



recruiterdeveloper

Managing and Motivating Millennials

Captain's Table

Melbourne 18th September

Sydney 19th September

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Five Generations Working Side by Side in 2020



TRADITIONALISTS

Born 1900-1945

Great Depression
World War II
Disciplined
Workplace Loyalty
Move to the 'Burbs'
Vaccines



BOOMERS

Born 1946-1964

Vietnam, Moon Landing
Civil/Women's Rights
Experimental
Innovators
Hard Working
Personal Computer



GEN X

Born 1965-1976

Fall of Berlin Wall
Gulf War
Independent
Free Agents
Internet, MTV, AIDS
Mobile Phone



MILLENNIAL

Born 1977-1997

9/11 Attacks
Community Service
Immediacy
Confident, Diversity
Social Everything
Google, Facebook

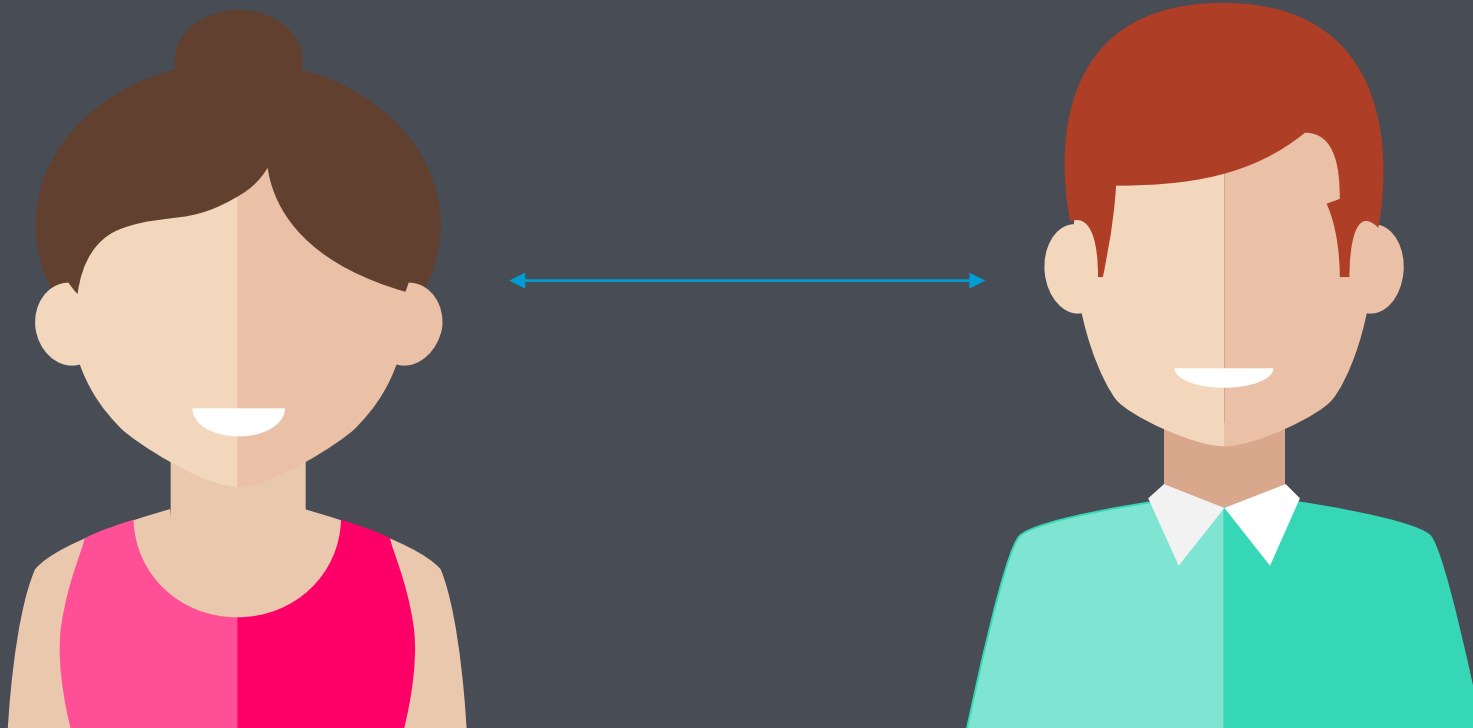


GEN 2020

After 1997

Age 15 and Younger
Optimistic
High Expectations
Apps
Social Games
Tablet Devices

“Biggest transfer of knowledge between generations happens over the next decade!”



