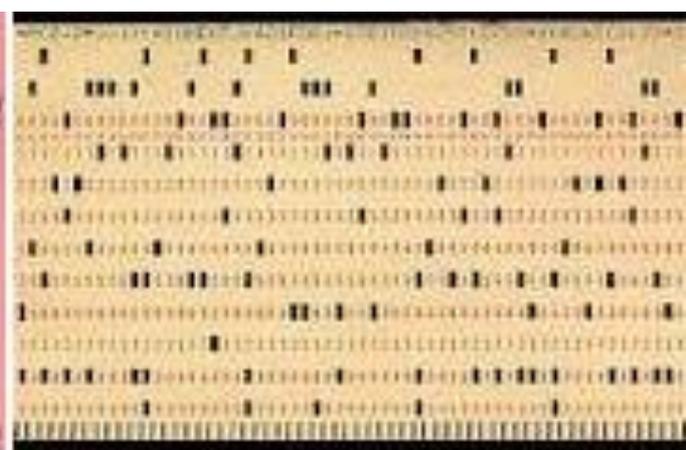
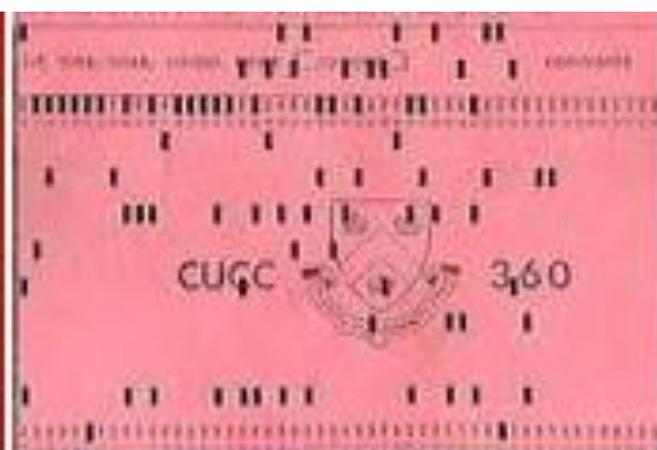
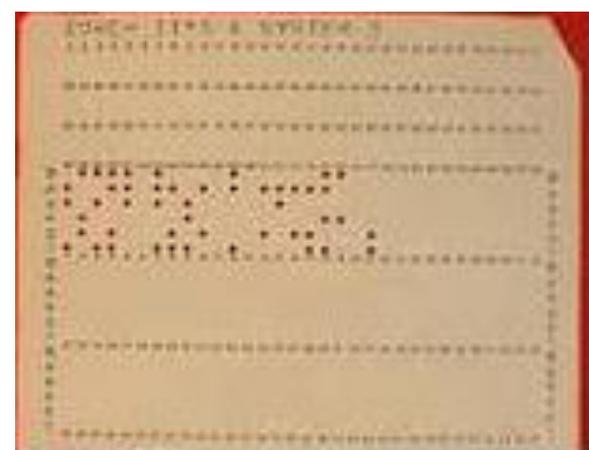
Not only do I have a handle on my candidate needs, my organization talks talent strategy



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**How'd we  
get here?**















AIM



Air Sharing



AirMe



Aqua Forest - Power...Aurora Feint The Beg...



