

engage 2016

Chameleons, Catfish and Cybersleuths: The Art of Sourcing and Attracting Multigenerational Talent in a Tight Labor Market

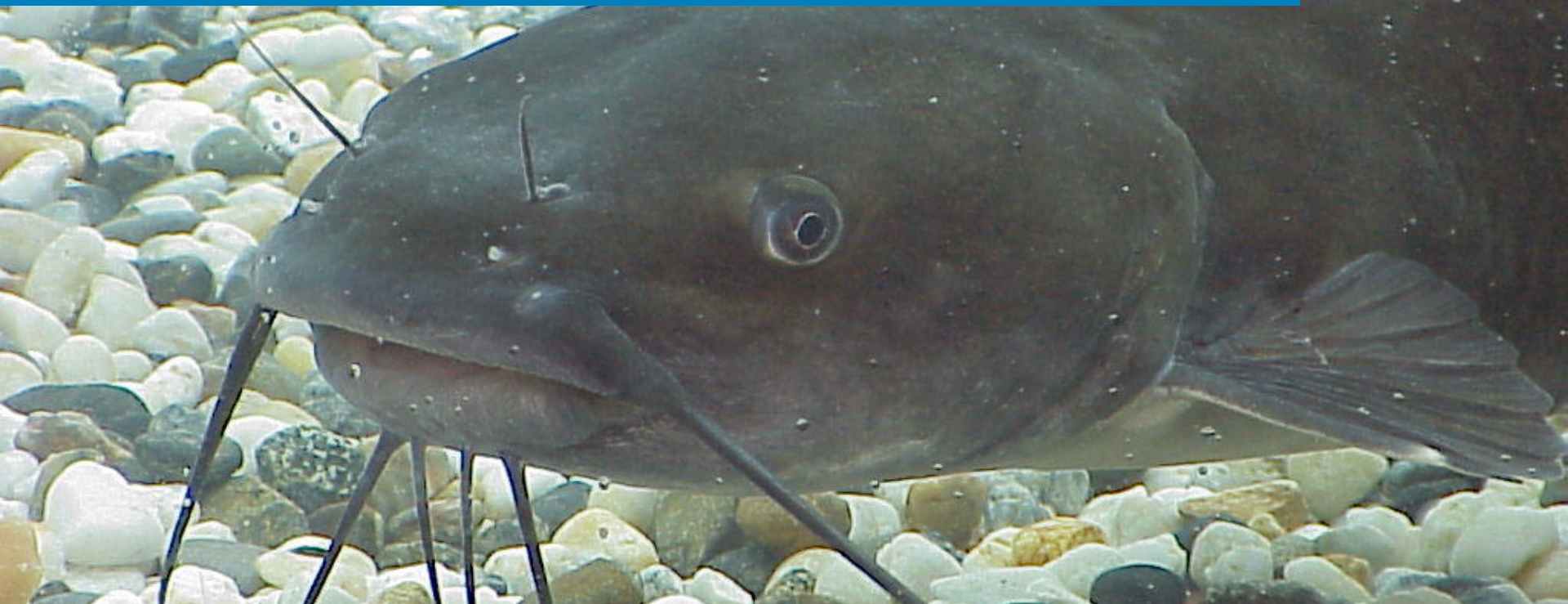
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While most of us are aware of the generational differences, few of us have really embraced them. We are yet to truly nail the art of modulating our behavior depending on who we are trying to lure into our talent community.

For the first time in history we are dealing with prospective talent from *five* generations, which can present massive challenges when it comes to sourcing, attracting, and engaging talent.



Failure to take into account the generational differences could pose a serious threat to our ability to source the best talent.



Key Take-aways

- How to start thinking like an online marketer
- How to create multi-faceted sourcing strategies and outreach messaging
- How to modulate your behavior as a sourcer/recruiter depending on your target 'audience'

Key Take-aways ... continued

- How to integrate a multi-generational sourcing strategy with your employer brand
- How to ensure a positive candidate experience and positive ROI through a multi-generational sourcing and engagement strategy



Where are the different generational talent hiding?

