

# Be a Talent Magnet – How to Attract, Manage and Retain the Millennial Workforce

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*How do you attract, manage and  
retain talent?*





**ERIK'S  
DeliCafe**

**TRUE NAILS**

**FOR LEASE**  
**BARRY SWENSON**

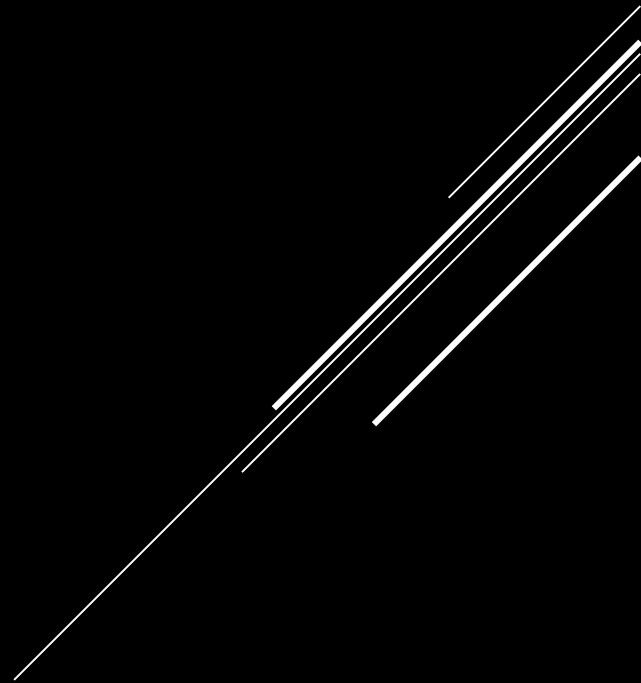
**CHINESE DELI**  
**GREEN LUNCH**

**INTL. HAIR DESIGN**

**NO  
PARKING**





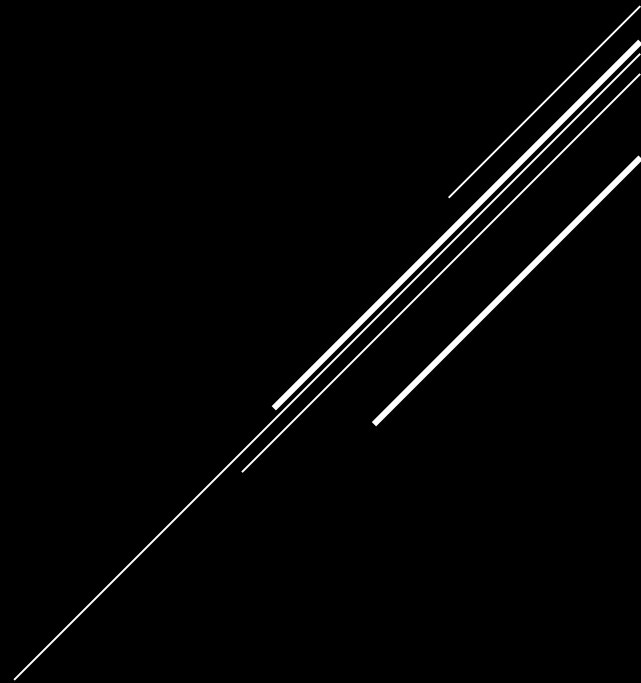




# *2 Spheres of Influence*



# *1.Environment*



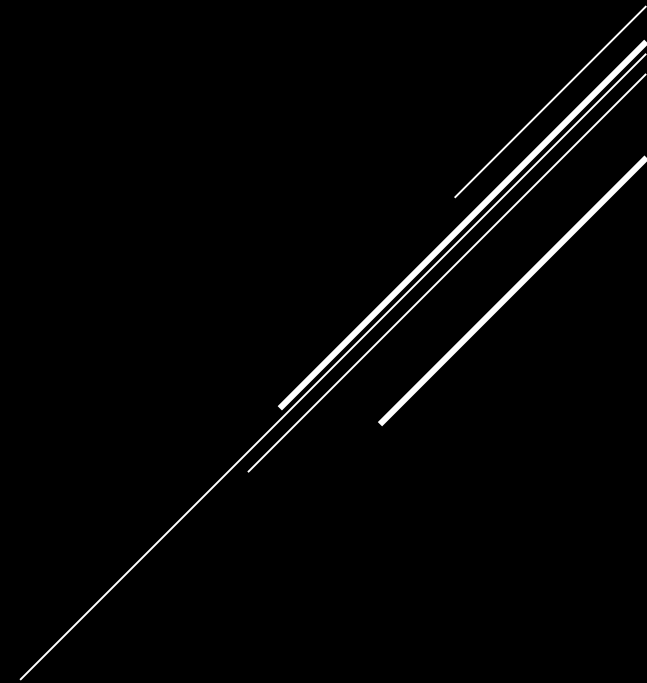


**FOX**  
NEWS

**OVERPROTECTIVE?**  
CO FAMILY MOVES TO COLLEGE WITH DAUGHTER

**FOX** &  
friends

