



NEXT GENERATION ENGAGEMENT

PROVEN STRATEGIES FOR RECRUITING GENERATION Z

— *by Ryan Jenkins* —

RJ@RYAN-JENKINS.COM

WWW.RYAN-JENKINS.COM/RESOLVE



AGENDA

so what? & what now?



GENERATION Z
who are they



3 STRATEGIES
to engage Generation Z



Q&A AND
recap

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| THE GENERATIONS | AGE | NUMBERS |
|-----------------|-------|-------------|
| GENERATION Z | < 20 | 50+ million |
| MILLENNIALS | 21-37 | 76 million |
| GENERATION X | 38-53 | 51 million |
| BABY BOOMERS | 54-72 | 75 million |
| BUILDERS | 73-90 | 56 million* |
| G.I. GENERATION | 91+ | 60 million* |

GENERATION Z

who & why

63%

THINK
ENTREPRENEURSHIP
SHOULD BE TAUGHT IN
COLLEGE.

<20
YRS OLD

WANT THE RIGHT TO
DESIGN THEIR OWN
MAJORS.

72%

1ST GLOBAL GENERATION

OVER
50%

OF GENERATION Z
SAY IT'S EASIER OR
MORE CONVENIENT
TO CHAT DIGITALLY.



DIGITALLY DEPENDENT

CONTINUOUS
LEARNERS

PREFER A DIGITAL
APPROACH TO
LEARNING AND FIND
IT EASIEST TO LEARN
FROM THE INTERNET.

43%

GENERATION Z VS MILLENNIALS

REALISTIC
vs optimistic

FACE-TO-FACE
vs digital-only

INDEPENDENT
vs collaborative

GLOBAL CITIZEN
vs global spectator

PRIVATE
vs public

ROLE-HOPPING
vs job-hopping

DIGITAL NATIVES
vs digital pioneers

ON-DEMAND LEARNING
vs formally educated



1ST GLOBAL GENERATION

Generation Z



58%

OF ADULTS WORLDWIDE AGES 35+ AGREE THAT “KIDS TODAY HAVE MORE IN COMMON WITH THEIR GLOBAL PEERS THAN THEY DO WITH ADULTS IN THEIR OWN COUNTRY.”

