



Generational Shift

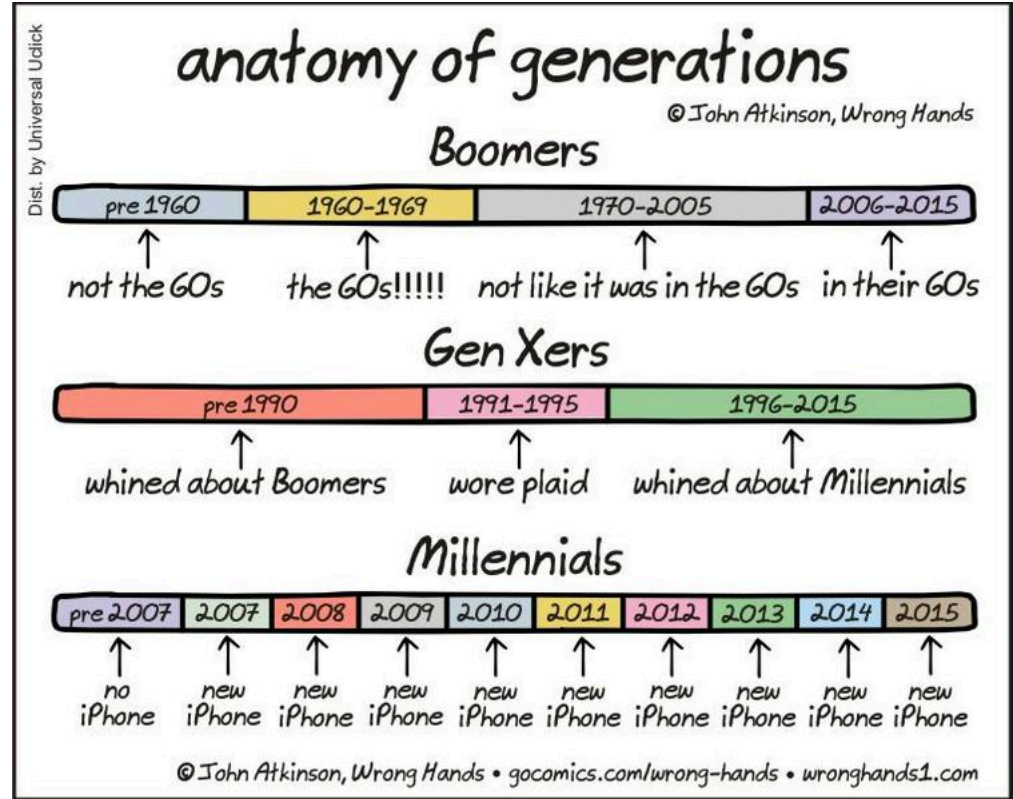
Secrets to Succeeding with the Millennial Workforce

Eric Gregg, CEO & Founder, ClearlyRated



Anatomy of Generations

How much do you really know?



What Twitter knows about Millennials

 **Kashana** ✓
@kashanacauley

A millennial is any young person you don't like.

♥ 1,510 6:22 AM - Apr 30, 2016 ⓘ

💬 799 people are talking about this >

 **Julianne Smolinski** ✓
@BoobsRadley

The next time somebody complains about millennials, maybe remind them which generation linoleumed over all those beautiful hardwood floors.

♥ 4,620 9:36 PM - Sep 21, 2013 ⓘ

💬 3,369 people are talking about this >

 **the hippo account**
@InternetHippo Follow ✓

If all millennials suddenly died the next day's article would be "How millennials are driving up funeral costs"