## 2. *Technology*



# Attraction



# 3 Phases

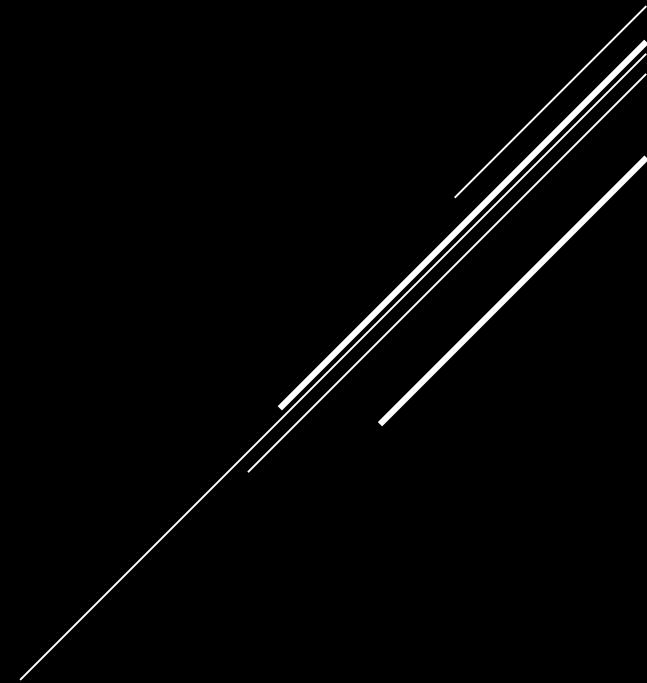
*Attention* | *Interest* | Commitment

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

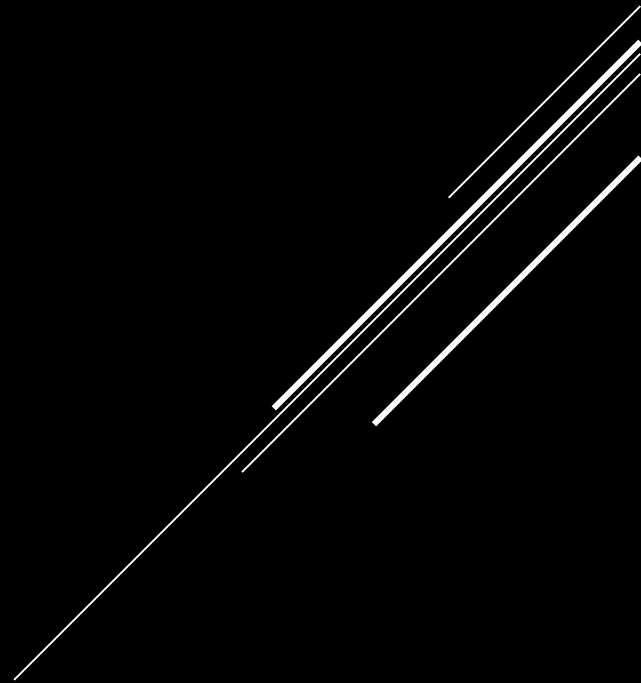


**ATTENTION**

*What is Talent?*

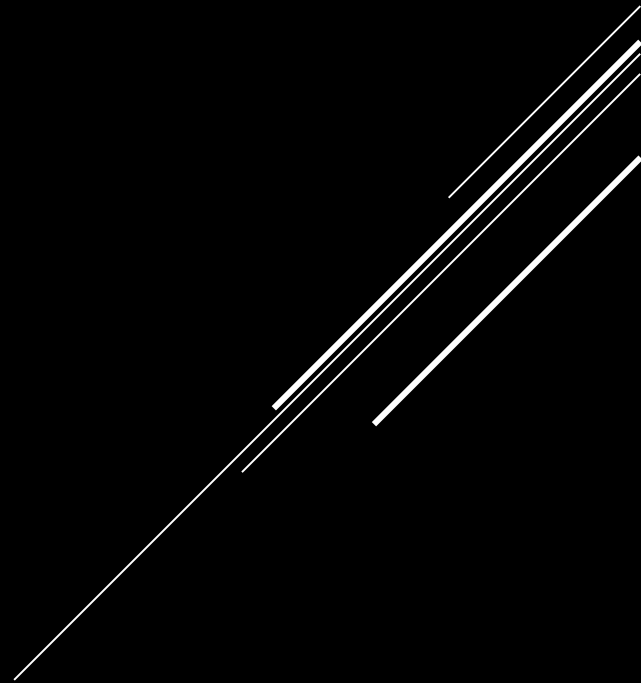


*“Start with Why”*

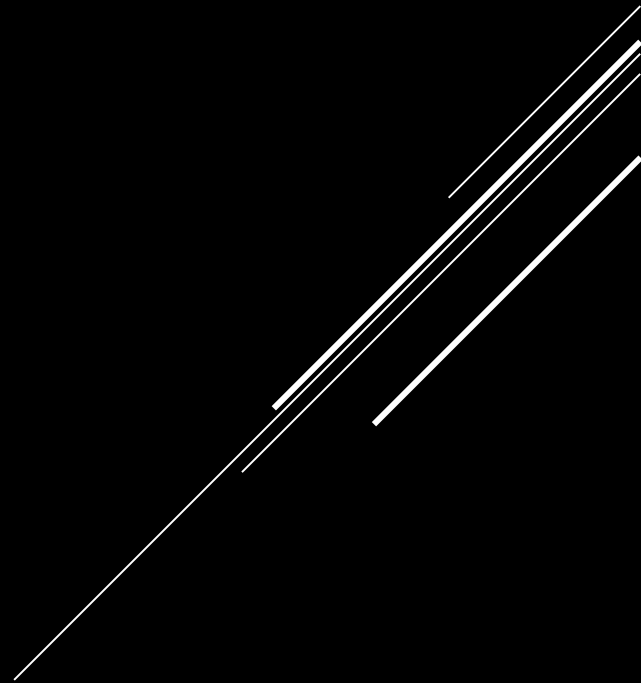




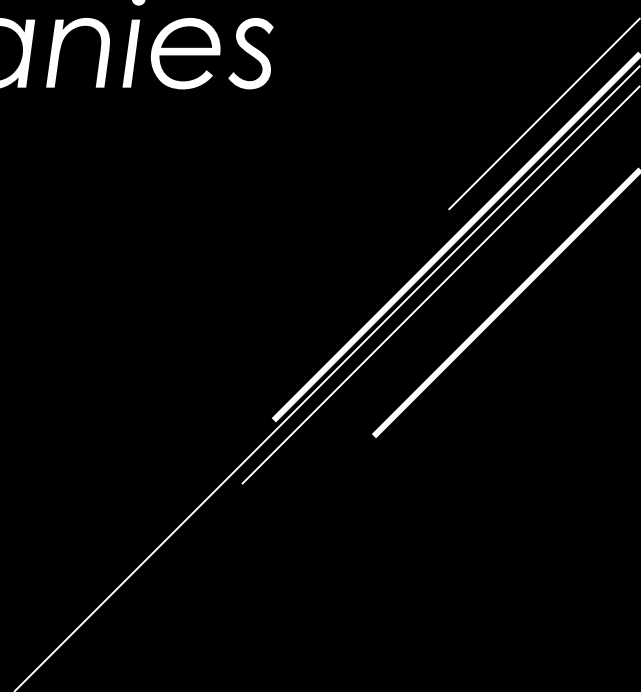








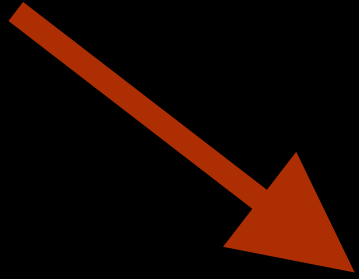
*Humanification of Companies*  
*I-You vs I-IT*



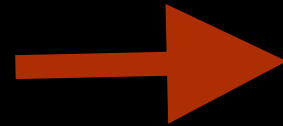
*“62% of millennials say that if a brand engages with them they are more likely to become a loyal customer.”*



*Type of Talent*



*Tailored Message*



*Channels*