A FIRST IN HISTORY

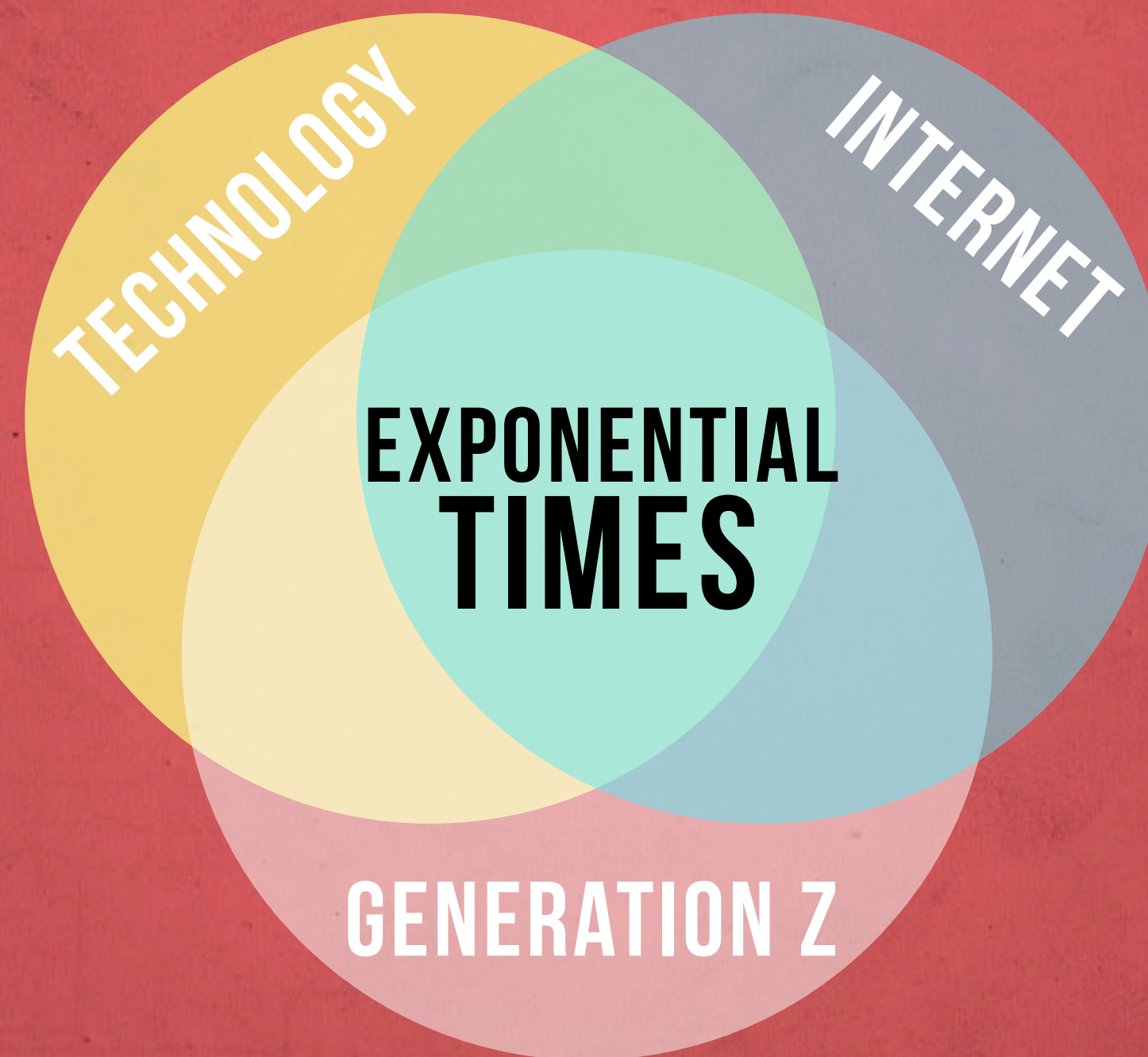
a primary cause of friction across generations



WHY IS TODAY SO DIFFERENT?