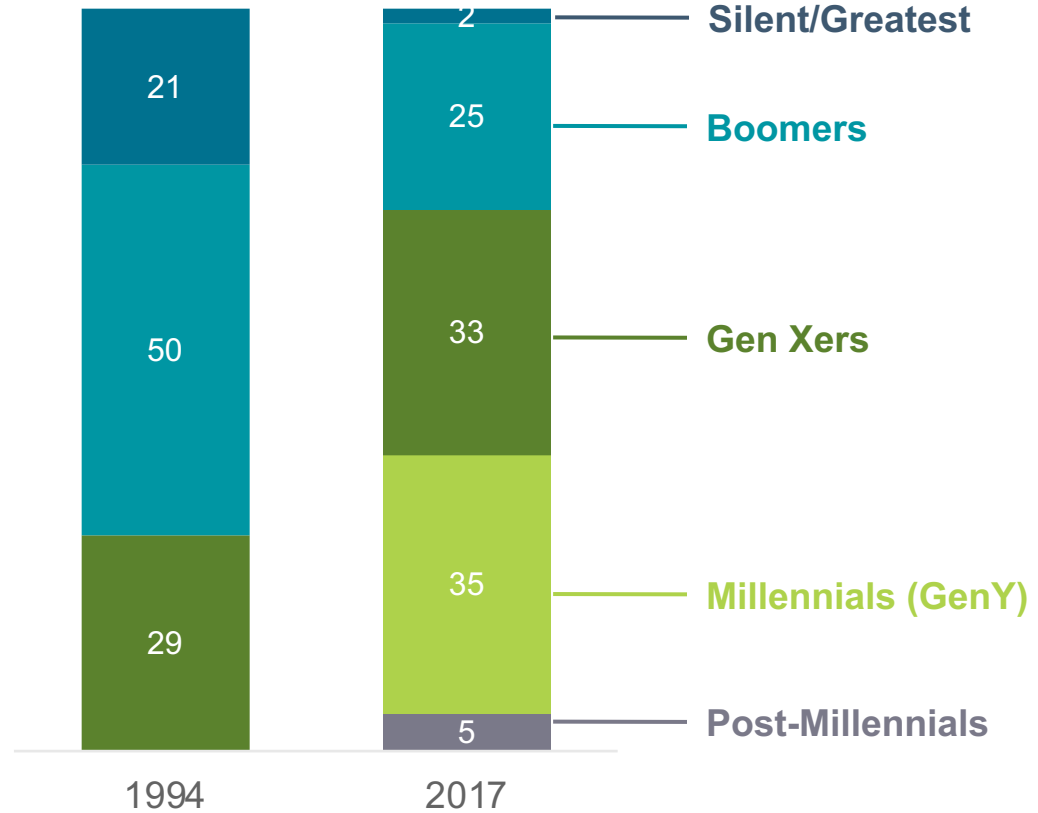
7:51 AM - 19 Mar 2017

2,922 Retweets 6,802 Likes



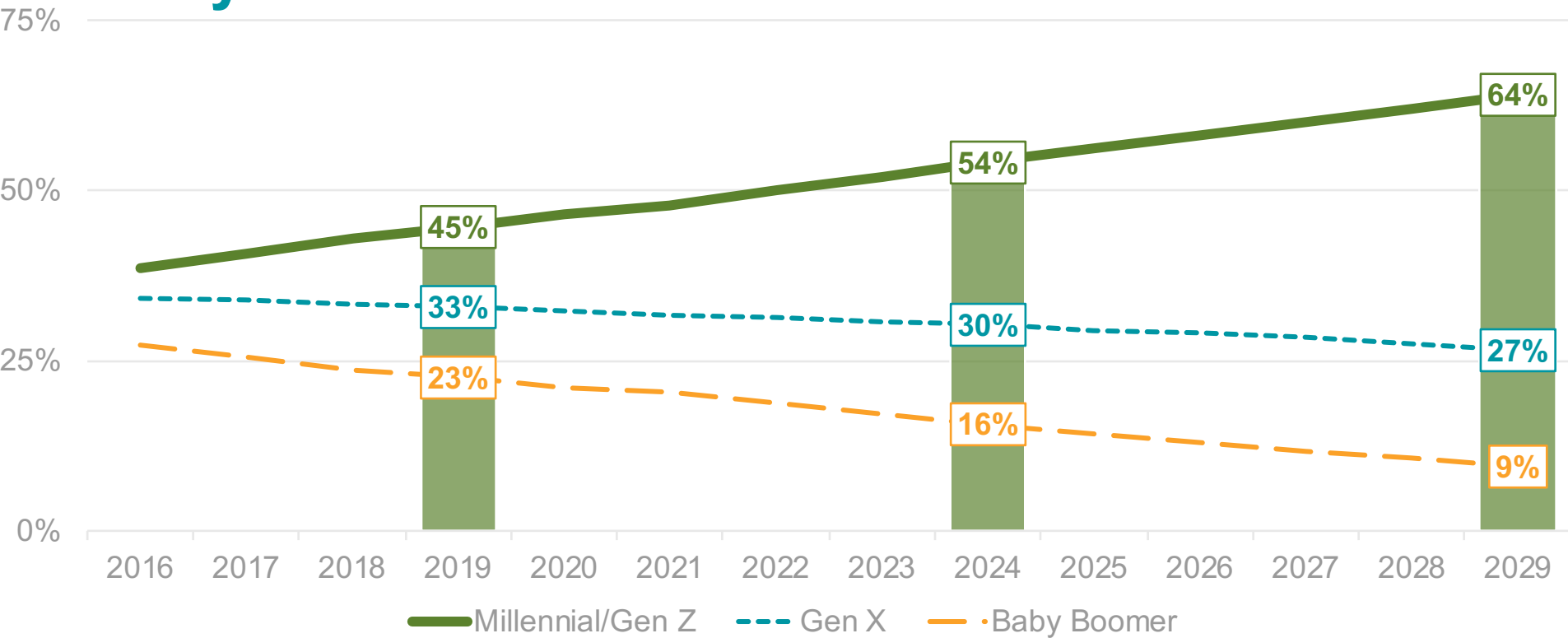
Generation Y in the Workplace

Millennials now represent the largest % of the U.S. workforce

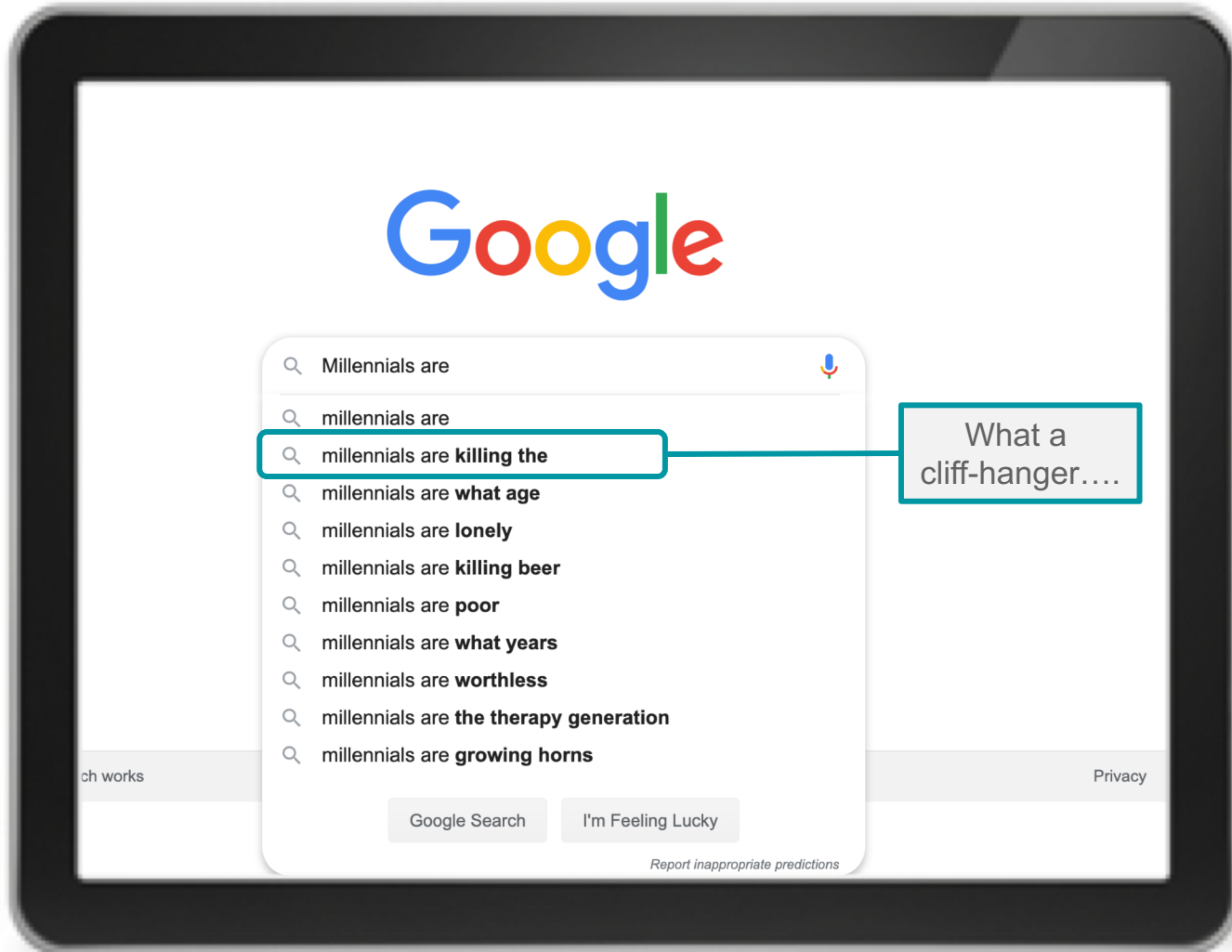


SOURCE: *Pew Research Center*

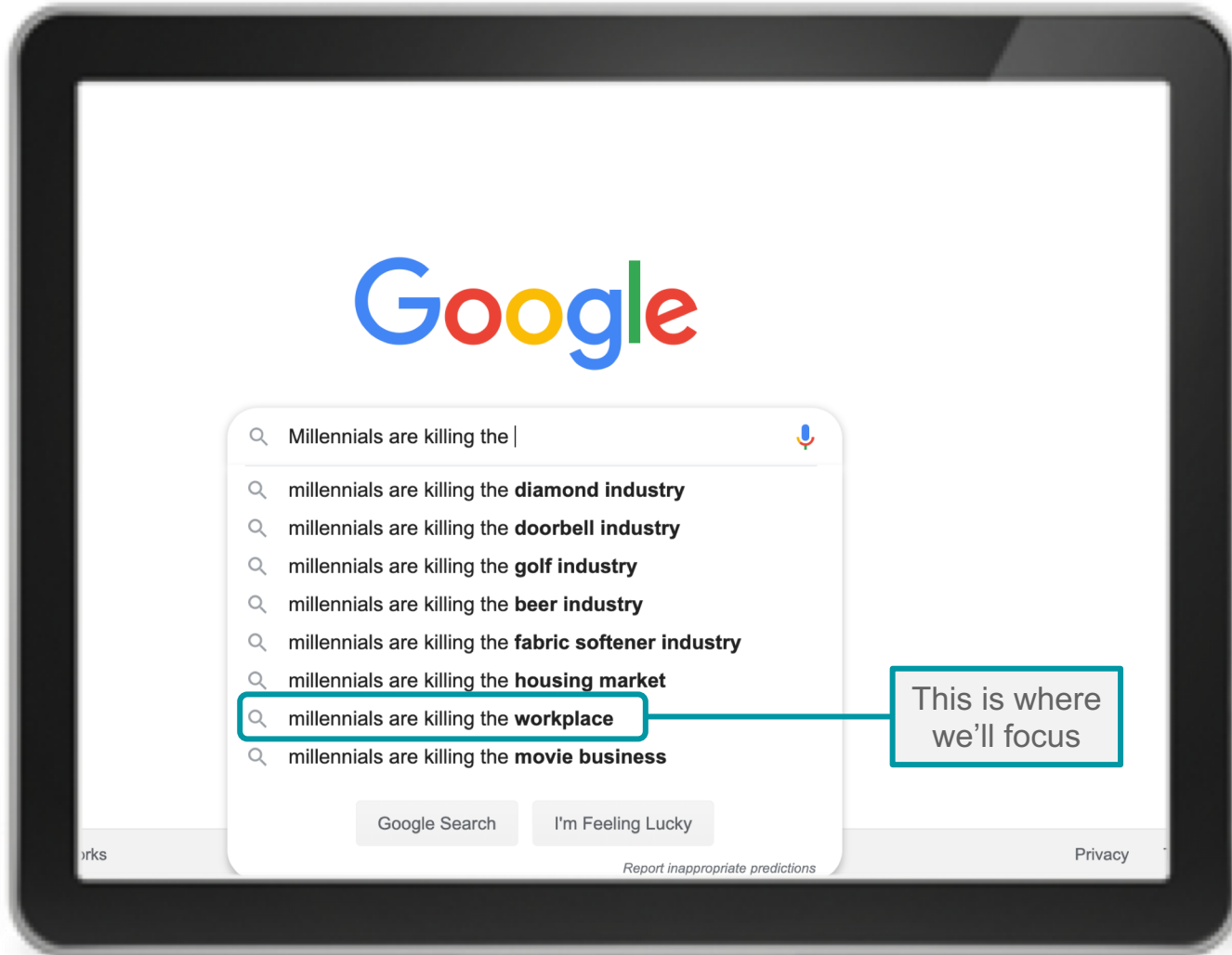
Why we're here



What Google knows about Millennials



What Google knows about Millennials



Getting to know the Millennial generation

millennial

Born from 1980-2000
Total in US: 72 Million
Social Networking: 75%
35% Liberal
Most Diverse



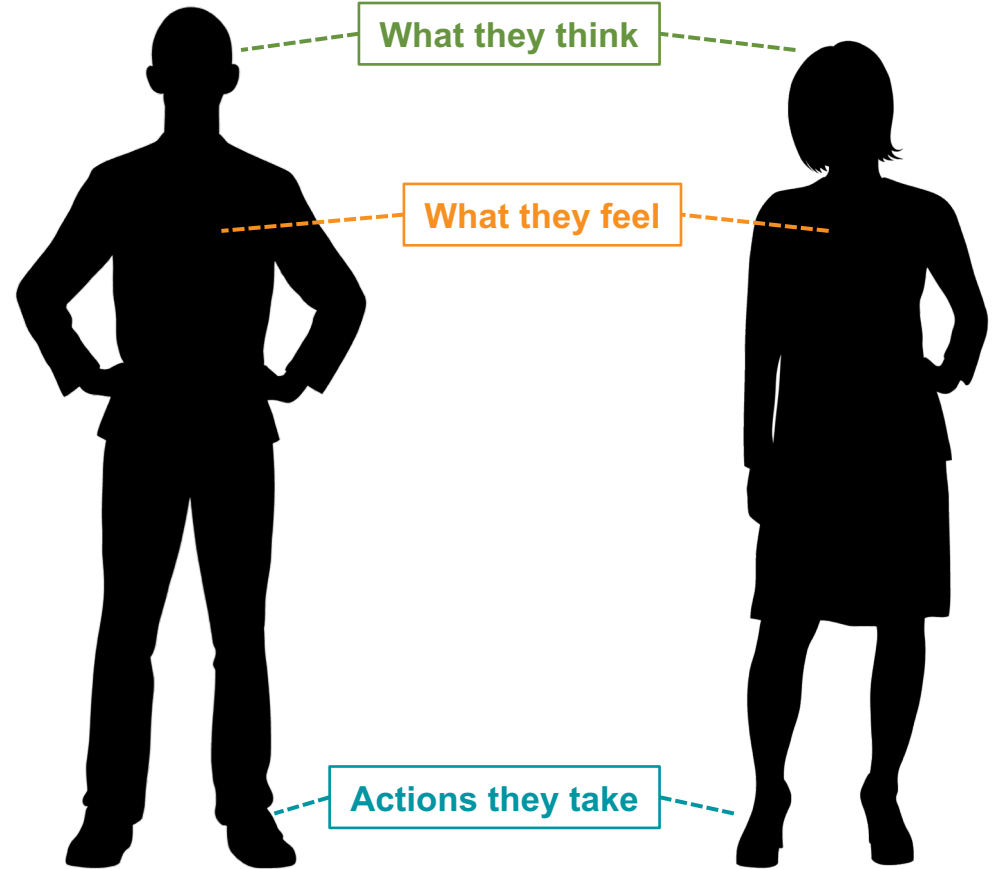
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Born from 1935-1955
Total in US: 82 Million
Social Networking: 35%
40% Conservative
Most Wealthy



Understanding the Millennial Generation

Getting Beyond the Numbers:
Connecting and Motivating the
Next Now Generation



A woman with blonde hair and glasses, wearing a denim jacket, is sitting at a desk in an office. She is holding a smartphone to her ear with her right hand and a document with her left hand. The background is slightly blurred, showing office equipment and another person in the distance. The overall tone is professional and modern.