Brightkite



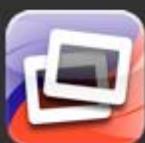
Dactyl



DoBot ToDo



Evernote



Exposure



Facebook



fring



Funambol



Fuzzle



Google Mobile App



Gyazickr



i.TV



Instapaper Free



JellyCar



Koi Pond



Labyrinth Lite Edition



Lightsaber Unleashed



LinkedIn



Loopt



Magic8ball



MazeFinger



Mocha VNC Lite



MotionX Dice



MySpace Mobile



NetNewsWire



newtonica



oneConnect



Pandora Radio



Photogene



PocketGuitar



Remote



Rotary Dialer



rRootage



Stanza



Tap Tap Revenge



Things



Tonnle



Tris



Twinkle



Twittelator



Twittelator Pro

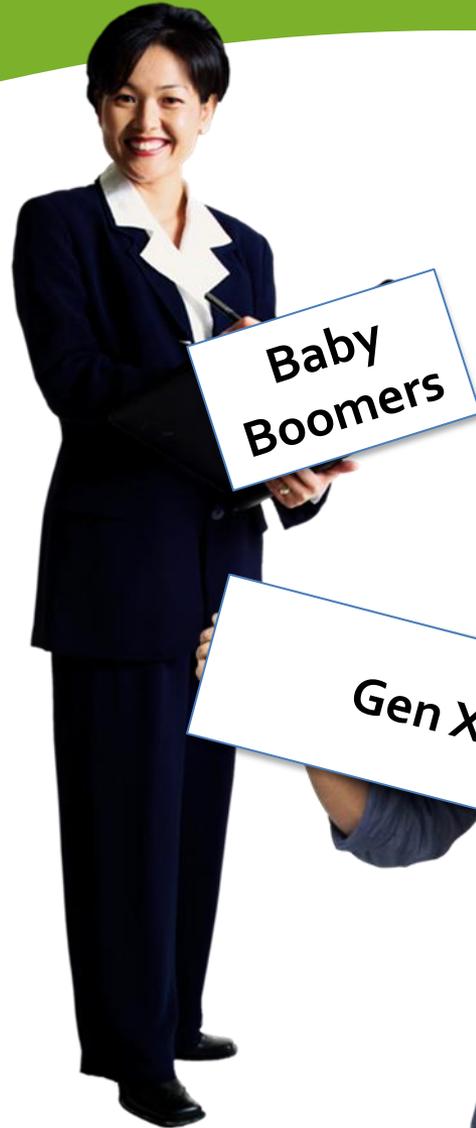


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WeatherBu

# today's workplace: four generations



# Silent Generation – The Traditionalists



- Born between 1925 – 1945
- Parents of baby boomers
- Work ethic built on responsibility and long-term commitment
- Value hard work, dedication, respect for authority
- Very small proportion of the workforce (3% in the U.S.)

# Baby Boomers – The “Me” Generation

- Born following World War II – between 1946 – 1964
- Known for rejecting or redefining traditional values in favor of personal gratification
- Grown up in time of affluence
- Independent, over-achievers
- Really care about the future of their organizations
- Typically work 22% more hours than other generations



# Gen X – the Bridge Generation

- Born after the end of the baby boom, 1965 – 1981
- Small in number
- Best educated generation – 40%+ college degree
- Demand short-term payoffs with immediate feedback and rewards
- Economic stagnation
- Brought workplace changes such as telecommuting, on-site child care