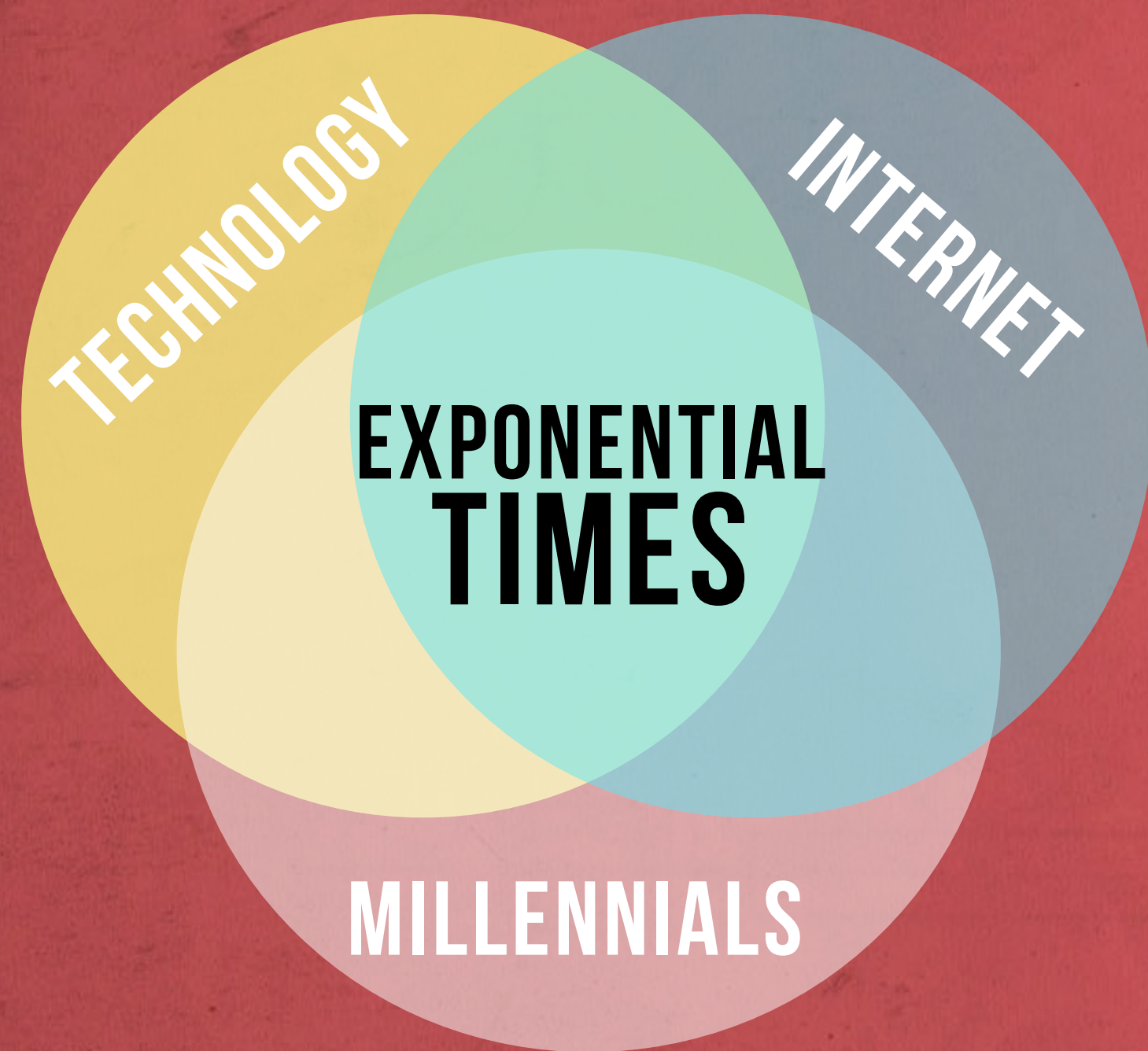
a bigger story

GENERATION Z
ARE A
CRITICAL
MASS OF
CHANGE
AGENTS.



EXERCISE:
NAME AN
INVENTION OF
THE PAST.
*Can go back as
far as fire.*

EXAMPLES



> 1ST MONTH = 130 MILLION DOWNLOADS
1ST 90 DAYS = \$600 MILLION IN REVENUE

.....



> MARRIOTT = 1 MILLION ROOMS SINCE 1927
AIRBNB = 2 MILLION ROOMS SINCE 2008

.....



> 8/24/15 = 1 BILLION USERS IN 1 DAY
TODAY = 2 BILLION MONTHLY USERS

.....

DSC

> GILLETTE = 72% MARKETSHARE IN 2012 [DSC FOUNDED]
DSC = 51% MARKETSHARE IN 2015

.....