Internal Staff

Millennials in the Field

A career in recruiting isn't always top of mind



Future Fireman



Future Recruiter



Future Doctor

And we're losing our front line at an alarming rate



31%

TURNOVER
Sales & Recruiting Employees

The majority of which are millennial or younger

Percentage of account managers and recruiters by generation



12

Baby Boomers



32

Gen X



56

Millennials

Firm culture and career growth attract Millennials

Top non-compensation reasons that attract them to their current staffing firm

millennial



61

Firm culture

49

Career growth

38

Firm's vision

37

Skills growth

BOOMER



Firm culture

46

Firm reputation

44

Company leadership

36

Firm's vision

33

Firm culture and direct manager key to retention

Top non-compensation reasons that keep them at their current staffing firm

millennial



54

Firm culture

43

Direct manager

40

Career Growth

32

Recognition

clearlyrated®



BOOMER

Firm culture

51

Company leadership

40

Firm reputation

38

Firm's vision

28

Lack of career growth drives plans to leave

Percent who of those planning to leave their firm based on lack of career growth



33

Baby Boomers



44

Gen X



76

Millennials

Engaging Millennials in your Firm

- 1) **Build loyalty to the team.**
- 2) Overcommunicate.
- 3) Remind them of the why.



Engaging Millennials in your Firm

1) Build loyalty to the team.

2) Overcommunicate.

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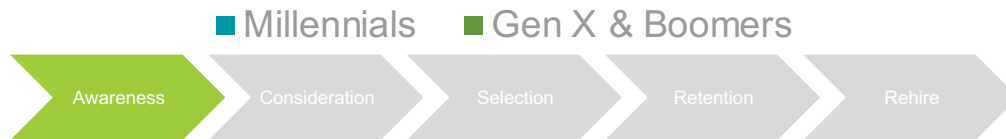
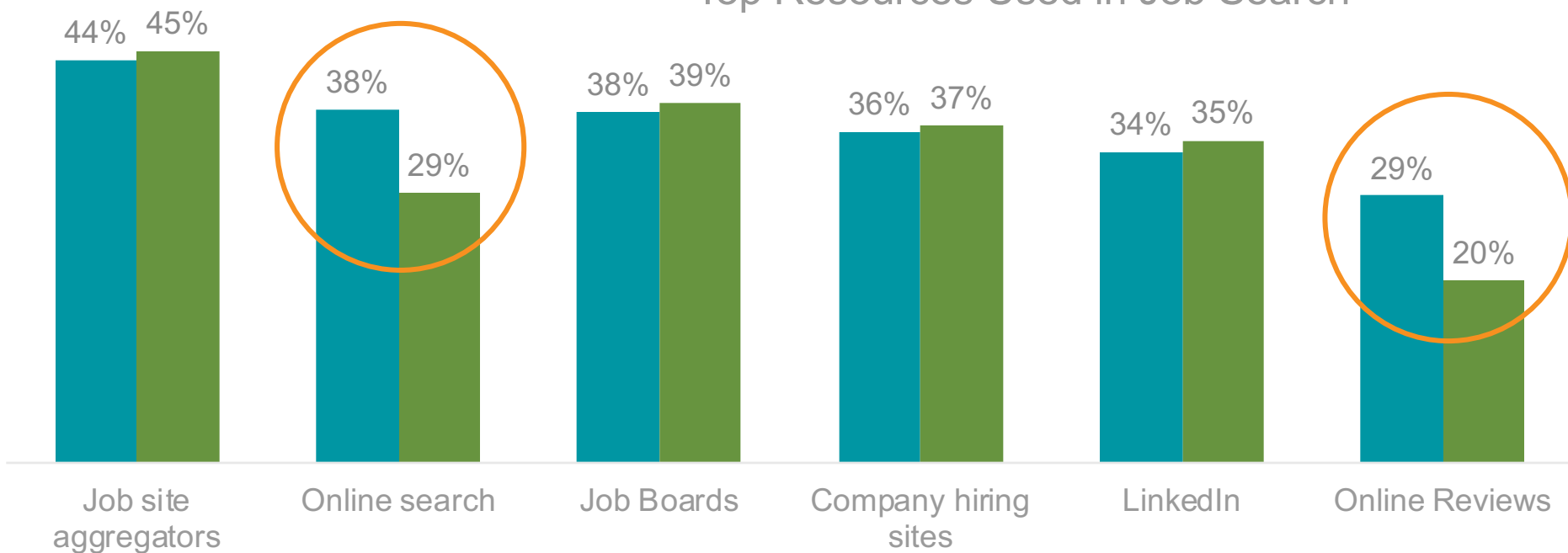
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Job Candidates

Reaching Millennials

Millennials more likely to leverage online sites

Top Resources Used in Job Search



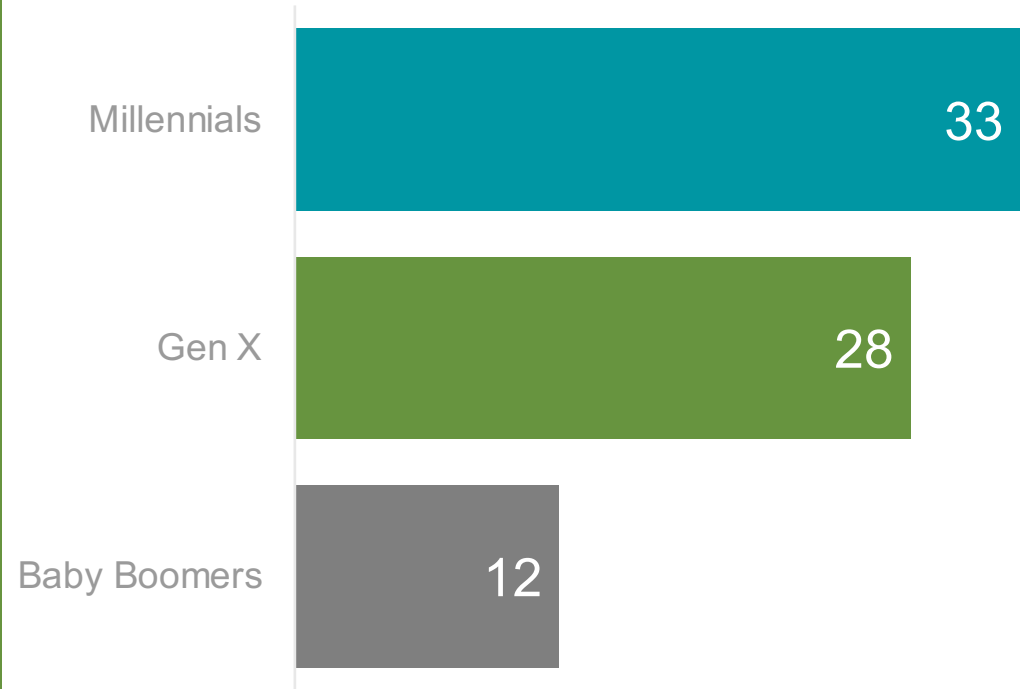
SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