SOMETHING TO UNDERSTAND

1/

2015 Millennials surpassed Gen X in the workforce

2/

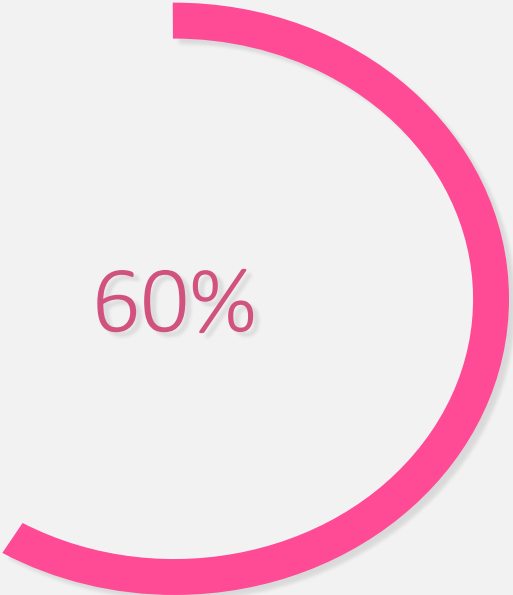
2017 Millennials surpassed Baby Boomers as the largest living generation

3/

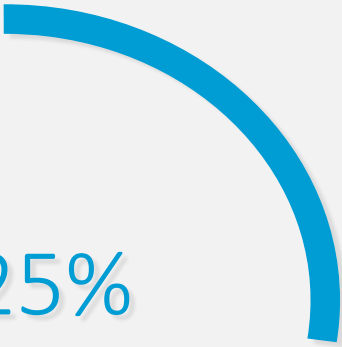
By 2020 Millennials will make up 50% of the workforce



THE BAD NEWS IS



Stay with Company
3 Years



Stay in Recruitment
12 months

MIILENNIALS DO NOT CARE ABOUT HOW WE 'USED TO DO THINGS''

where's my chair?