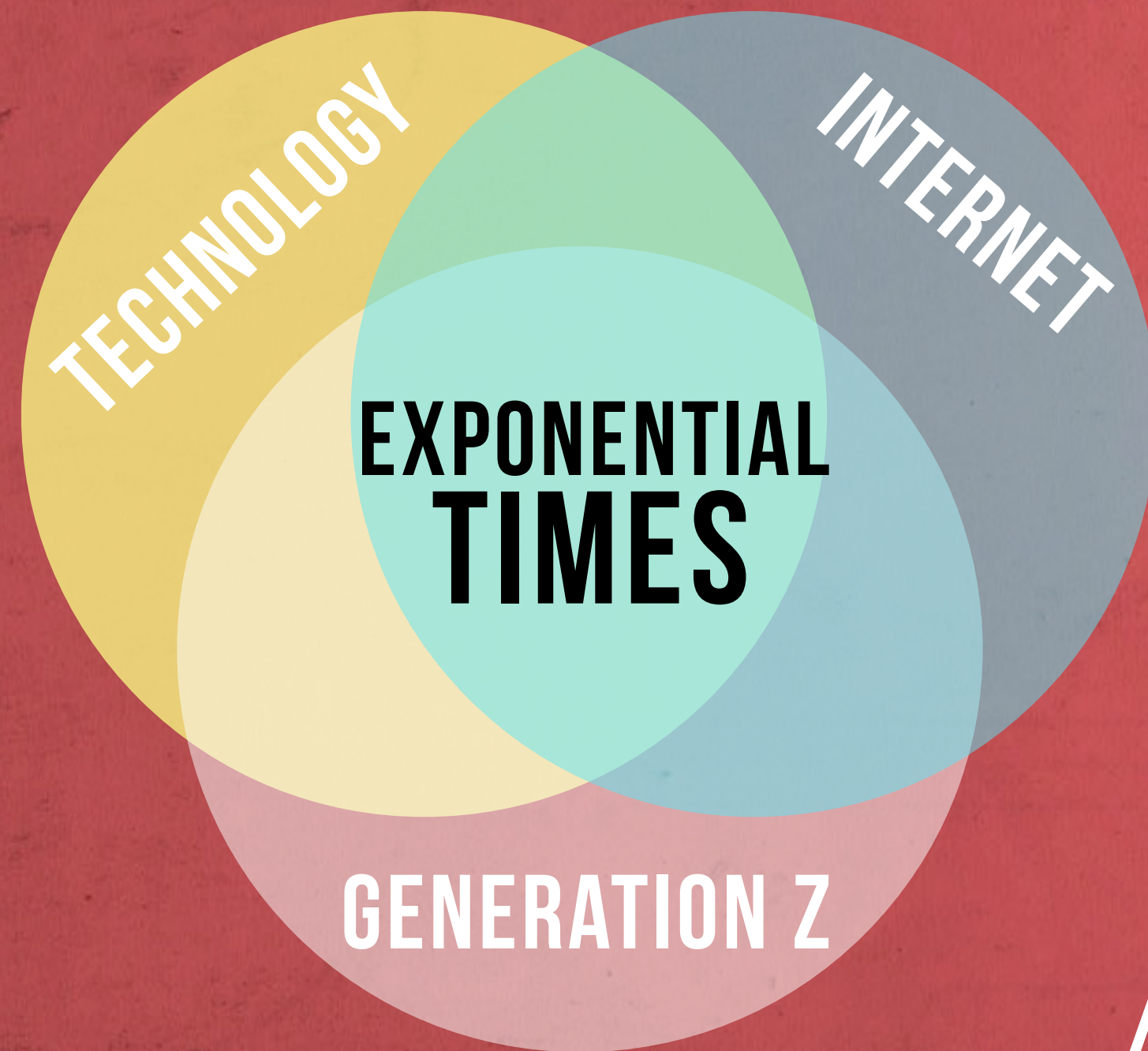


> 100,000X SMALLER & 7,000,000,000X MORE POWERFUL
THAN A COMPUTER IN THE EARLY 1970S

**Not anomalies...but the preview.*

ELEVATED EXPECTATIONS

effortless & seamless



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Q&A AND
recap

LEARNING

different perspectives

| | BOOMERS | GENERATION X | MILLENNIALS | GENERATION Z |
|-----------|--------------------------|------------------------------|---------------------|-----------------------------|
| SUMMARY | ONE-TO-ONE | ONE-TO-MANY | MANY-TO-ONE | INDIVIDUALIZED AND COMMUNAL |
| VIEW | ON-THE-JOB AND CLASSROOM | E-LEARNING | MICRO AND ON-DEMAND | MOBILE, V.R. AND A.R. |
| ATTITUDE | REFINE NICHE EXPERTISE | FORMAL AND TOP-DOWN APPROACH | WAY TO GET AHEAD | CONSTANT AND CONTINUOUS |
| EDUCATION | A DREAM | A DIFFERENTIATOR | A CULTURAL NORM | A MISTAKE? |

HIGHER ED CHALLENGES

questions facing Generation Z

65%

OF YOUTH ENTERING SCHOOL TODAY WILL WORK IN JOBS THAT DO NOT CURRENTLY EXIST.



LONGER LIFE = LONGER CAREER

WHAT VALUE DOES A COLLEGE DEGREE HAVE IN TODAY'S HIGH-FLUX TIMES?

67%

OF GENERATION Z INDICATE THEIR TOP CONCERN IS BEING ABLE TO AFFORD COLLEGE.