The Different Generations

| Generation | Born Approx. | Key characteristics and benefits to the workplace |
|---------------------|--------------|---|
| Silent | 1929-1945 | Respectful of authority and tradition. Loyal to their employers. Hard-working, detail-oriented, focused, possess emotional maturity. |
| Boomer | 1946-1964 | "Work to live" philosophy; 're-defining' retirement; conservative; dedicated, experienced, knowledgeable. |
| Gen X | 1965-1980 | Hard-working and tech 'literate'; focus on work-life balance - flextime, telecommuting and job sharing. Independent but collaborative, adaptable, willing to change the status quo. |
| Gen Y - Millennials | 1981-1992 | Smart, easily bored; eager to move up; short-term focus; individualistic; challenging of authority; needing constant stimulation, variety and challenge. Optimistic, tech savvy, tenacious; team oriented and socially responsible. |
| Gen Z | 1993-present | Self-directed; capable of processing information quickly; smart; less likely to be team oriented; able to process large amounts of information; creative and tech oriented. |

It is now critical to determine what impact each generation has on each phase of the talent lifecycle and to identify the unique characteristics of each generation when it comes to **sourcing** and **attracting** talent.



Understanding the social recruitment landscape

- Talent pools vs talent communities
- *Engaging* with multi-generational talent
- Using social networks as the backbone for your sourcing strategy



Mapping and Tapping

- Doing your ‘presearch’
- Building your ideal candidate profile
- Preparing for tomorrow’s talent demands
- Uncovering the talent sources that will enable your business to thrive

 Email Hunter

HiringSolved



TalentBin

entelo

pipl

Linked  [®]

Connectifier

 swoop

ævy

HOOVERS [®]

 Clearbit

Recruit'em





Conducting outreach like a marketer

- Use multiple touch points
- Target and personalize your messages
- Run small experiments and test often
- Should the email come from a recruiter?
- It's *not* about you or your company

Conducting outreach like a marketer ... continued

- Email or social?
- *“Hi! I’ve done no research about you. How about coming to work for us!”*
- *“Cld U pls DM me more deets l8r or tomoz?”*

“Three why’s to one what” strategy

... Jer Langhans, Cofounder – *Paired Sourcing*

- Why do I care as a candidate?
- Why are you even reaching out to me?
- Why are you any different?
- What is the actual job?

Approaching the different generations

| Generation | Targeted Message | Communication Channels |
|---------------------|--|---|
| Silent | Stability, benefits | Professional networking, referrals |
| Boomer | Stability, conventional benefits, salary | Professional networking, referrals, niche job boards |
| Gen X | Career advancement/development opportunities (progression to seniority), focus on the organization, pay for performance, work-life balance | Professional networking, niche job boards, transparent social media campaigns (eg LinkedIn) |
| Gen Y - Millennials | Unique benefits, focus on skill development, team collaboration, fun environment, flexibility | Interactive social media campaigns (eg Facebook/Twitter), smartphone applications connected to social media sites and career websites, use of gaming technology |
| Gen Z | Meaningful work, ability to make an impact quickly – 'progression against my plan' | Campus/career fairs, interactive social media campaigns, smartphone applications connected to social media sites and career websites, use of gaming technology |

Reaching out to a Boomer

- Title, status and salary
- Generation Jones
- Staying ahead of peers in terms of material possessions

Reaching out to Gen X

- Overall package and benefits
- Money isn't everything
- Work-life balance
- Clear growth and learning opportunities
- Personal and professional development

Reaching out to Gen Y

- Address highly individualized career plan
- How will they make their mark on the world?
- Sense of self-worth; won't sell out to the highest bidder
- “Any old job” won't do

Multi-generational Sourcing and Your Employer Brand



Attracting Multi-generational talent to Your Employer Brand

- Does your employer brand appeal to every generation?
- Could it unintentionally force a particular generation to self-select out of your recruitment process?

The Multi-generational Candidate Experience

- Are you mobile enabled?
- How intuitive is your application process?
- What happens when a candidate searches for you online?
- Adapting to changes in job seeker behavior
- Tweaking your value proposition

Measuring Candidate Satisfaction





Given the war for quality talent, organizations have an imminent need to adopt a multi-faceted sourcing and recruitment strategy capable of attracting the best candidates from diverse backgrounds and various generations.

Thank you

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