*Value Proposition*



*Phase II: Interest*



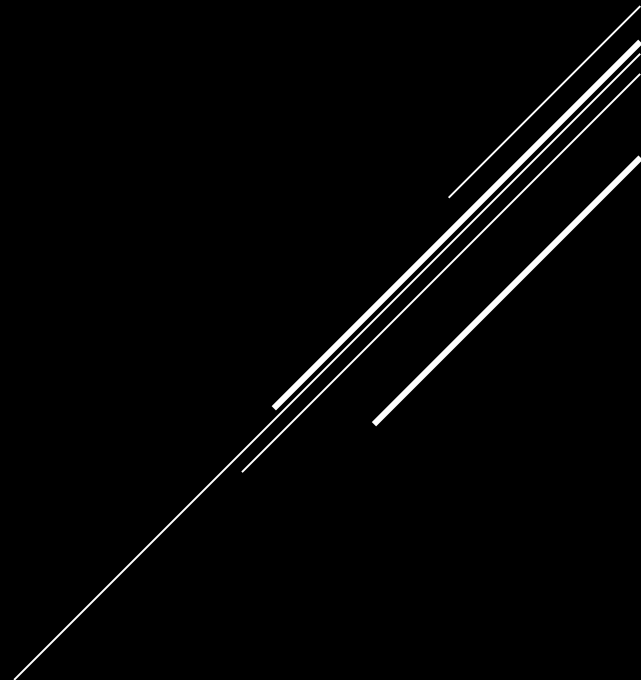
*Behavioral  
Interview*



*Technical  
Interviews*



*Onsite  
Interviews*



# *Testing the Candidate*



*Tests*



*Projects*



*Interviews*



*58% men & 74% of women  
wouldn't trade higher pay for  
friends*



*Phase: Commitment*



*“90% of millennials  
say they would prefer  
benefits over a pay  
raise”*

**glassdoor**

A series of three parallel white lines that start from the bottom right and extend towards the top right, creating a sense of motion or a signature mark.



*“77% of millennials say  
that telecommuting  
would make them more  
productive”*