AVOID DEBT AT ALL COSTS

HOW DO I AFFORD EDUCATION? ARE THERE EDUCATION ALTERNATIVES I SHOULD CONSIDER IN ORDER TO AVOID DEBT?

75%

OF GENERATION Z SAY THERE ARE OTHER WAYS OF GETTING A GOOD EDUCATION THAN GOING TO COLLEGE.



LEARN TO WORK VS WORK TO LEARN

WHY CAN'T I FORGO HIGHER ED AND WORK FOR A COMPANY THAT OFFERS UNIVERSITY-LIKE LEARNING & DEVELOPMENT?

LEARNING

strategy #1



create **HIGH-VALUE CONTENT**

...that answers the top 5 questions in the minds of your candidates.

Share the content via...blog articles, podcasts, videos, infographics, etc.

COMMUNICATION

different preferences

| | BOOMERS | GENERATION X | MILLENNIALS | GENERATION Z |
|----------|-----------------------------------|---------------------------|-----------------------------------|---|
| SUMMARY | FORMAL & DIRECT | INFORMAL & FLEXIBLE | AUTHENTIC & FAST | TRANSPARENT & HIGHLY VISUAL |
| VIEW | FACE-TO-FACE, PHONE & EMAIL | EMAIL, TEXT & FACEBOOK | TEXT, INSTAGRAM, SKYPE & SLACK | SNAPCHAT, BITMOJI, FACETIME, GROUP ME & YOUTUBE |
| ATTITUDE | NEED BACKGROUND INFO & DETAILS | KEEP PROFESSIONAL | EFFICIENT & MOBILE FRIENDLY | MOBILE FIRST & OPTIONS (VOICE) |

COMMUNICATION

for the first time ever

THE 2015
OXFORD
DICTIONARIES
WORD OF THE
YEAR WAS...



COMMUNICATION

area for engaging Generation Z



93%

OF GENERATION Z SAY THEY
VISIT YOUTUBE AT LEAST ONCE
A WEEK, AND 54% VISIT THE
SITE MULTIPLE TIMES
THROUGHOUT THE DAY.

COMMUNICATION

strategy #2



use VISUALS & VIDEO

Help Generation Z visualize themselves at your college or university.

VISUALS AND VIDEO

the importance

TOP 3 THINGS THE NEXT
GENERATION WANT TO
KNOW ABOUT AN
ORGANIZATION?

- #1 - culture and values
- #2 - perks and benefits
- #3 - employee perspectives



TOP OBSTACLE THE
NEXT GENERATION HAS
FOR ACCEPTING A JOB?

*"Not knowing what
the company is like."*

TECHNOLOGY

different preferences

| | BOOMERS | GENERATION X | MILLENNIALS | GENERATION Z |
|----------|----------------------|---------------------|----------------------|-------------------------|
| SUMMARY | SOME TECH | HIGH TECH | ALL TECH | WHAT TECH? |
| VIEW | ENHANCER | BALANCER | AMPLIFIER | EXTENSION OF ONESELF |
| ATTITUDE | WANT TO MASTER IT | WANT TO ENJOY IT | NEED TO EMPLOY IT | HAVE TO MANAGE IT |

