

DAFITC 2022

RECRUITING & RETAINING GEN Z

Strategies and tips from a 17-year-old to find emerging talent in technical fields and create a great workplace.

DIVERSITY

Gen Z is the most diverse generation to date to enter the workplace. With just under half reporting as a racial or ethnic minority and 20% reporting as LGBT+, promoting and protecting diversity in the workplace will be a deciding factor for many applicants.

PEW RESEARCH 2018, GALLUP 2022

INTERNET USE

Never knowing a world without the internet, Gen Z is a generation of "digital natives". 99% uses the internet, almost half using it "almost constantly". This internet use has made job seeking something you do in bed, on your phone. To take advantage of this, post your jobs on sites they'll visit.

PEW RESEARCH 2021, STATISTA 2022

CREATING CULTURE

Every employee, regardless of generation, values a healthy company culture. Facilitate a good environment by promoting actions that abide by company values and supporting employee mental health. Advertise help covered under company insurance and be open with employees.

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ONLINE PRESENCE

Gen Z flocks to online job boards and values how "digital" a company is. Maintain a strong social media presence and post jobs on sites like LinkedIn and Indeed if possible.



DIGITAL INTERVIEWS

COVID taught us that many jobs can be done remotely - so can interviews. Digital interviews are cheaper and more convenient. Interviews should be limited to 4 rounds or less.



ONBOARDING & CULTURE

Most turnover occurs in the first 45 days. Improve your onboarding process and organizational culture to keep employees onboard longer.

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RECOMMENDED READING

"To Retain New Hires, Spend More Time Onboarding Them" - Ron Carucci for Harvard Business Review

"Understanding Generation Z expectations for effective onboarding" - Bharat Chillakuri for the Journal of Organizational Change Management

"Understanding Generation Z in the workplace: New employee engagement tactics for changing demographics" - Deloitte

QUESTIONS

What has my team done today that shows our own and our organization's values?

When was the last time I checked in on each member of my team?

Is there a platform that our organization doesn't have a presence on? Would we expand our audience if we created a presence?

What benefits does our insurance provide for mental health? Maternity/paternity leave?

How can I promote our organization's benefits to prospective hires?

Is our organization being transparent (within the bounds of security clearances)?

What sources of diversity do we have within in our workplace? Is this simply "a diversity of backgrounds"?

When was the last time I had a conversation with our new hire? Are they completely settled in to the environment?

When was the last time I tried applying to a job through our website?

Do we publicize how long it takes to apply?

Do we make the job expectations clear through practical examples?