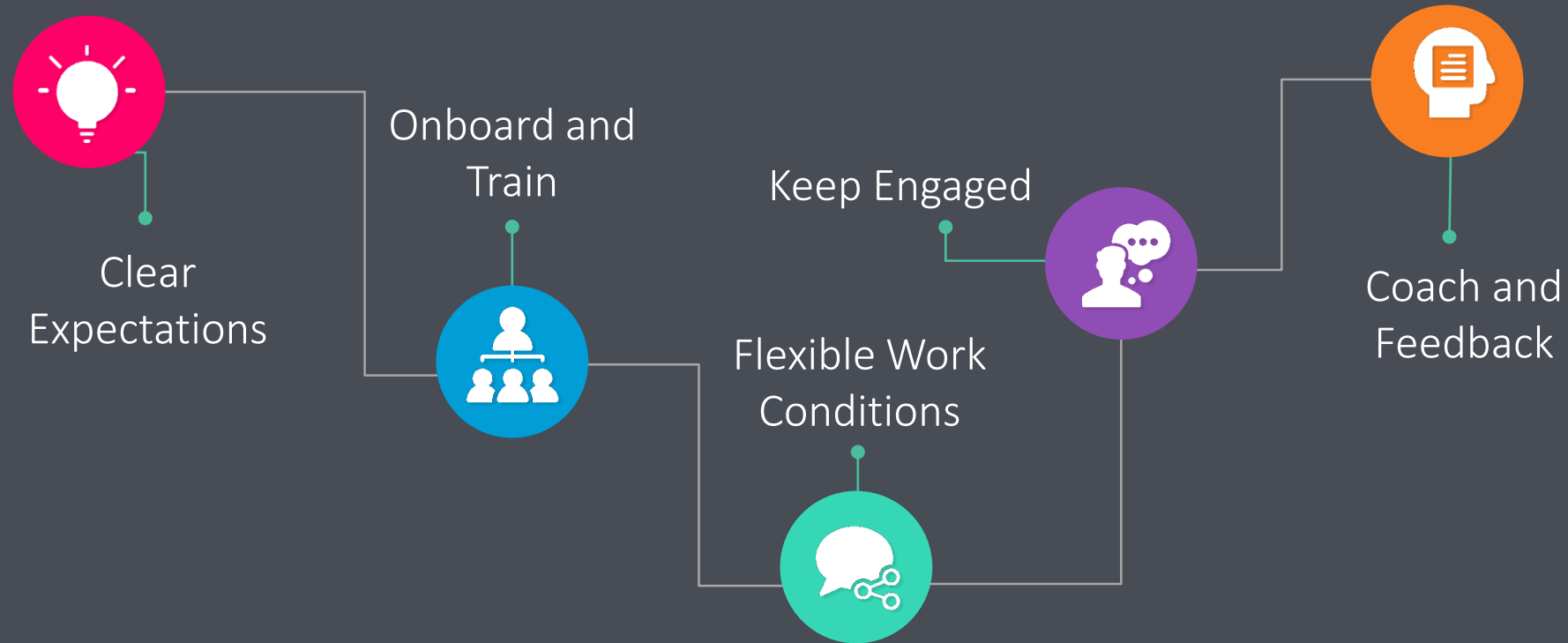


“People with the most responsibility in a company need to adapt first”



ROADMAP OF SUCCESS

Recruit, Reward, Retain Millennials...



1. SET EXPECTATIONS FOR SUCCESS QUICKLY



This is what
success looks like



2. CONTINUAL FEEDBACK

In my office 2pm
We need to
have a 'chat'!