EMPOWERED GENERATION

differs in the next generation

**WHY WAIT
UNTIL LUNCH!?**

**...BECAUSE IF NOT,
YOUR GENERATION Z
INTERN WILL USE
LINKEDIN TO FIND A
NEW JOB BY LUNCH.**

**MOBILE TECHNOLOGY AND UBIQUITOUS CONNECTIVITY
HAVE EMPOWERED THE NEXT GENERATION.**

TECHNOLOGY

strategy #3

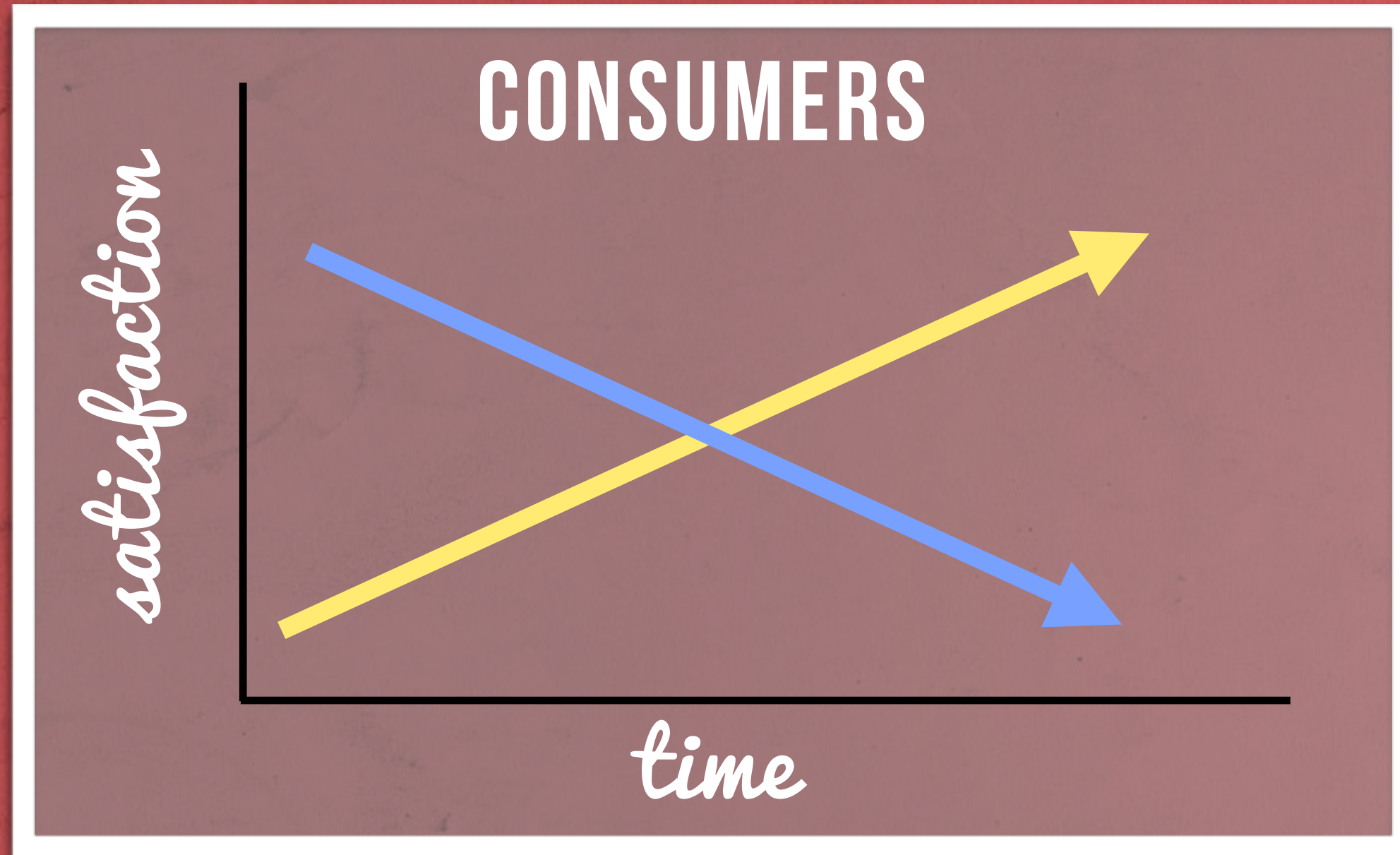


enhance the **CANDIDATE EXPERIENCE**

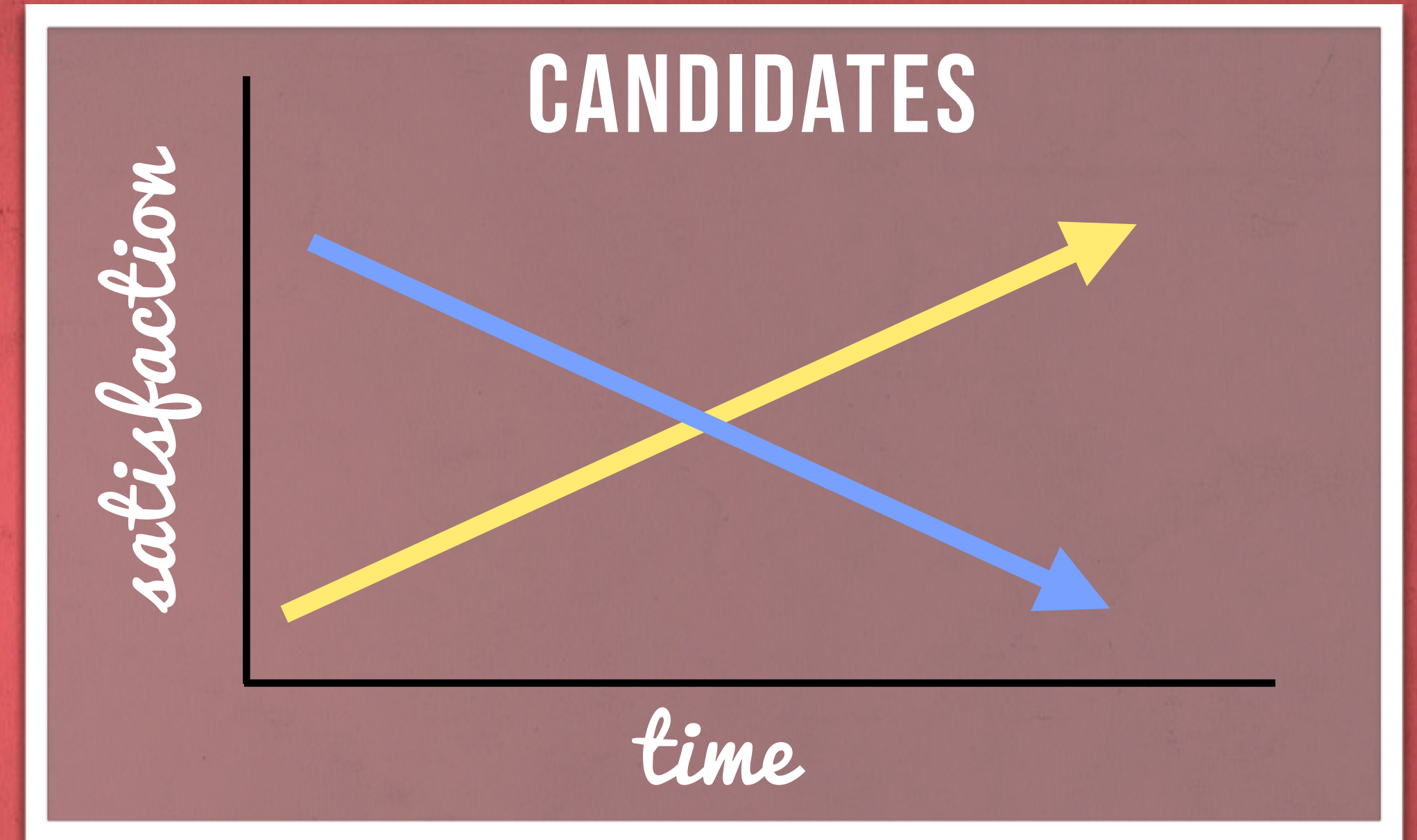
The impact your processes, policies, perks, & programs have on candidates.

TECHNOLOGY

the goal of the candidate experience



=



— MATERIAL PURCHASES
— EXPERIENTIAL PURCHASES

— MATERIAL SCHOOL
— EXPERIENTIAL SCHOOL

GOAL: SHIFT GENERATION Z'S RELATIONSHIP WITH SCHOOL FROM FEELING LIKE A MATERIAL PURCHASE TO AN EXPERIENTIAL PURCHASE.

TECHNOLOGY

action item

IDENTIFY ANY FRICTION
POINTS THROUGHOUT
THE ENTIRE CANDIDATE
LIFECYCLE.