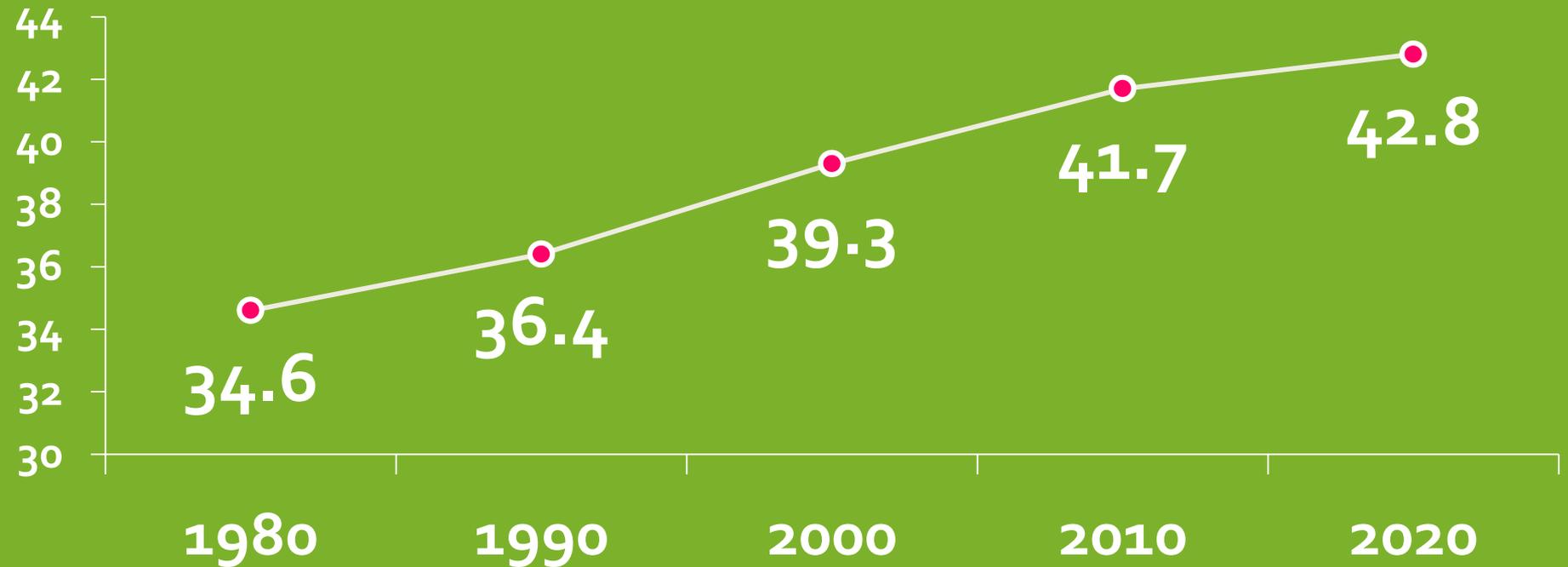
# Gen Y – The Millennials



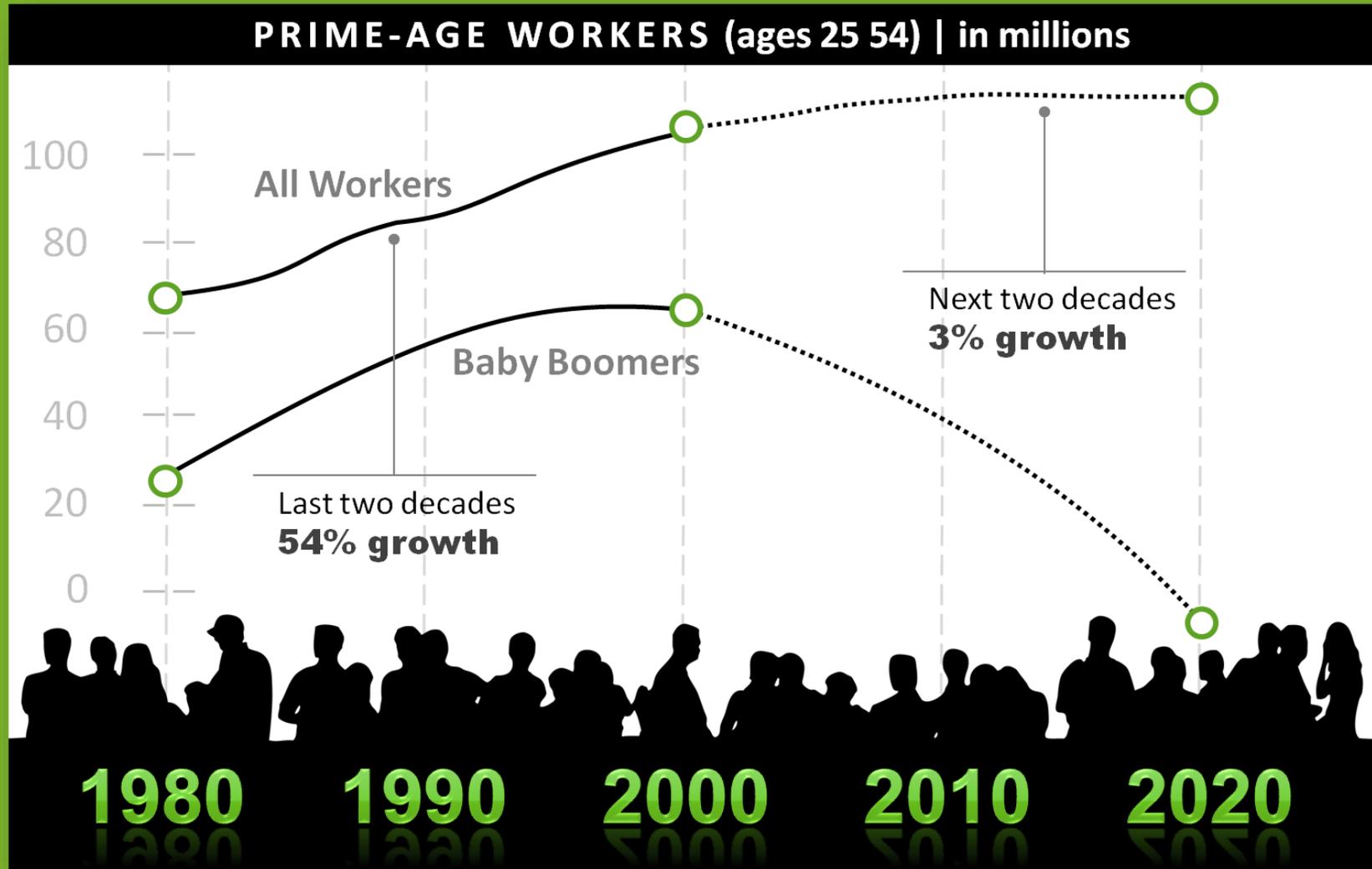
- Generation Next, Echo Boomers
- Born between 1982 - 2000
- 70M in the workforce
- Ambitious, demanding
- Need constant feedback
- Having “meaning” to their job is priority
- Largest consumer group in history
- Their world is much smaller - global