*“2% Employers offer PTO”*



# *Case Study*



*Offer 25% more pay*

*Greg Kuchcik*



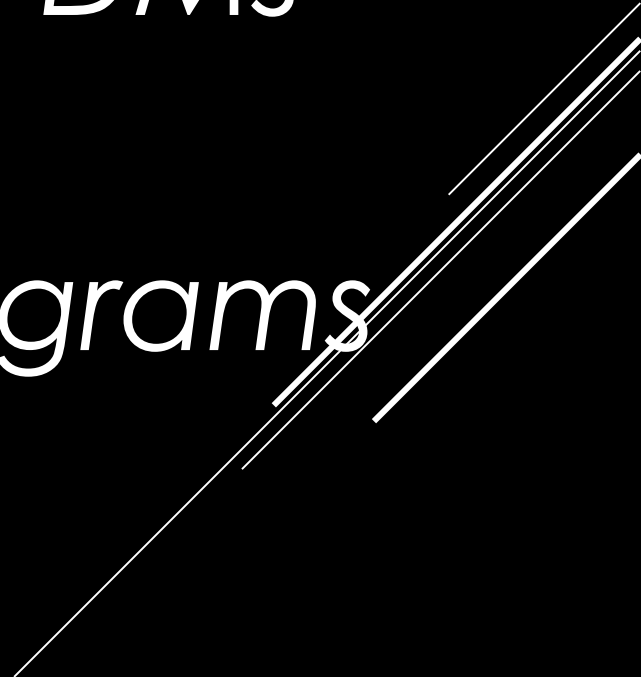
# *The Offer*

*WFH*

*Access to DMs*

*Unlimited PTO*

*Training Programs*



# 3 Phases

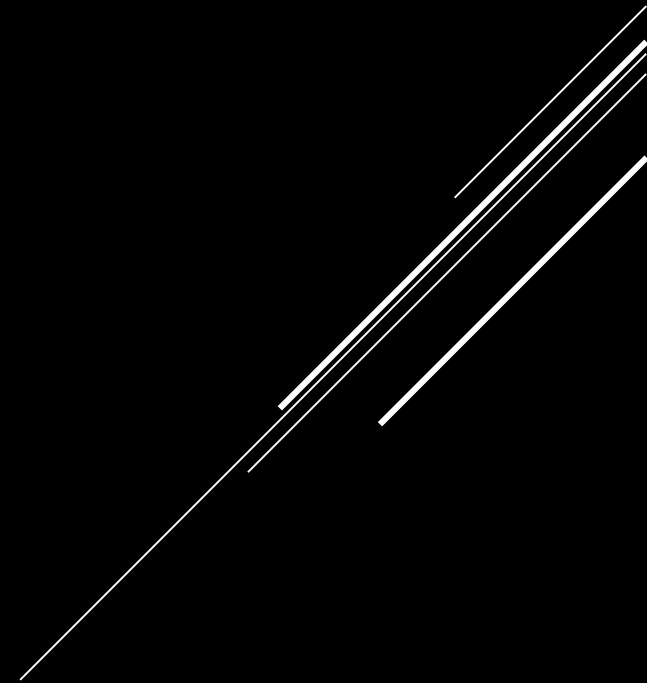