*Where can technology create a more
effortless and seamless experience?*



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STAY CONNECTED

and much more

EMAIL

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SLIDES & BONUS MATERIAL

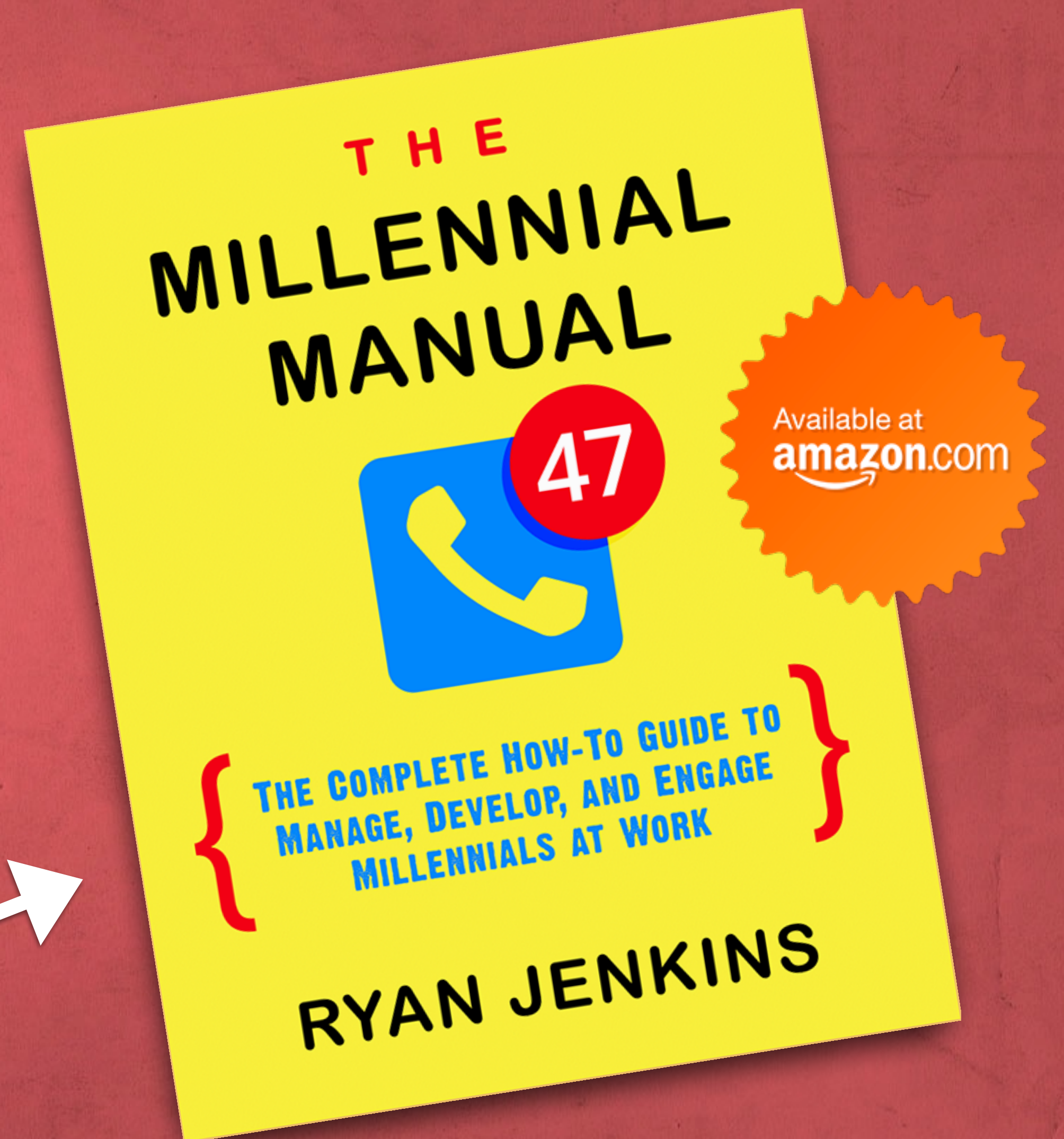
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LINKEDIN

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MORE STRATEGIES

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CLOSING THOUGHT

don't forget...

A “THIS IS ALWAYS HOW
WE’VE DONE IT” MINDSET IS...
A SLIPPERY SLOPE TO
IRRELEVANCE.



.....

prioritize why
OVER THE WAY

THANK YOU

———— *y' all rock!* ————

RJ@RYAN-JENKINS.COM — @THERYANJENKS 

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