# the aging workforce

## The Median Age of the US Worker

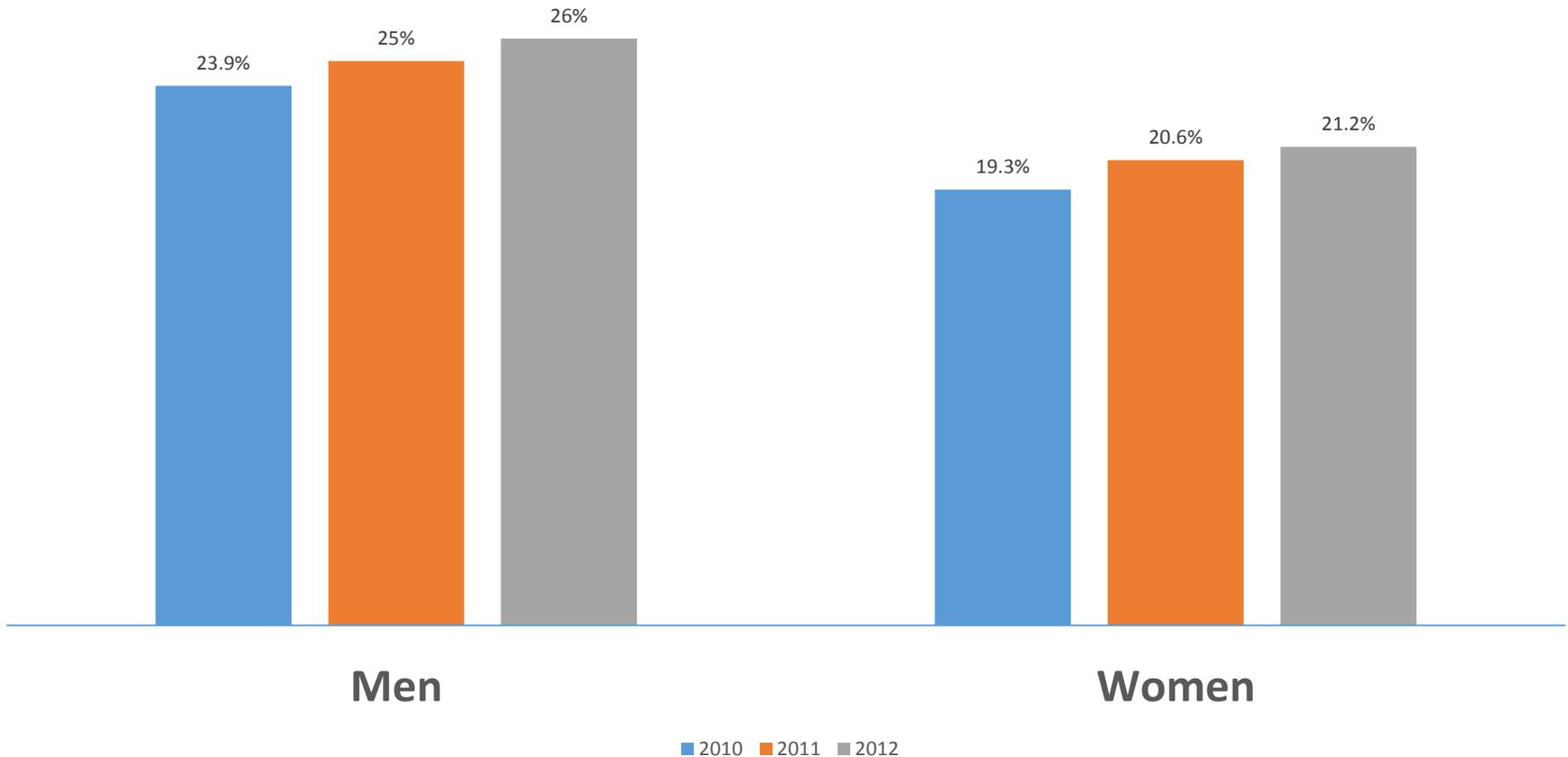


# Demographic Trends



# Demographic Trends

% of 25 - 34 Year Olds Living in Multi-Generational Households



# Demographic Trends

In the US, **10,000 boomers** per day will enter retirement age every day for the next 19 years!