*Attention* | *Interest* | Commitment



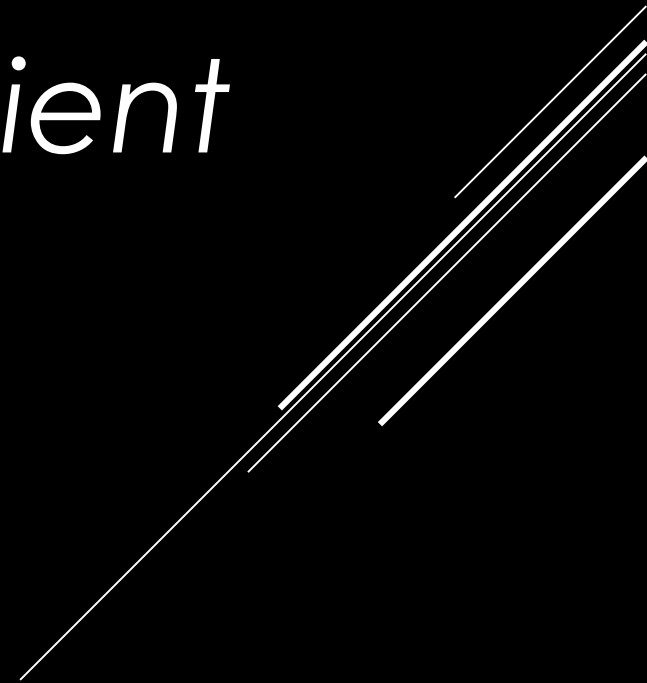


# Management

# *Biggest Concerns*



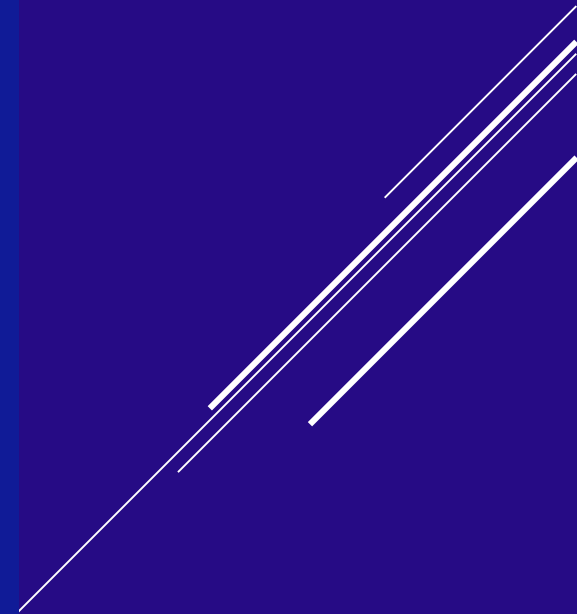
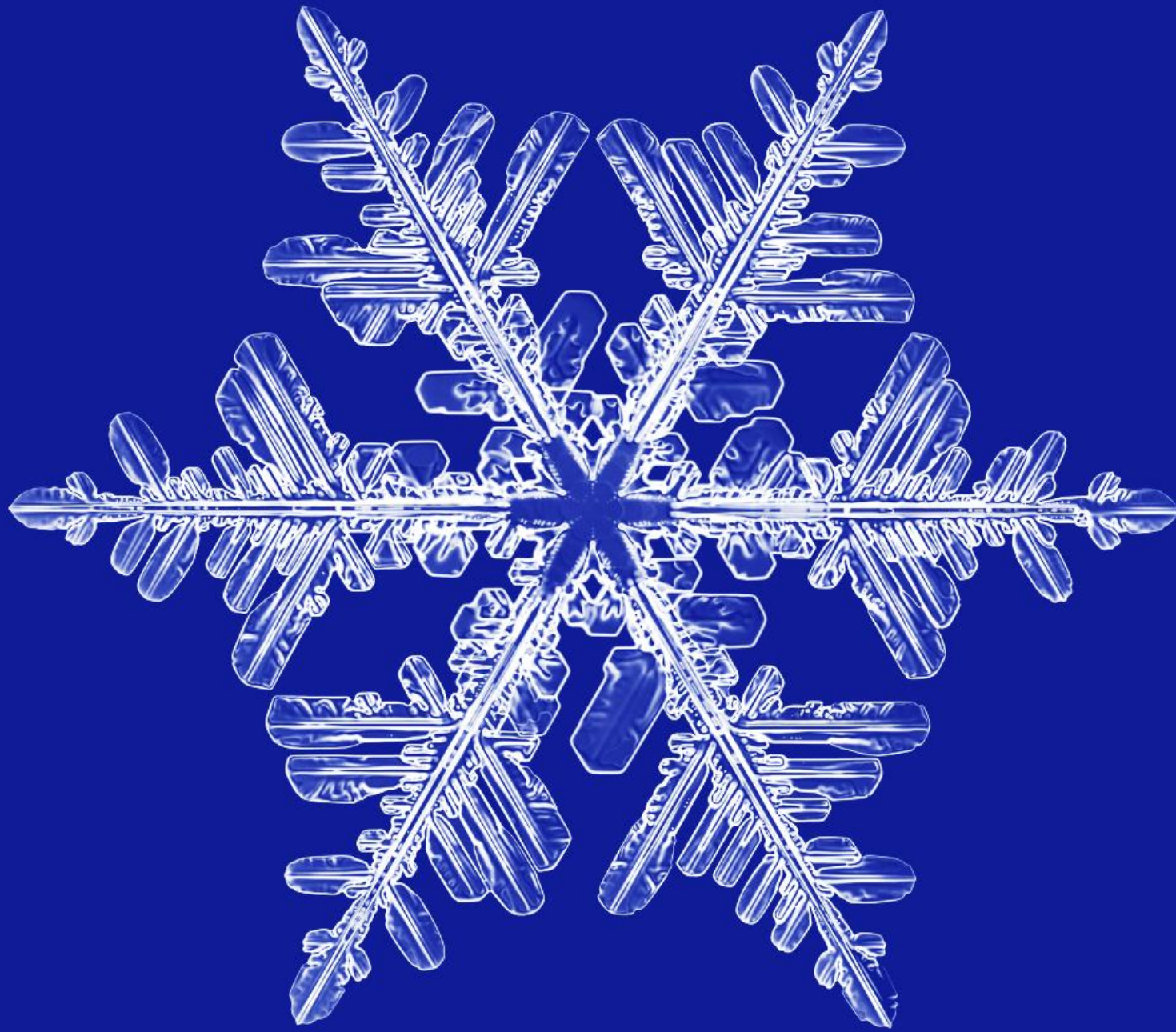
*Unmotivated and Impatient*