Millennial Staffing Myths

Awareness is part education for this group who has less experience working with us



Percent 'Embarrassed' to be temporary employee



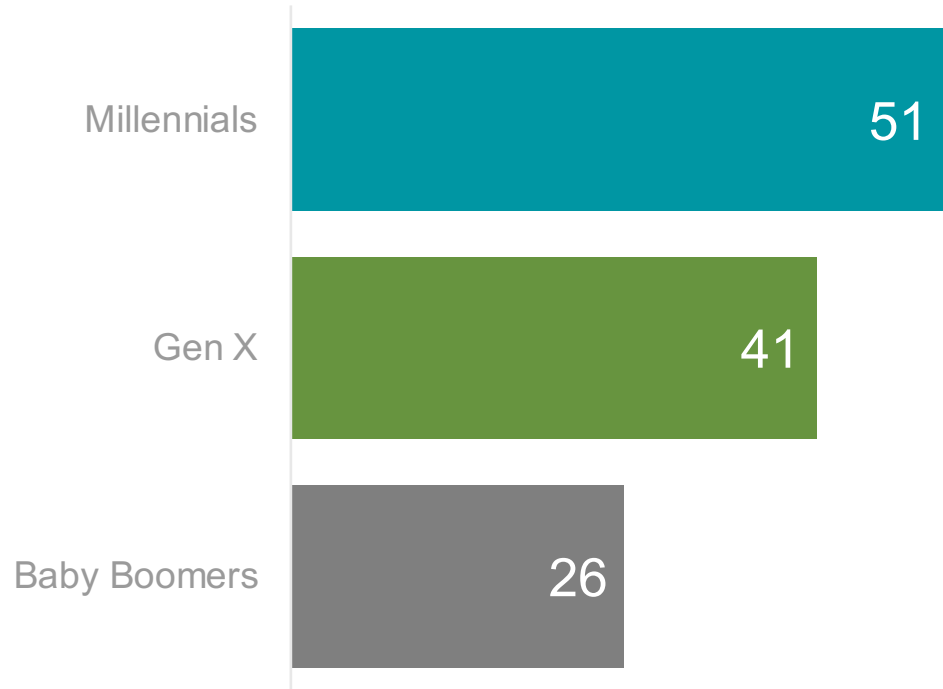
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Millennial Staffing Myths

Awareness is part education for this group who has less experience working with us



Percent who think staffing firms are for people who can't find job on their own



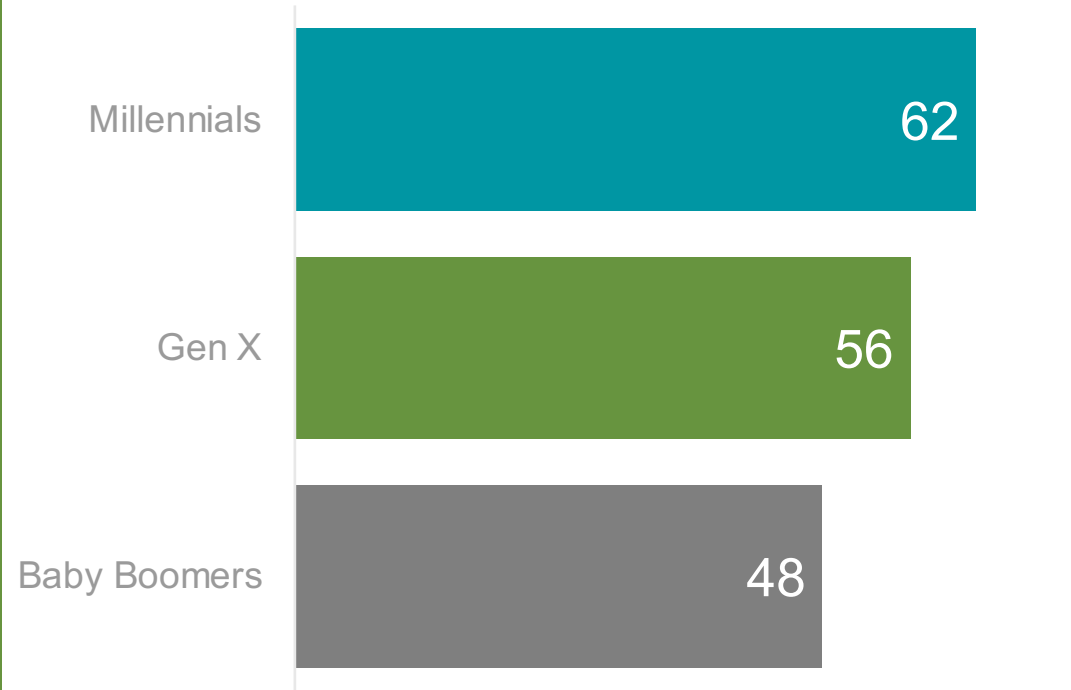
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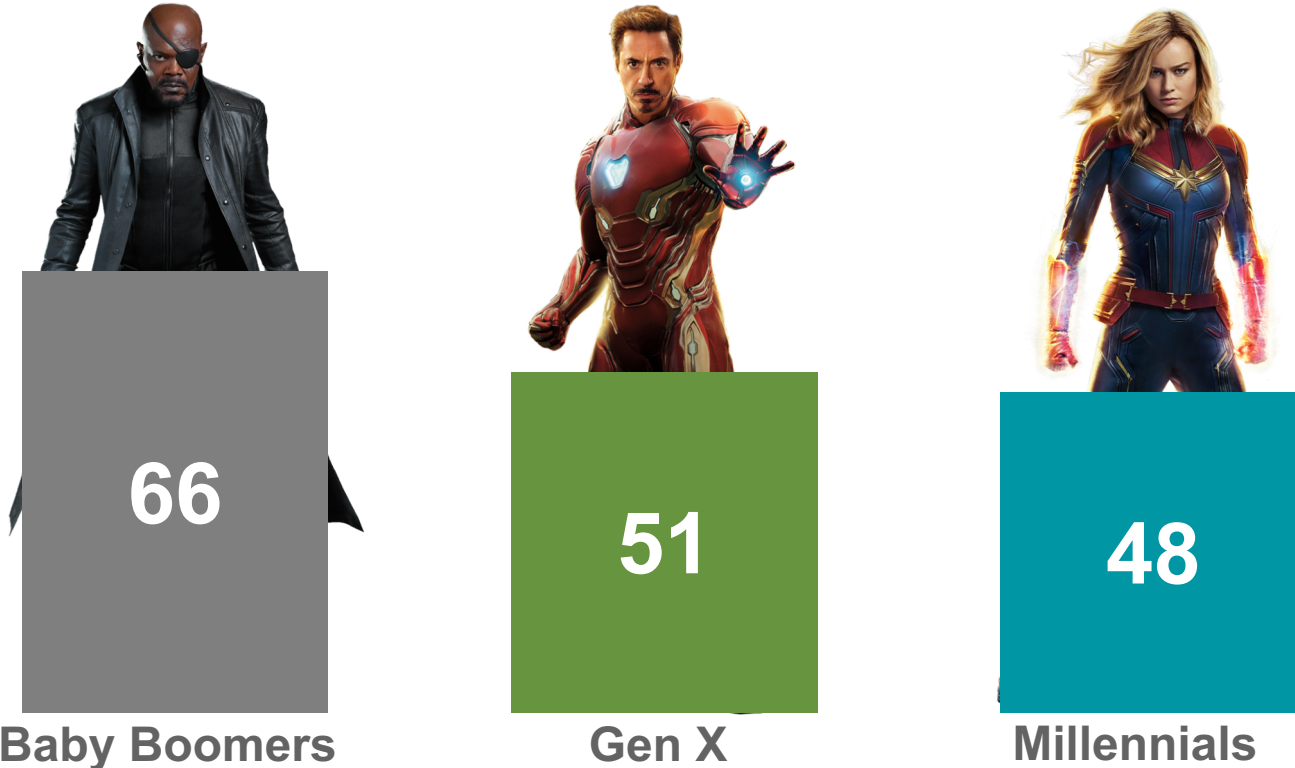
Percent who think staffing firms are all mostly the same