# Did you know...

**75%**

of the workforce will be Gen Y by 2025

**54%**

of workers age 60+ will work beyond retirement



of U.S. workers are baby boomers

**28.9%**

of U.S. labor force is Gen Y, surpassing Gen X in 2015

**34.6%**

**38%**

of the workforce is managed by Gen Y

# challenges

- Finding innovative ways to get optimal performance from all generations
- Each generation has a unique attitude and style
- Differences often lead to inter-generational conflict



# opportunities

- Diverse teams are more effective than homogeneous teams
- Acceleration of communication
- Education returns to the fore
- Rethink what 'work' and 'workplace' mean...



2

**About those**

**Gen Ys...**

# key differences

Growing up in the mid-1980's – 1990's – 2000s as opposed to previous decades

The way in which children have experienced self-directed play, and more importantly, risk and freedom.



# increased emphasis

## Elements of parenting & education:

- Ris
- Po
- Ac
- pla

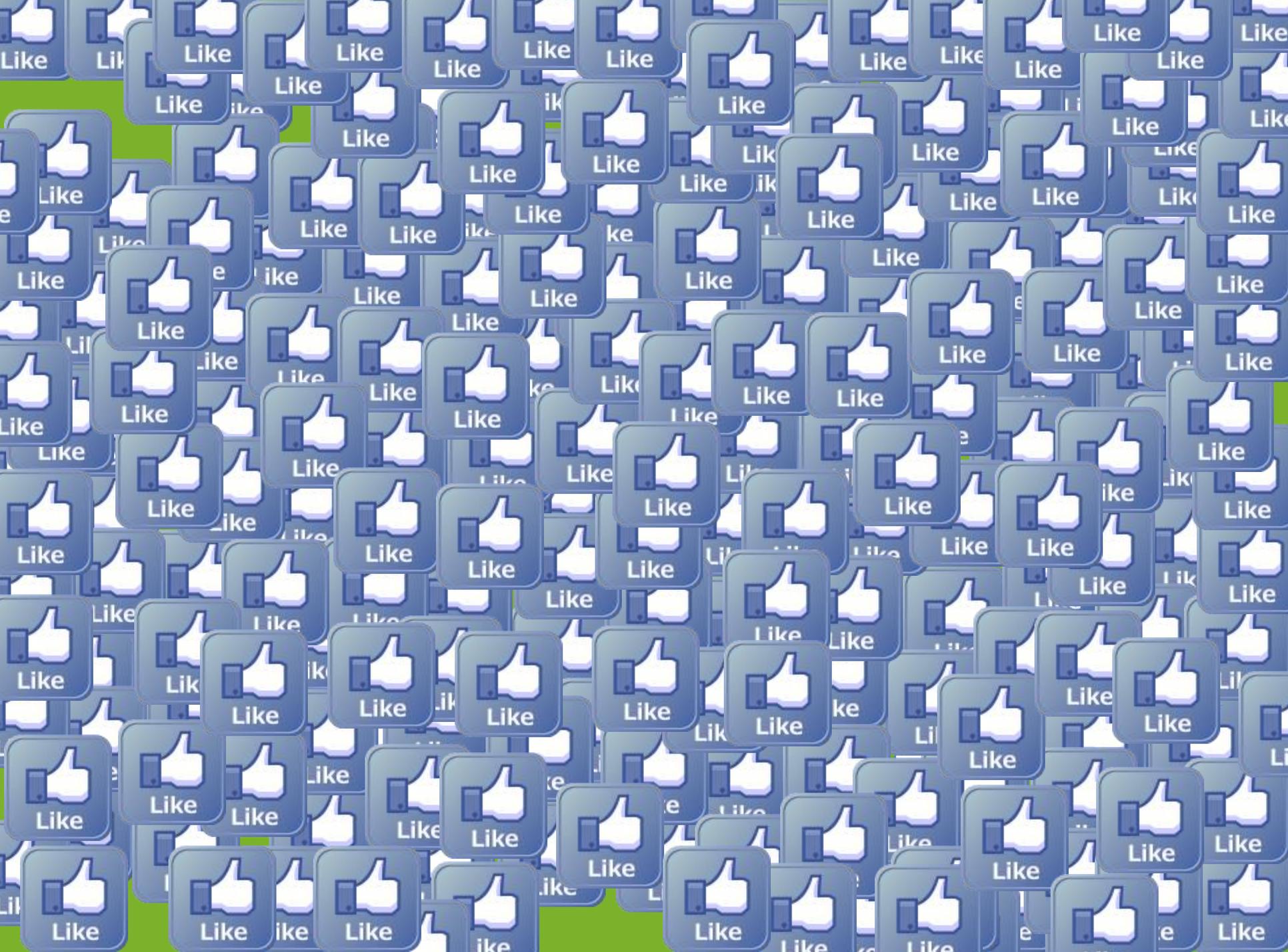
**“Parenting and  
managing *are*  
different”**