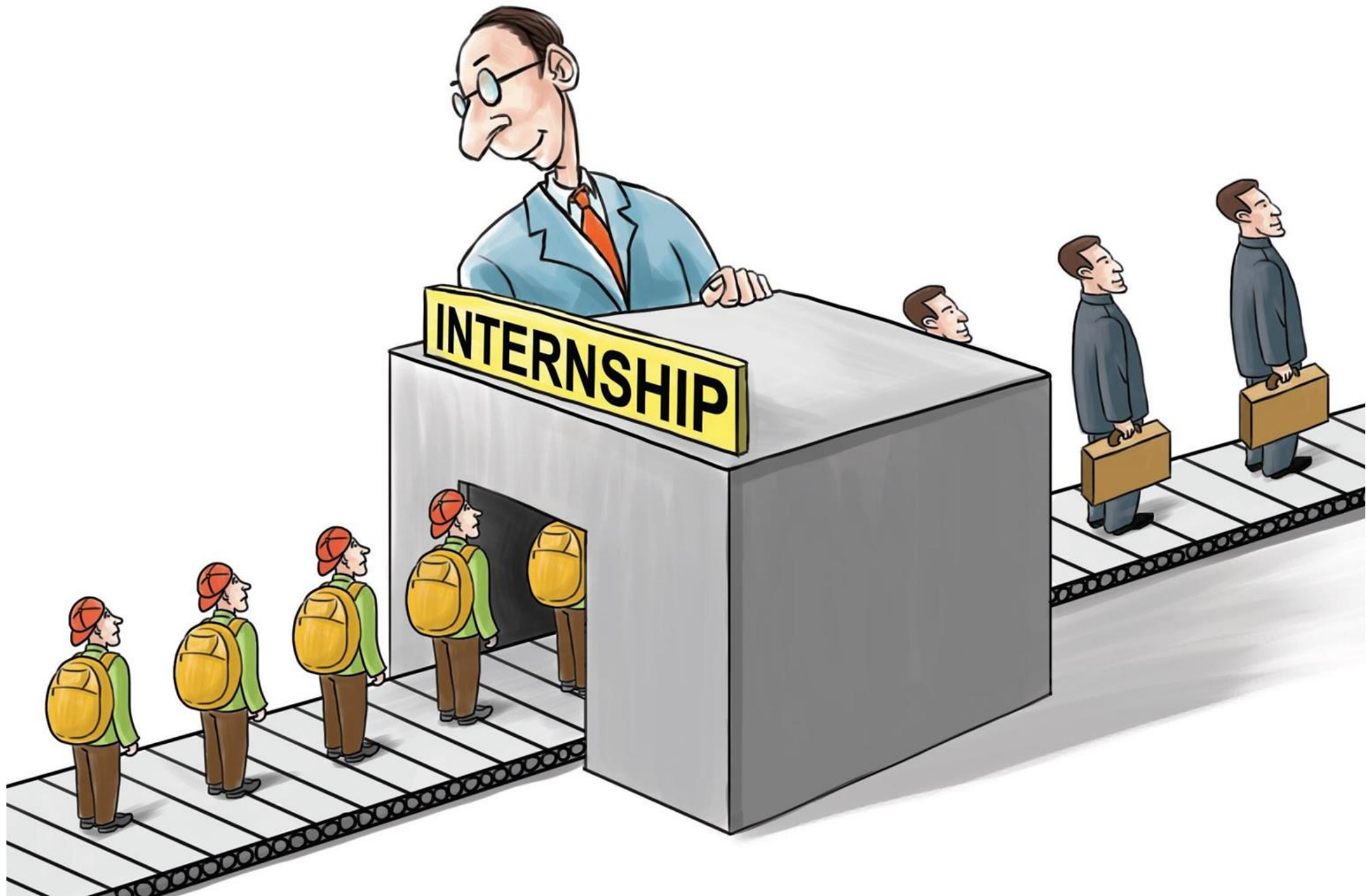


Quantify Career Milestones /  
Feedback

GALLUP

72% of Millennials are  
engaged when  
manager quantified  
goals





**INTERNSHIP**

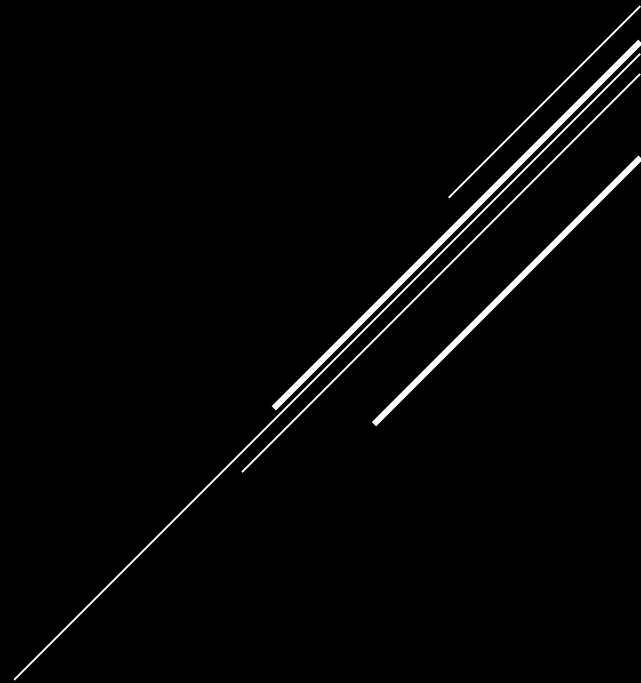
# Remote Work



# 2 Concerns

Productivity

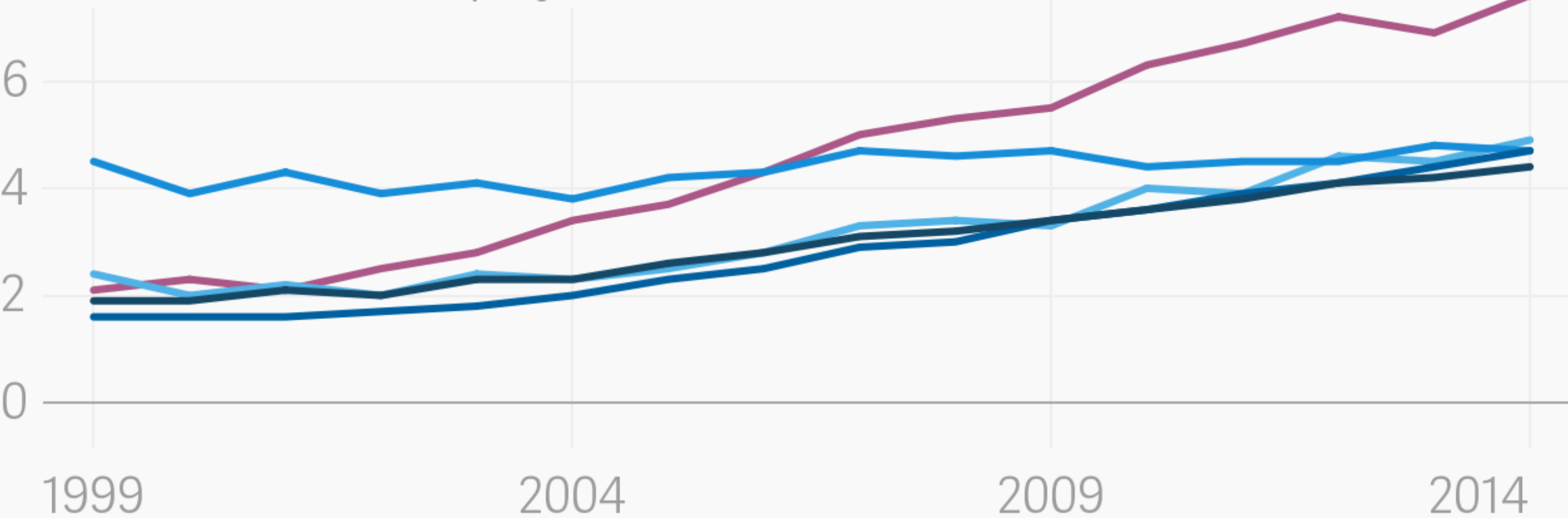
Culture



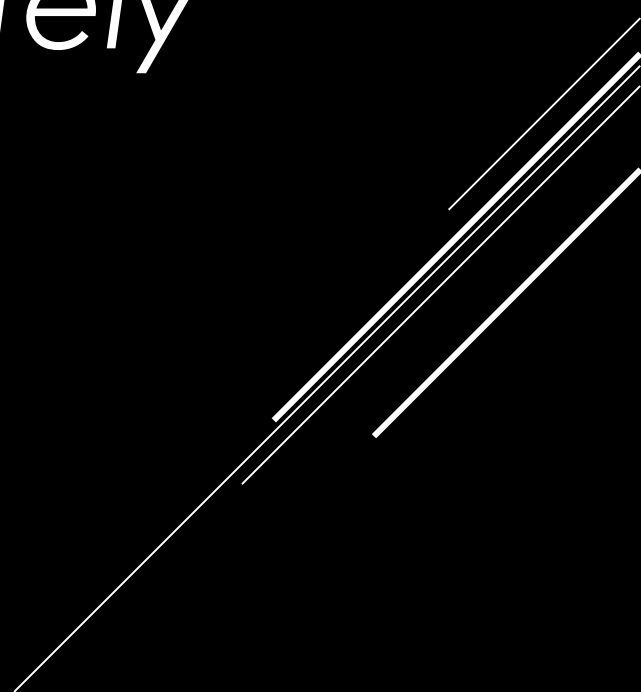
# Programmers are most likely to work from home

■ Computer science ■ Art, design, and media ■ Personal care  
■ Business and finance ■ Management

8% of all full-time employees



*“If I couldn’t work remotely  
why should they?”*



FAST COMPANY SOUTH AFRICA



Rebecca Greenfield



*“Luckily, my employer was generous, letting me work remotely every few weeks.”*

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, located in the lower right quadrant of the image.



 glassdoor®

2017 **BEST**  
**PLACES**  
to *work*

Employees' Choice