SOURCE: 2018 ClearlyRated, & ASA Survey of Job Candidates

Millennial candidates trust referrals less...

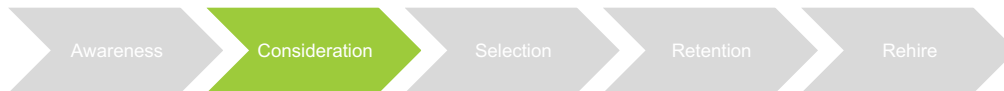
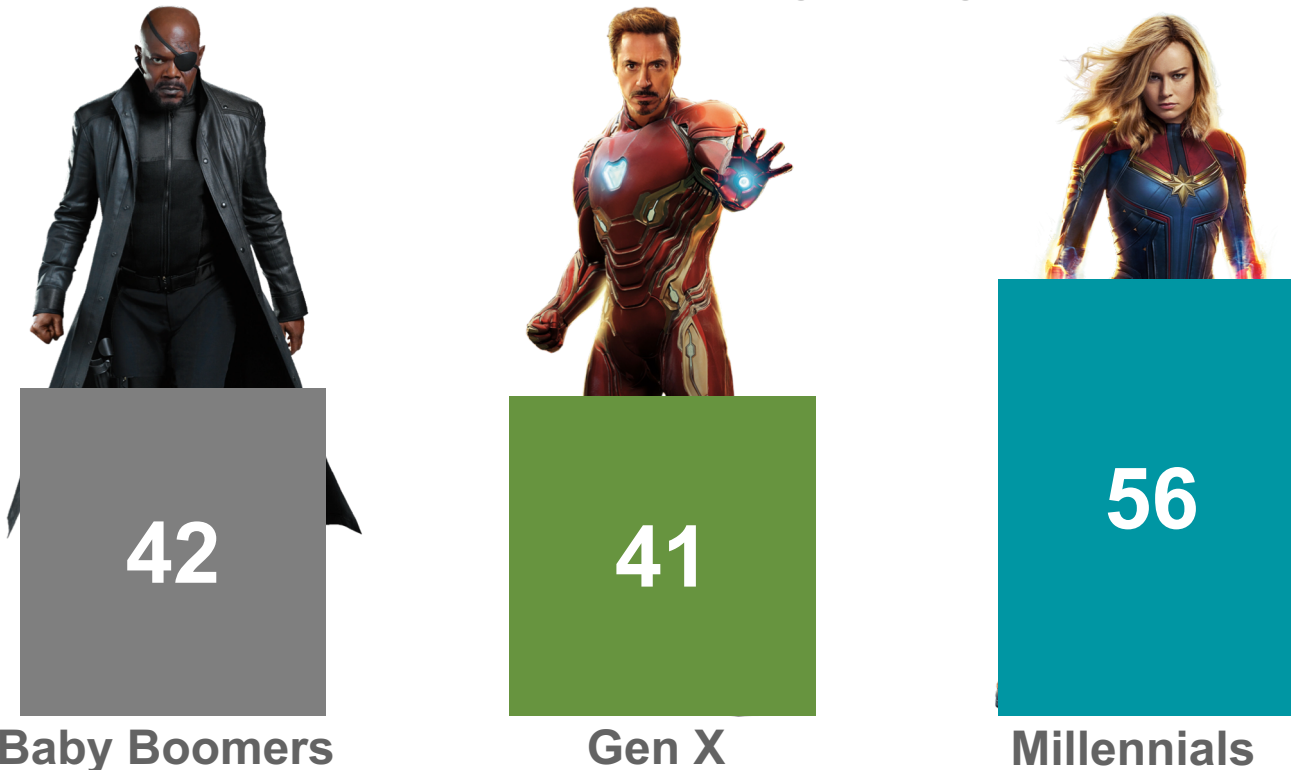
Percent who trust REFERRALS from friends/colleagues when vetting a staffing firm