# what they're saying...

*"We are so overwhelmed with different sources of information, particularly advertising, that we tend to ignore it as much as possible. Being able to get information from a variety of sources has taught us to not trust the direct source, or not to only talk to one person. If we hear it from multiple places, we are more likely to believe it."*

2.4  
years





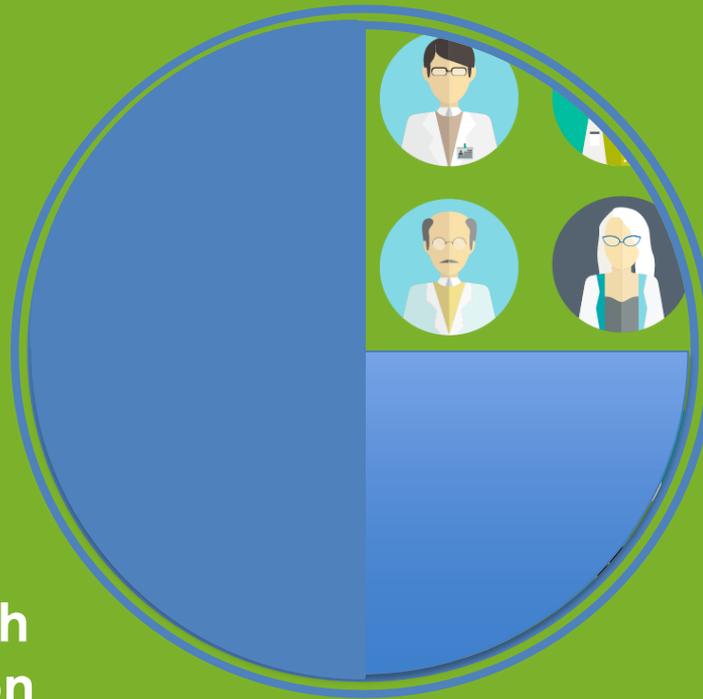
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**So,** what's next?

# What is your holistic talent pool?

% of people  
plan to work  
post retirement

% of  
employees will  
be people on  
your payroll



% of employees  
will only stay with  
your organization  
for x years

% of  
employees will  
view  
themselves as  
free agents

# Ask yourself....



What particular area(s)  
of expertise am I  
searching for

Where will I find people  
with those skills

What will I talk about  
with them

# Employer Reputation

Isn't what you  
is.....

Employer  
com  
who

Candidate  
employees an

Arrive at interviews with  
deeper knowledge

glassdoor.com



# Social Media Facts

**Professional Networking**  
Launched in 2003  
200 countries  
364 million users



**Social Networking**  
Launched in 2004  
1.8 billion users



**Video sharing website**  
Launched in 2005  
1 billion users  
Google subsidiary

**Social Networking**  
140 character messages  
Launched in 2006  
302 million active users

# Active Accounts

	YouTube	LinkedIn Job Search	Facebook	Twitter
Millennials/Gen Y	72%	23%	88%	59%
Gen X	54%	27%	81%	48%
Baby Boomers	34%	29%	70%	31%
Silent Generation			45%	

PEW research, DMR



# Employer Branding

Think like a marketer:

What do we really stand for as an organization?

What is our employee culture?

How can we best show off these assets?

**The very best employee branding programs focus on *showing* rather than *telling*.**

# Talent Brand Index

**LinkedIn** Talent Solutions



## LinkedIn Talent Brand Index

**See how your Talent Brand stacks up**  
Employer branding is critical to compete effectively in today's talent economy. On LinkedIn, 83% of employers believe their brand has a significant impact on their ability to hire great talent, but only one third of them regularly measure it. With the Talent Brand Index, LinkedIn gives you a simple metric to quantify and benchmark your talent brand — and determine how attractive you are to the talent you want to hire.

**What is the Talent Brand Index?**  
By cross-referencing billions of interactions between members and companies on LinkedIn with extensive survey data, LinkedIn has identified the key signals that indicate how attractive an employer is to its talent pool. Your Talent Brand Index is the percent of people who know about your company that also express an interest. The higher your index score, the easier it is to attract the right candidates for your roles.

**Talent Brand Engagement**  
Talent Brand Engagement is the number of people who have previously shown an interest in your brand, measured by:

- Researching your company
- Following your company
- Viewing jobs and applying

**Talent Brand Reach**  
Talent Brand Reach is the number of people who are familiar with you as an employer. This is the pool of talent that you have the potential to influence, measured by:

- Viewing employee profiles
- Connecting with your employees

**51,277**  
**366,263** = **14.0%**  
Talent Brand Index

**Gain actionable insights:**  
To improve your brand and recruit more efficiently, you need more than just a score. LinkedIn delivers detailed insights about your talent brand to help you make decisions.