FEEDBACK

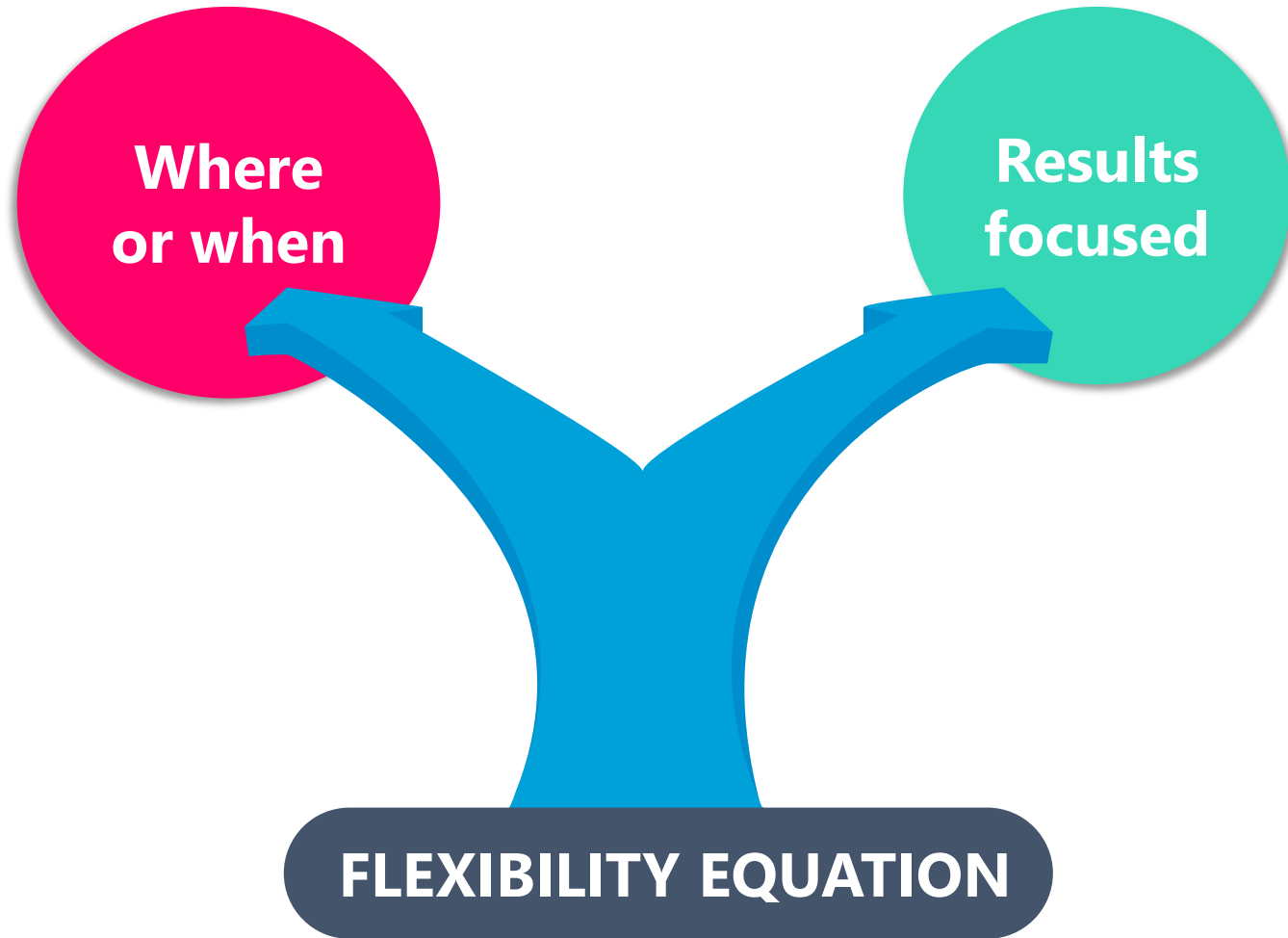
1/ Frequent

2/ Timely

3/ Informal



3. FOCUS ON WHAT THEY DO



4. TRAIN, TRAIN, TRAIN..... AND TRAIN AGAIN







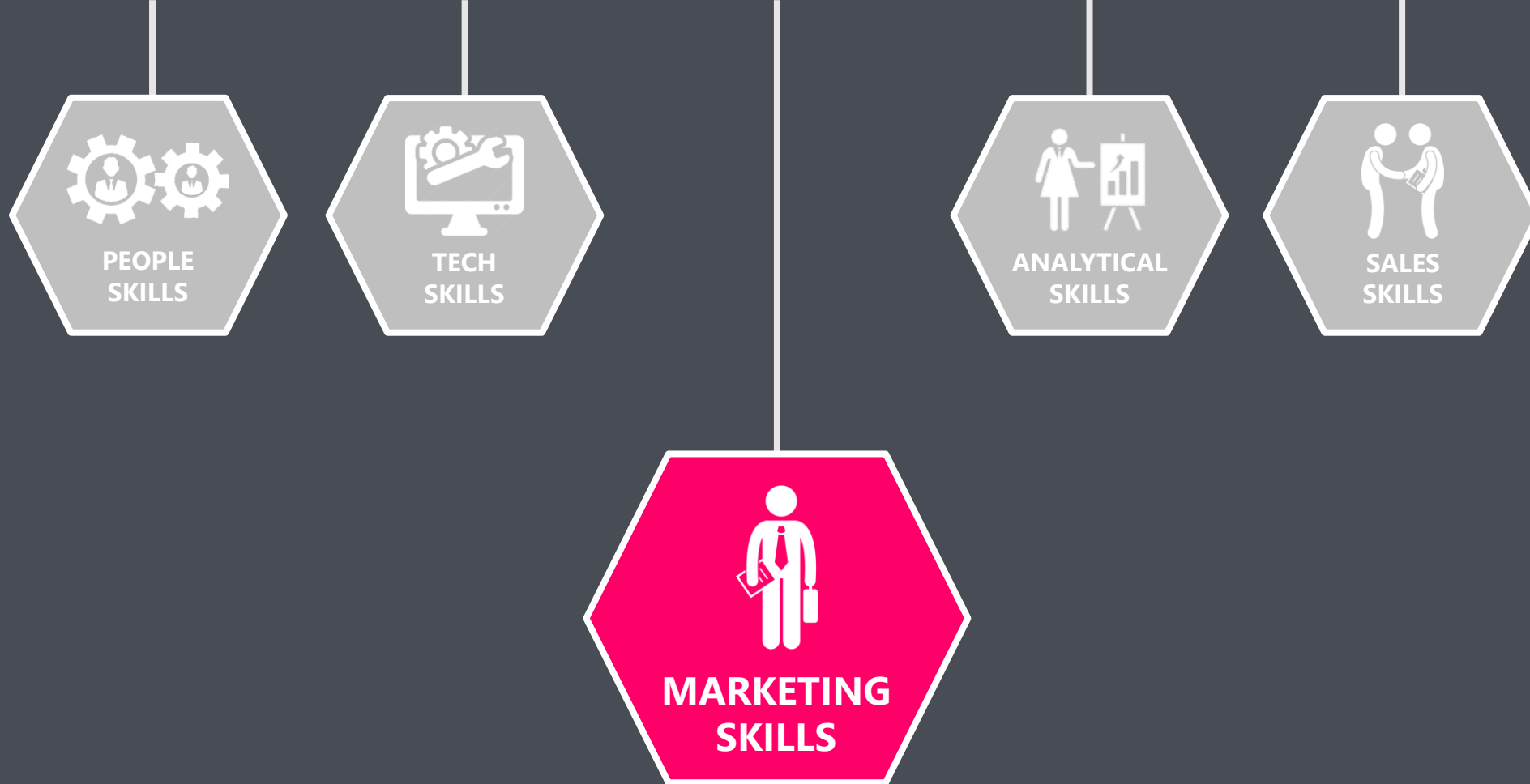
With the rise of AI in recruitment, people skills have never been more important! Successful recruiters are tenacious, driven and need to manage multiple relationships with client, candidate and prospects.





