Understanding the Millennial Mindset
Recruiting & Motivating Millennials

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#HRPA2015

The golden rule of engaging millennials on social media…
A Little Bit About Me

President & CEO of yescodes
- Canada's Largest Platform for Students Pursuing Higher Education
- Canada's Largest Millennial Research & Insights Panel

Youth Advocate & Marketer

Not a Millennial

Understanding Millennials is Difficult
84% of millennials are suffering from high levels of stress and anxiety.

Majority want to stay with their current employer.

However, 41% expect to move on within two years.
Career: #1 reason millennials pursue higher education

Only 20% of students visit their career centre

Millennials value and need immediate feedback

How do millennials view their bosses and leaders?

What three words would you use to describe an effective leader?
How do millennials view their bosses and leaders?

What three words would you use to describe a weak leader?

<table>
<thead>
<tr>
<th>Unwilling to take action</th>
<th>Untruthful</th>
<th>Resistant to change</th>
<th>Rude or unprofessional</th>
<th>Risk aversion</th>
<th>Lack of trust in staff</th>
<th>Ineffective</th>
<th>Micromanagement</th>
<th>Demanding</th>
<th>Reluctant to delegate</th>
<th>Frustrating to work with</th>
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The golden rule of engaging millennials on social media...

...why should I care and why would I share?
The golden rule of engaging millennials on social media...

Be seen where they spend most of their time

...find ways to become part of their dialogue

Canadian millennials lead the world in video consumption online.

94% watch videos online more than once/week
The best book I have read about social media...

Millennials value help and cause...

...70% will be loyal to companies who help them.
A real example demonstrating the impact of help

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Campaign Goal: 200 Qualified Candidates</td>
<td>Campaign Goal: 800 Qualified Candidates</td>
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<tr>
<td>Campaign Engagement: ~20,000 Students</td>
<td>Campaign Engagement: ~60,000 students</td>
</tr>
<tr>
<td>Qualified Candidates: 38</td>
<td>Qualified Opted-in Candidates: 2,672</td>
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<tr>
<td>Potential Hires: 1</td>
<td>Potential Hires: 65</td>
</tr>
<tr>
<td>ROI: 0%</td>
<td>ROI = 225%</td>
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Millennials value social responsibility...

...53% will not work for a company they feel is not doing their part socially and for the environment

Where do millennials want to work?
Acknowledge their journey...

...showing empathy for their life stage goes a long way

Allow them to express themselves...

...give them the tools to demonstrate their individuality

Follow the data. Millennial trends change quickly.

...but always look beneath the surface
Being authentic is a MUST

PLEASE, don’t make the most common mistake when communicating with millennials:

Never talk down to them…if you do, you will lose them.
"Every ad I see, brochure I read, and seminar I attend assumes I am stupid, lazy, and ride a skateboard. It is very condescending and I am tired of it. I go to a great University and I think I can make a difference but am not sure anyone from the older generation thinks that I can."

- Millennial From Focus Group