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

And online ratings more

Percent who trust ONLINE RATINGS when vetting a staffing firm



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

Millennial candidates leave jobs that lack flexibility

Percent who left a job in the past 12 months due to a lack of flexibility



3

Baby Boomers



13

Gen X



21

Millennials



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

Millennials Want Growth

Coach them to keep them

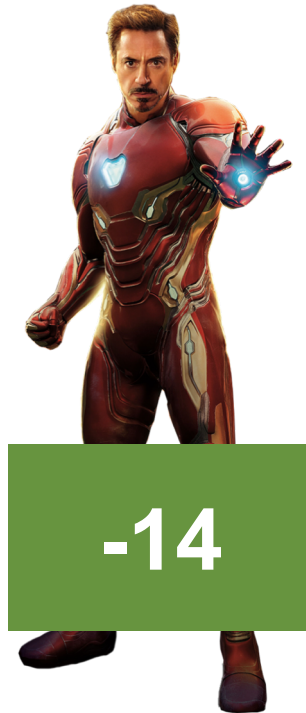


Millennials are more satisfied with primary firm

Net Promoter Score of Primary Staffing Firm



Baby Boomers



Gen X



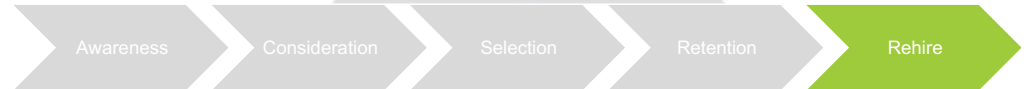
Millennials



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

Millennials Want Communication

Being proactive key to rehire rate



SOURCE: 2018 ClearlyRated, & ASA Survey of Job Candidates

Millennials Want Career Progression and Status

Give your Talent a Chance to Earn Status



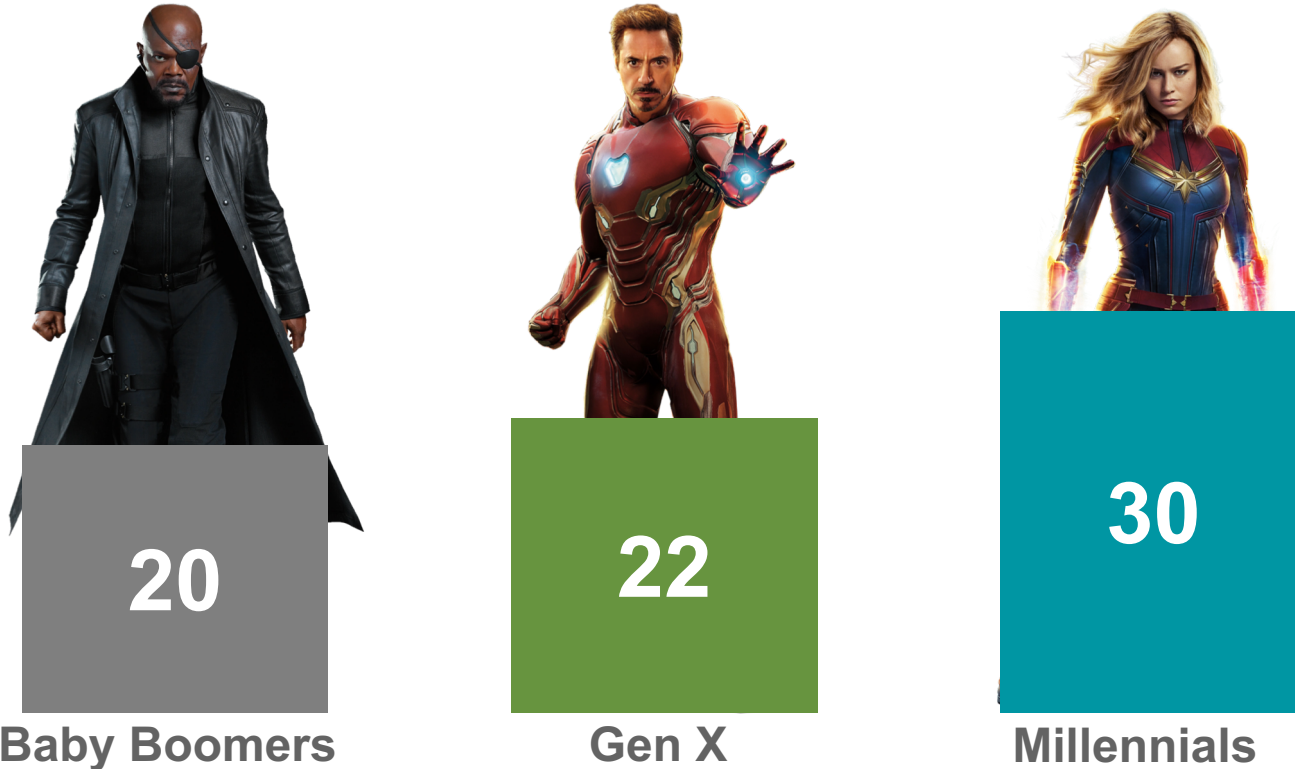


Hiring Managers

Reaching Millennials

Freelancer talent pool represents opportunity

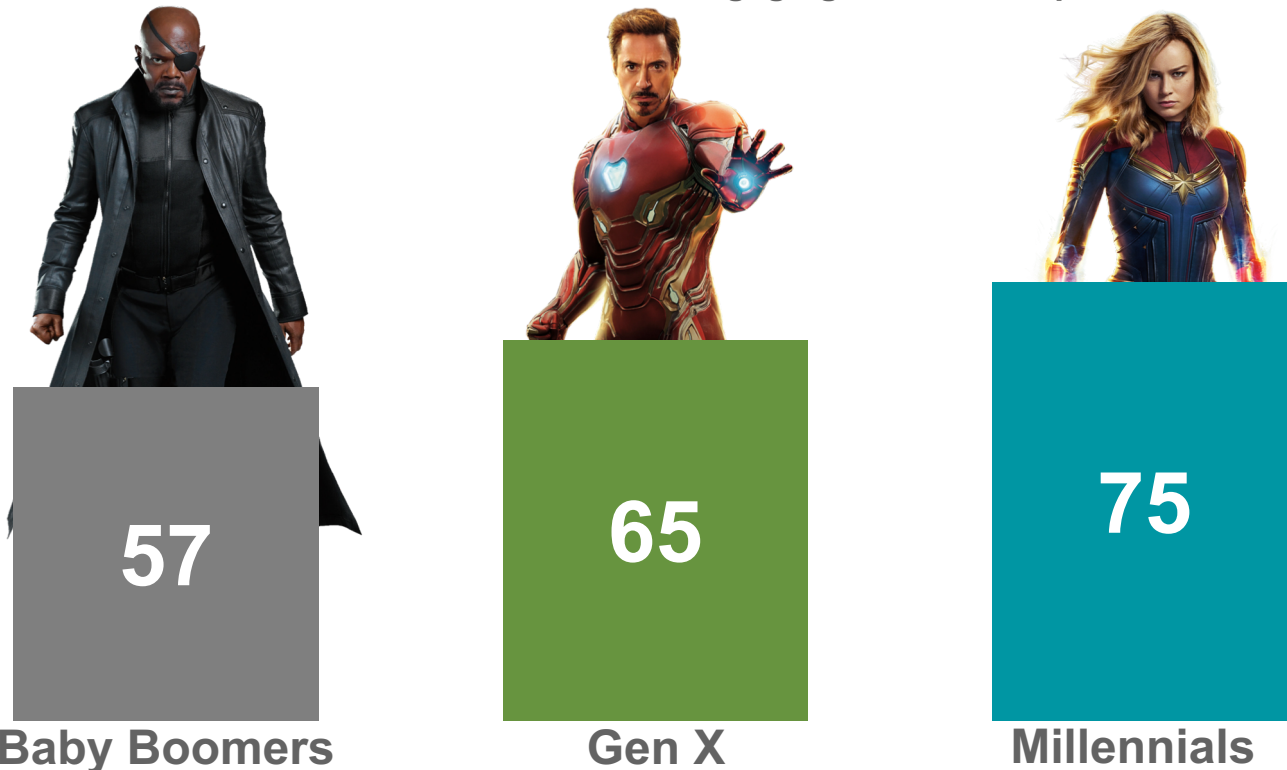
Percentage of flexible talent budget spent on freelancers/independent contractors