**Over 1 Million Customers**

**16 Different Times Zones**

**100% Remote**

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- Hire Self Motivated Employees
- Tight Onboarding Process
- Optional Share Working Places
- Once a year get together

CEO of Invision, Clark Valberg

# Remote Cultural

## ***Benefits***

- Can increase productivity
- Drives employee efficiency
- Reduces turnover

## ***Challenges***

- Selective Hiring
  - More Thoughtful Managers
  - Strong Milestones
- 

# Retention



A photograph of an older man with glasses and a grey suit, and a younger woman with dark hair in a bun wearing a dark patterned top. They are both looking intently at a laptop screen. The man is on the left, and the woman is on the right. The background is a blurred office or library setting with bookshelves. The text 'Reverse Mentoring' is overlaid in white on the bottom left of the image.

# Reverse Mentoring



Technology Mentorship

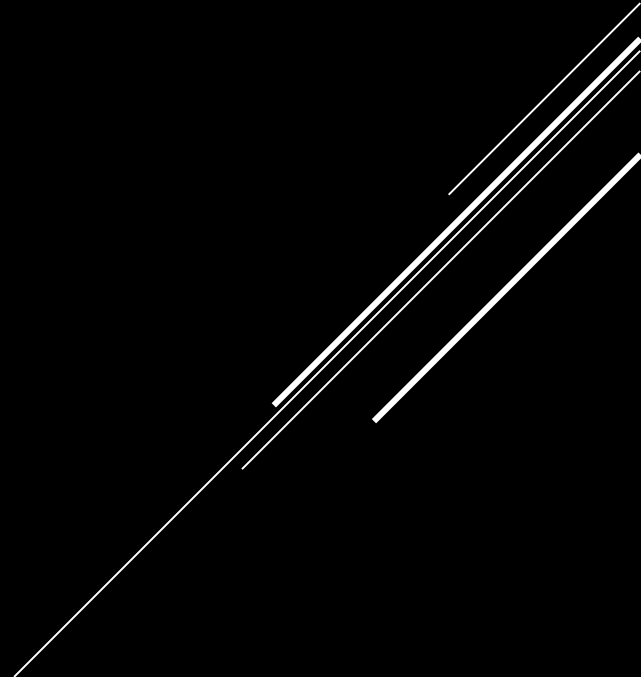


Organizational and Leadership Skills



96% RETENTION  
RATE!