**Peer Companies**  
Understand how your talent brand compares to your peers



**Job Function and Geography**  
Understand how your talent brand varies among professionals in different functions and geographies



**Changes Over Time**  
Track talent brand changes over time and measure the impact of branding initiatives



**Talent Brand Index for your company**  
is free of charge. To learn more about how your talent brand stacks up with global rankings, or lists by geography and functional area at: [talent.linkedin.com/talentbrandindex](http://talent.linkedin.com/talentbrandindex) or reach out directly to [talentbrand@linkedin.com](mailto:talentbrand@linkedin.com).

**Most InDemand Employers**  
The signals that power the Talent Brand Index, LinkedIn ranked the world's most sought-after global rankings, or lists by geography and functional area at: [talent.linkedin.com/indemand](http://talent.linkedin.com/indemand).

# Talent Strategist



Past:

Focus on “push”  
marketing  
(advertising)

Present:

Focus on “pull”  
marketing  
(blogging, ebooks,  
magazines, social  
media, events, etc.)

# Pull Marketing Truths

Applicants are in charge

Brands must serve up online content that's interesting

Social media is an important way to help relationships mature over time

Strong relationships take time



# Lessons About Recruiting

- The most sought after candidates have their pick of employers.
- Use content and social media to nurture a relationship with candidates
- Knowledge workers are social media power users.
- When recruiting top talent, think beyond your open positions available today.



# A strong content marketing program for your employer brand will:

Position your organization as thought leaders in the your industry

Elevates the Individual recruiters to have a personal brand

Drive traffic to your website



# Reinforce your organization brand/reputation.

1. Being transparent and open to customer feedback
2. Acting and embracing the customer view
3. Allowing staff a deep connection with the strategy and letting them make change happen for themselves



# Trust and dialogue matter

- Challenge specific traditions and entrenched ways of operating
- Facilitation of self-expression and feedback
- Hide, ignore or gloss over negative coverage . . Disengagement and distrust
- Use their strengths ...lead to innovative approach or experience



# Improve feedback mechanisms

Performance management is an on-going process, not an event.



# Promote connectivity

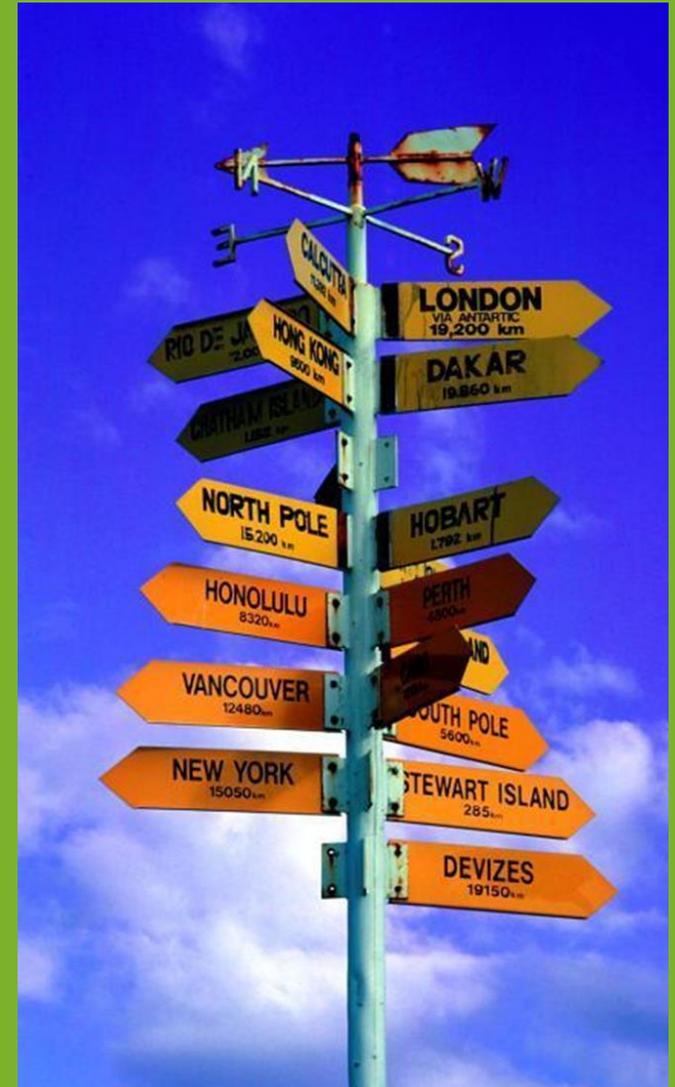
- Use social media and to
- Crowdfund questions
- Find ways to promote positive and generational issues

**Get people talking!**



Communicate the big picture, reward the small wins

Manager  
=  
Consultant



# Help workers excel and be transparent



# Set up real mentoring programs



# Consider intrapreneurship models

Definition:

*Act of behaving like an entrepreneur while working within a large organization*

*Integrates risk-taking and innovation approaches*

*Changing business from the inside out.*



4.

