

How to Recruit & Retain Millennials

Presenter:

Tony Meyer, CEO, TestTracks



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Discussion Overview



**Who are
they?**



Recruiting



Engaging



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What is a Millennial?

Students Speak: Millennials



How would you define a millennial?

“

For me, being a millennial means a super-dependence on technology, particularly in terms of connections – I don't feel whole unless I'm able to check-in on my friends with a flick of my thumb.

”



Taylor, UCLA



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Students Speak: Millennials



How would you define a millennial?

“

Millennial means entrepreneur. Our entire generation is built on this guiding idea that we can and should own what we do and what we produce.

Millennial means taking control of your life and really owning every piece of yourself, whether its getting a job in a startup or eating organic or deciding who to friend.



”

Pramod, Google



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Recruiting Millennials

What is campus recruiting?



Given the thousands of college students who enter the market every year, and given their typically scant resumes, how do you find a college student who is the right fit for your opening – and your company?

- ▶ Campus presence
- ▶ Asking the right questions
- ▶ Evaluating & selecting



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Students Speak: Interviewing

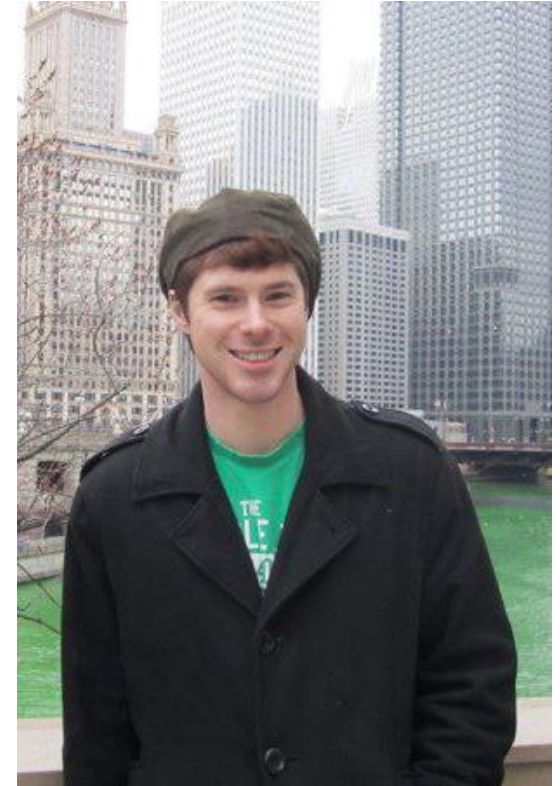


*What most surprised you about
the interview process?*

“

For me, it was the sense of not knowing what it was I was being tested on. My personality? My client skills? My interviewer seemed desperate to roleplay the Couric-Palin interview and nail me with tricky brainteasers. But what really was he learning from that?

”



Billy, Harvard



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Students Speak: Evaluations



*What do you think mattered
most on your resume?*

“

I'm actually not sure how much my resume mattered. In my interviews we mainly talked about my senior thesis, but otherwise I don't know how all my summer internships factored in. It was a big black box – before and after.

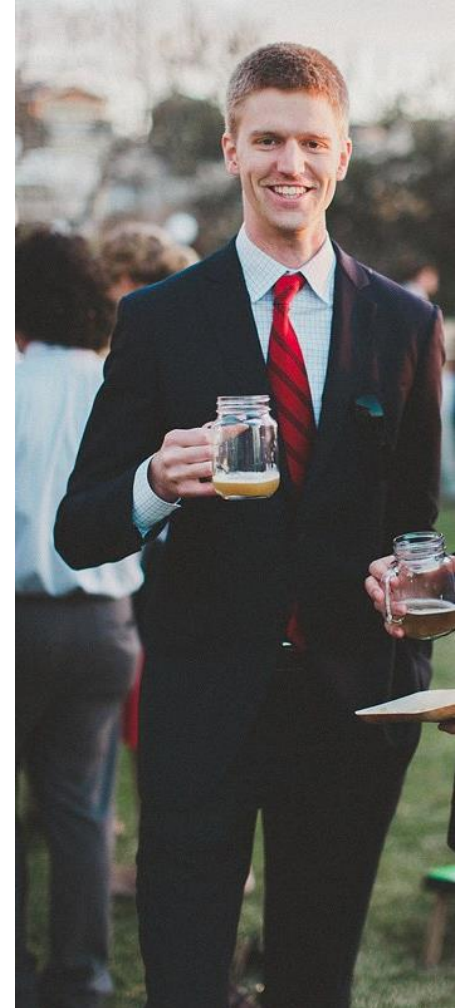
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Allan, CNN