**Pershing**<sup>®</sup>  
A BNY MELLON COMPANY



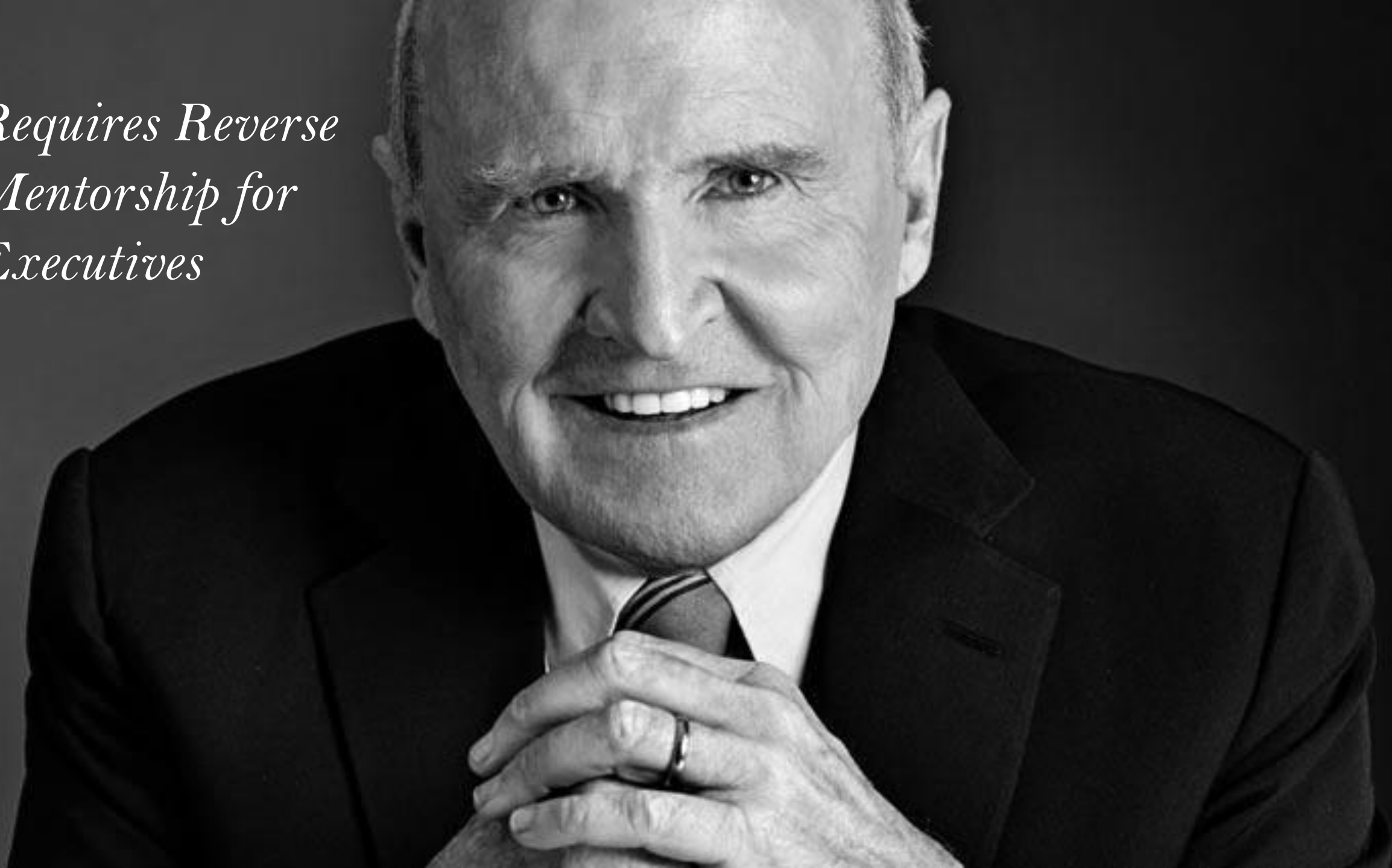
Delphi Group 600 companies survey

56% had mentoring program

13% Had Reverse Mentoring



*Requires Reverse  
Mentorship for  
Executives*



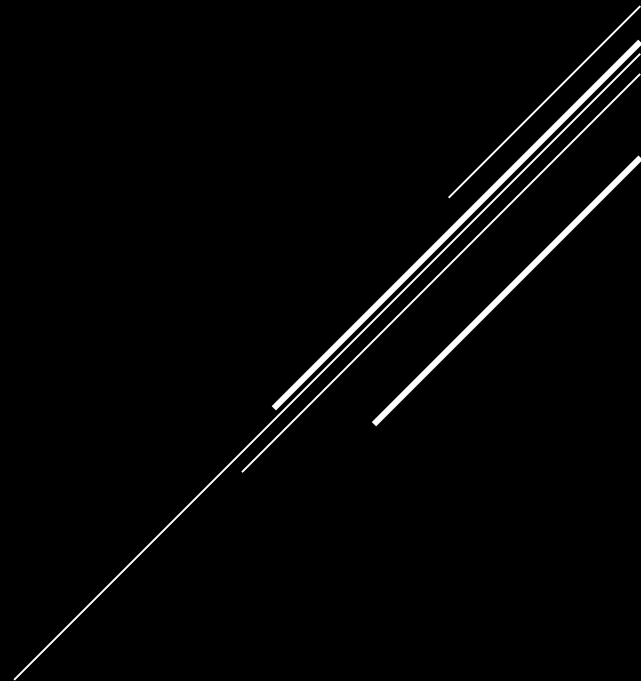




ebay

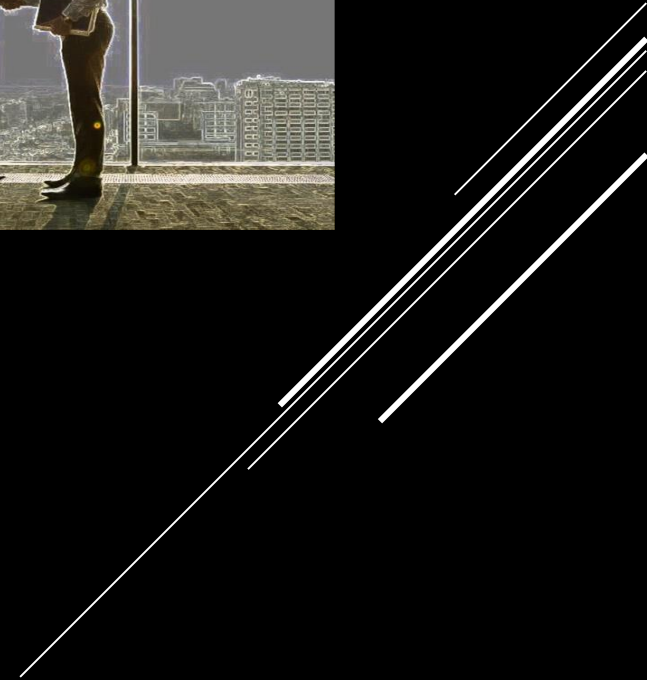
# BENEFITS

- ▶ Knowledge Transfer
- ▶ Increased Retention
- ▶ Fresh Perspectives
- ▶ Diminished Stereotypes





# Overview



# What to do?



- Message
- Onsite

- Clarity
- Temps

- Mentoring

Q&A



