

DO'S & DON'TS

RECRUITING MILLENNIALS



COMPANY CULTURE

Describe in detail, what it's like to work at your company.



DEFINE PURPOSE

Millennials are very purpose driven individuals. Make clear the purpose of the vacant position.



BE GENUINE

Connect with them. Talk in a conversational way.



LEGACY

They will want to see results of their work and know that they are leaving behind a legacy.



COMPETITIVE PACKAGE

Not just money. Millennials have a deep attraction towards company benefits.



VAGUE JOB DESCRIPTION

Don't just give them a task list. Give them concrete reasons on how they will make a difference.



UNCLEAR ADVANCEMENT

Millennials want to be leaders. Chart a clear career path from the beginning.



SOCIAL MEDIA

POLICY
Encourage them to use social media to help advance the brand of your company.



RIGID HOURS

Millennials believe that work can be done at anytime, anywhere. Flexibility is the key to productivity.



CORPORATE BUZZWORDS

Millennials are more likely to gravitate towards a company that speaks to them in a simple, yet punchy, way.

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