**Meet Gen Z?**

# Gen Z – The Internet Generation

- Born after 2000
- Ipod generation
- Grew up with technology
- Computer in the kitchen
- Every classroom has had a PC
- Carrying cell phones since they were 12
- The millennials will have to manage them







# Gen Z



Wi-Fi in the house?

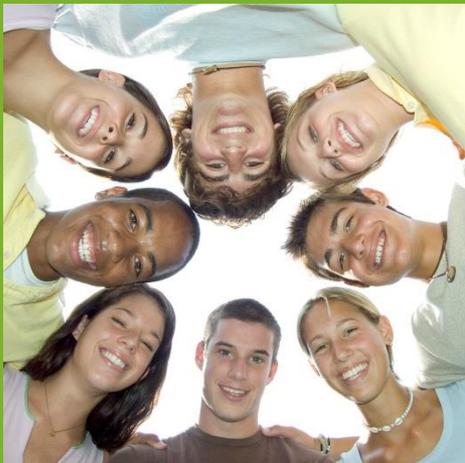
24/7.

Math Homework?

An app.

Book reports?

Apple Keynote.



**THEY WILL OWN  
THEIR  
EMPLOYERS!**



5.

**Who..will you be?**

# What will the future be?

- Leadership deficit
- Retention of key talent is critical
- Get ready to “woo” the applicants
- Employer branding is important to successful recruiting
- Think out of box
- Utilize social media
- Embrace a multi-generational workforce



# Who will you be?

## Organization A

## Organization B

## Organization C

## Organization D

I've got a pretty good handle on my candidate needs – advertising

I've got a pretty good handle on my candidate needs – advertising, job fairs

I've got a pretty good handle on my candidate needs – social media

Not only do I have a handle on my candidate needs, my organization talks talent strategy, branding and use of content to attract the best candidates



**How will your  
organization support  
the integration of all  
four generations in  
the workforce?**



# A multi-gen workplace demands

transgenerational solutions  
for recruiting and retention

**A multi-gen  
workplace demands**

**change**



**“It is not the  
strongest of  
the species that  
survives...It is the  
one most**

**adaptable  
to change.”**

FAIL TO  
CHANGE,

YOU

FAIL



the future is

**now**

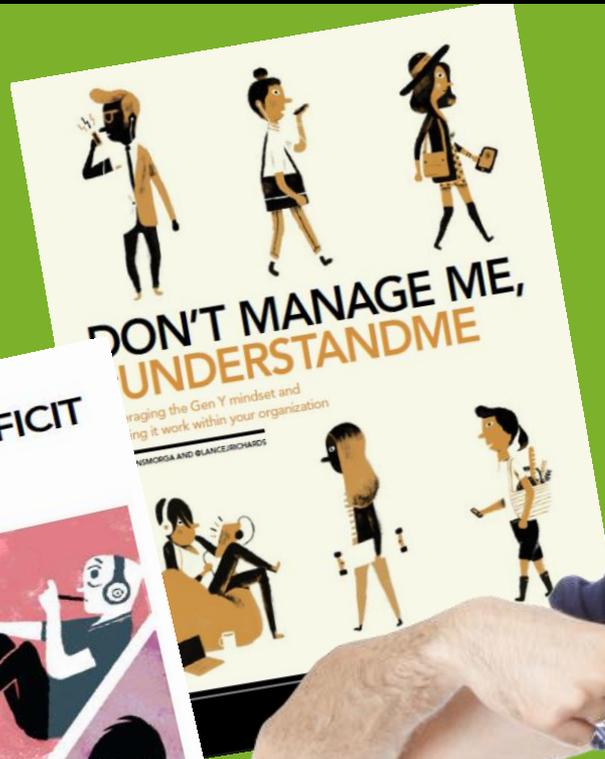
(or, maybe it was  
3 hours ago, and we  
all missed it...)

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issues facing the  
global workplace  
today on your  
iPad with The  
Talent Project.



# Whitepapers



# GEN NOW



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