Evaluation Criteria



Academics



Clubs



Prior Experience



Personality



Skills



Passion



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Engaging Millennials

Students Speak: Engagement



Why do you work where you work?

“

One of the things I love most about my job are the constant challenges. I get bored easily; I want to grow my skills through diverse, multi-faceted experiences. And I get that every day. The key is to never feel like I'm just going through the motions, like a mouse in a wheel.

”



Richard, DoD



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Students Speak: Evaluations

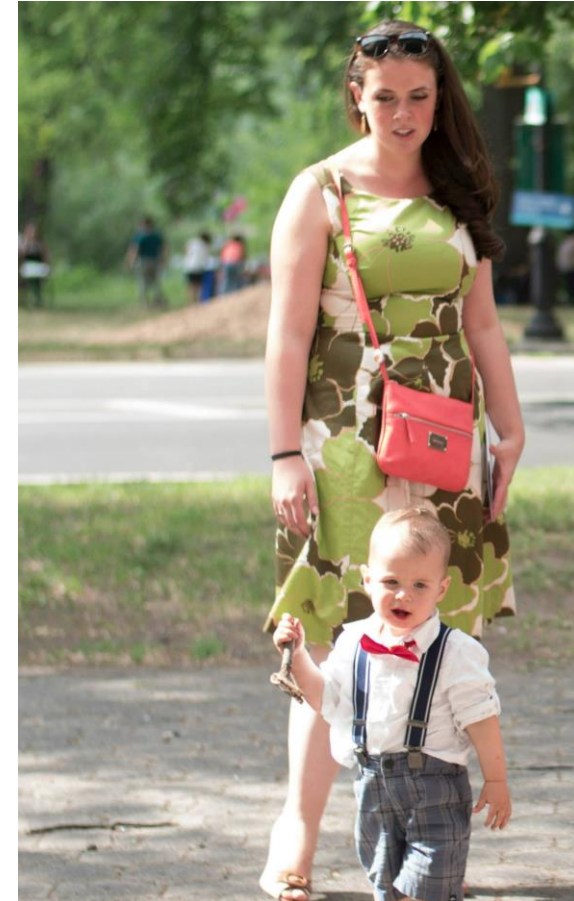


Why do you work where you work?

“

I started teaching because my mother was a teacher and, to be honest, I thought it would be a great path to get into law school. But then I realized that I actually loved it. I loved how, before I'm 30, I have complete control over my classroom. I create what I want, I teach how I want. Ownership. A lot of my consultant friends can't claim that.

”



Evelyn, TFA



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Employee Engagement



Grow & Own

- ▶ Novel challenges
- ▶ Frequent feedback
- ▶ Continual discomfort
- ▶ Management responsibility
- ▶ License for creativity
- ▶ Risk, Reward, Recognition



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Students Speak: Innovation



Why do you work where you work?

“

Part of what I love about my job is that, in addition being an analyst, I get to join ad-hoc teams that work on a big problem we jointly pick. Whether it's finding a new charitable partner or finding a way to make our office more green, I get to dive into something totally outside my wheelhouse. It keeps me smiling every day.



”

Mark, Red Bull



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