Technology is there to leverage so much of what recruiters do. Focus on when, where and how technology and social channels can optimise recruitment process and improve results.





In addition to the regular employer branding, there has been a shift towards recruitment marketing. It's not just about reaching the masses digitally, it's important that individuals have a credible personal brand.



Being a great recruiter goes way beyond just placing candidates in jobs. It's essential to have an understanding of personal success ratios. Identify where times is being allocated and what sales/candidate pipelines should look like to be set up for success.

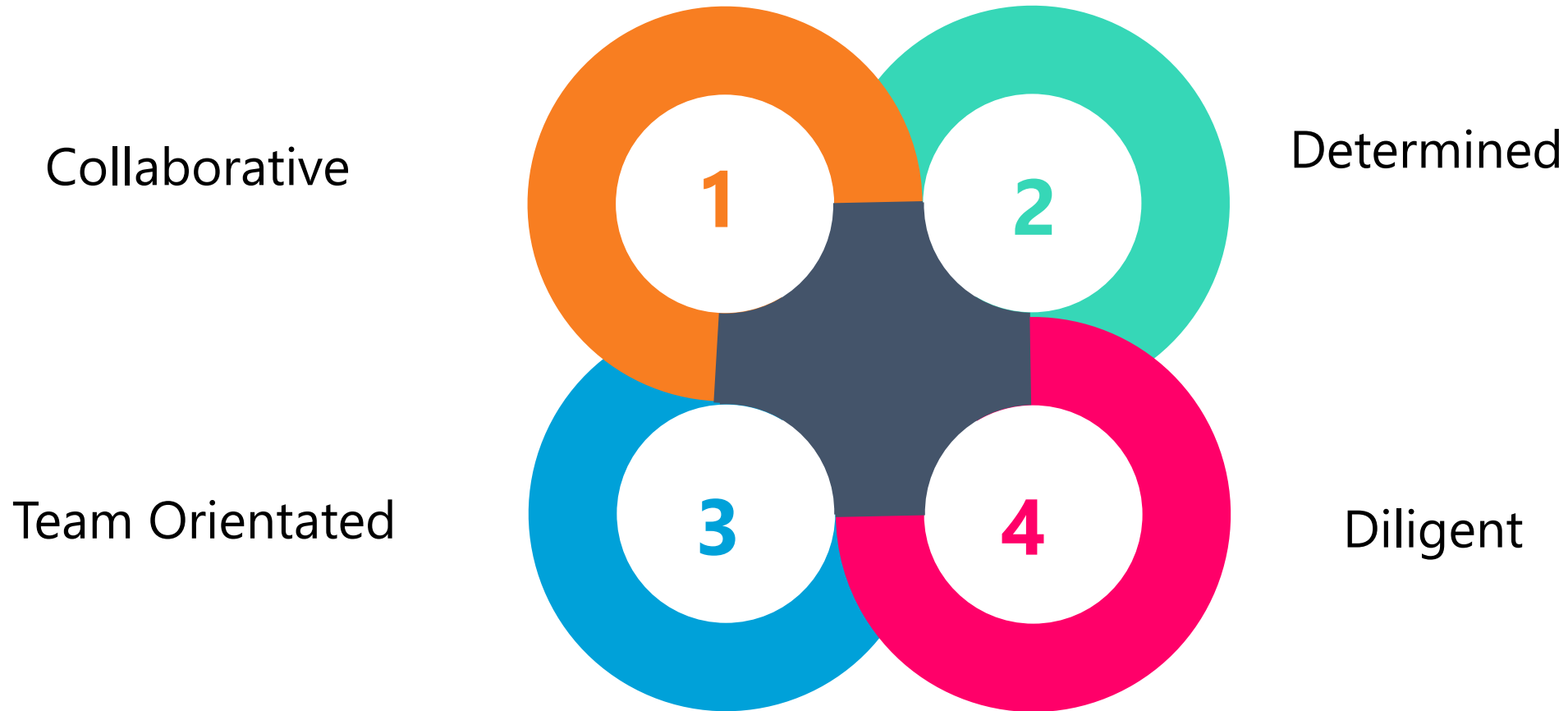




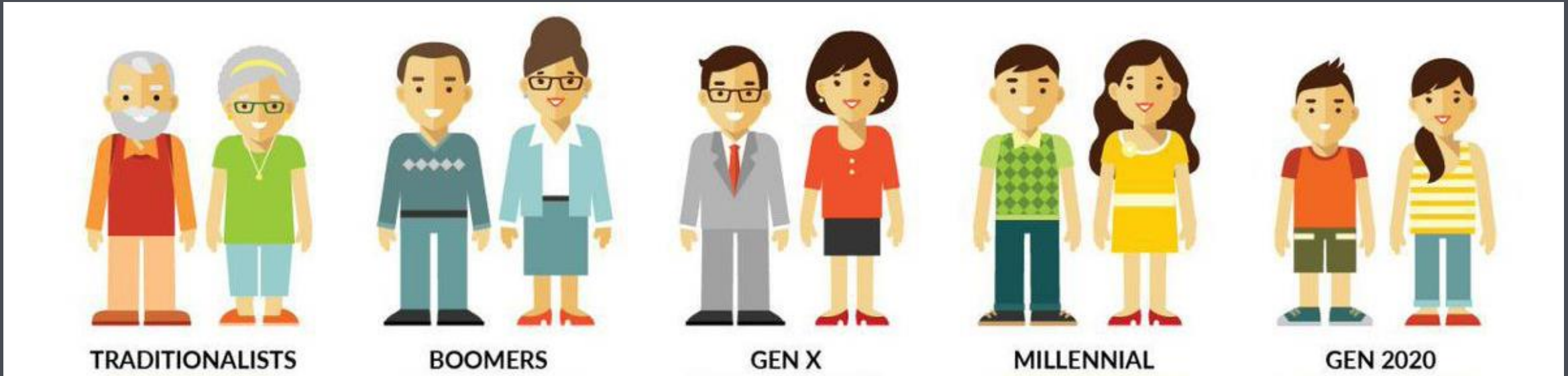
Even if consultants don't have a direct sales responsibility, they need to know why a sales mindset is so important to succeed in recruitment. Modern sales techniques are all about building networks and relationships with target groups.



5. ASK FOR THEIR HELP



6. HELP THEM TO SEE OTHER PERSPECTIVES



7. FIGURE OUT WHAT REALLY DRIVES THEM

1 Millennials are idealists, often focusing more on social impact or personal fulfillment

2 May not be driven by the need for financial stability

3 Work-life balance or community contribution

4 They are success orientated and expect more from employers

5 They are conditioned to being in an 'inclusive' environment

TAKE AWAYS

1/

Consider who you want to build a better relationship with?

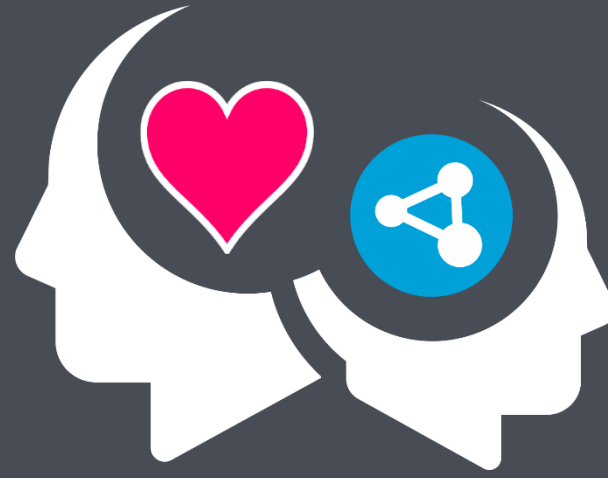
2/

Think about when and how you'll start the dialogue?

3/

Educate yourself on how to have meaningful coaching conversations





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