SOURCE: 2019 ClearlyRated, CareerBuilder & ASA Survey of Staffing Buyers

The evolution of the staffing buyer

Would prefer to research a firm online instead of engaging with a sales person



SOURCE: 2019 ClearlyRated, CareerBuilder & ASA Survey of Staffing Buyers

Millennials look for speed, fit and expertise

Reason for hiring through staffing firm

millennial



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45

Specialized skills

44

Save time on hire

45

Gauge candidate before hire

29

Needed recruiting expertise

Specialized skills

46

Save time on hire

36

Gauge candidate before hire

34

Needed recruiting expertise

18



Awareness

Consideration

Selection

Evaluation

Expansion

SOURCE: 2019 ClearlyRated, CareerBuilder & ASA Survey of Staffing Buyers

Why hiring managers don't choose staffing firms

Reason for NOT hiring through staffing firm

millennial



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31

Staffing doesn't get best candidates

24

Used online freelancing instead

19

Had bad past experience

18

Staffing doesn't get best candidates

16

Used online freelancing instead

6

Had bad past experience



Awareness

Consideration

Selection

Evaluation

Expansion

SOURCE: 2019 ClearlyRated, CareerBuilder & ASA Survey of Staffing Buyers

Millennials are more satisfied with primary firms

Net Promoter Score of Primary Staffing Firm



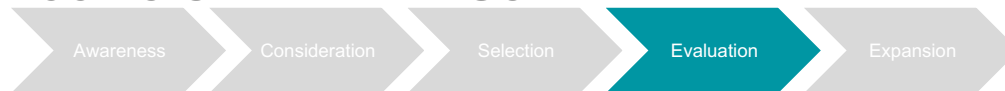
Baby Boomers



Gen X



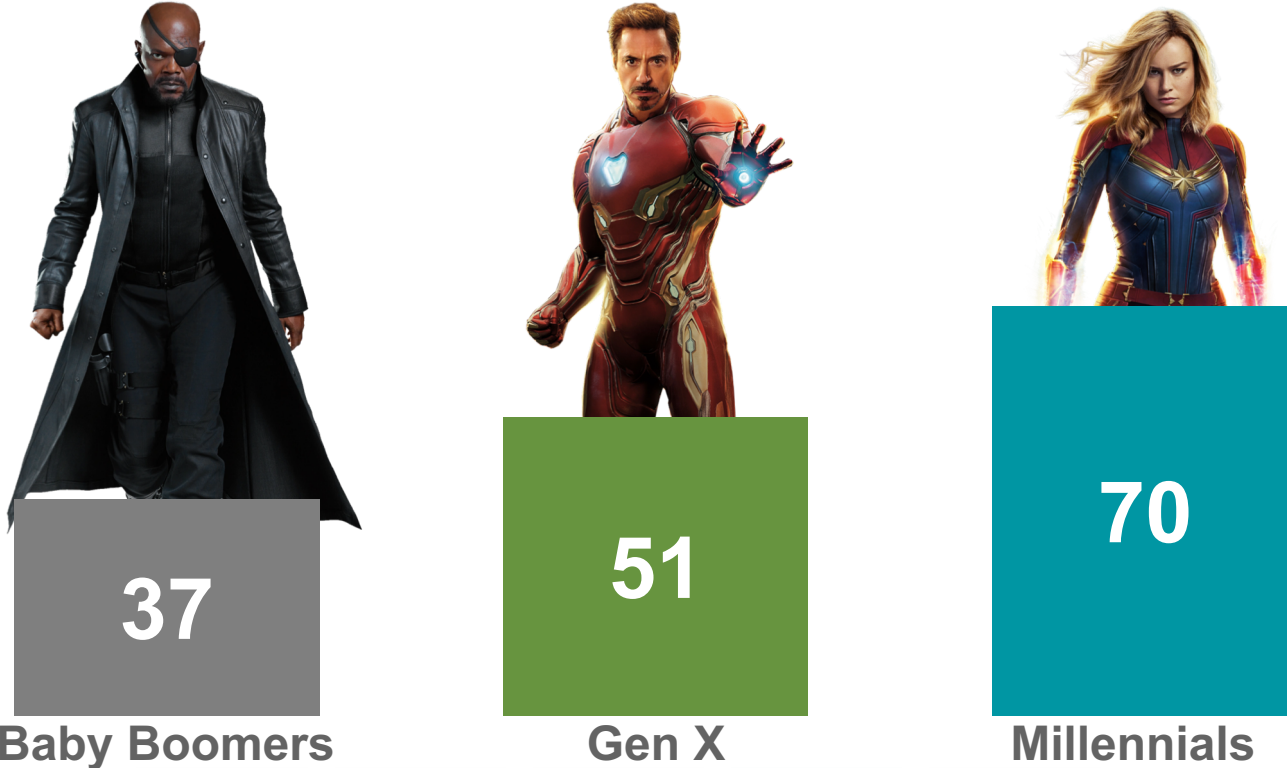
Millennials



SOURCE: 2019 ClearlyRated, CareerBuilder & ASA Survey of Staffing Buyers

Leverage technology to engage with buyers

Would prefer to place a job order online rather than talking to a recruiter by phone or in person



SOURCE: 2019 ClearlyRated, CareerBuilder & ASA Survey of Staffing Buyers

Opportunity is driven by service and innovation

Ways staffing firms can earn more of their business

millennial



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29

Improve candidates

18

Improve service

14

Expand offerings

Improve candidates

35

Improve service

Expand offerings



SOURCE: 2019 ClearlyRated, CareerBuilder & ASA Survey of Staffing Buyers

The Buyer of the Future: 3 Bold Predictions

1) The Age of Service Transparency

- 2) Flexible Talent Will Get More Flexible
- 3) Buyers in Control of the Process



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Questions?

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