

# RECRUITING GRADUATES



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## CREATING CAREER SATISFACTION FOR GRADUATES - A RECRUITER PERSPECTIVE

If there is one challenge greater than attracting the best young talent to your organisation, it is retaining it. With research suggesting recent graduates are far less likely to remain loyal employees of a single organisation than previous generations, how is it possible to ensure graduates feel satisfied in their role and with their future career prospects - and therefore more likely to stay?

Every individual has different motivations, personal circumstances and expectations, so is it feasible to expect to satisfy everyone?

Although there are many factors that can affect the success of your retention policy, we feel that the core of this lies with a solid recruitment strategy and an honest look into what sort of person will best fit into your organisation now and as it develops in the future.

Briefly but clearly stating in a job ad the main ethos of an organisation and the key personal attributes you seek in an ideal candidate can go a long way towards attracting the most suitable applications.

Going beyond a demonstration of the necessary skills and qualifications, you may want to think very carefully about what interview questions you can devise that will ascertain a candidate's core motivations and how well they will fit into the existing team dynamic. Be open about where and how your organisation sees and rewards success, what the expectations of the role are now and in the

future, and what sort of culture there is in the office. Do these genuinely match with the expectations and qualities of the candidate?

The more open and honest a conversation between recruiter and candidate from the outset, the more fruitful that relationship will be. Where an organisation and candidate's priorities align, you'll see the greatest chance of long term success.



## RECRUITING GENERATION Z

**Generation Z are entering the business scene - are you ready for them?**

Generation Z (or Gen Z) is the demographic cohort following Millennials. Born from 1998 onwards, they have never known a time before computers and mobiles. They are tech-savvy, entrepreneurial, and are engaged with social media. They are the 'switched on' generation and expect 24/7 access to

information. They will soon be joining our current largest working group, the Millennials, so how can recruiters appeal to this tech-dependent sub-group?

## The Human Touch

Although Gen Z rely heavily on technology, they appreciate the human touch with the 'majority of Gen Z respondents say they prefer in-person communications with managers (51%), as opposed to emailing (16%) or instant messaging (11%).' So if you really want to make an impact on Gen Z, don't hide behind your computer screens – arrange a meeting face-to-face or call their mobile instead.

## Flexible Working

According to Tech Target, 'in the workplace, Generation Z expects greater flexibility and the capacity to work remotely, collaboratively and seamlessly across their various devices.' Companies that develop their flexible working policies will be ahead of the curve in attracting these emerging tech-experts. Being able to access work remotely doesn't mean they'll be less committed – they are just less interested in the 9-5 presenteeism practices that many hierarchical companies currently expect. With the rise of business digital support, Gen Z can and will work anywhere. So is it time to review your HR policies?

## Intrapreneurship

Generation Z are keen entrepreneurs: '72% of Gen Z wants to start a business someday.' So how can recruiters attract this aspirational group? How about giving them the opportunities that come with starting their own businesses? 'To keep those interested in entrepreneurship close to the firm, leaders might want to consider 'intrapreneurship,' giving employees the ability to work on start-up projects within the firm.' By entrusting Gen Z to channel their creative drive into new areas, both the business and employee can benefit from this symbiotic arrangement. They might be the youngest employees in the company but they have the determination to drive the business into new territories.

So, what are you waiting for? It's time to prepare your business for Generation Z.



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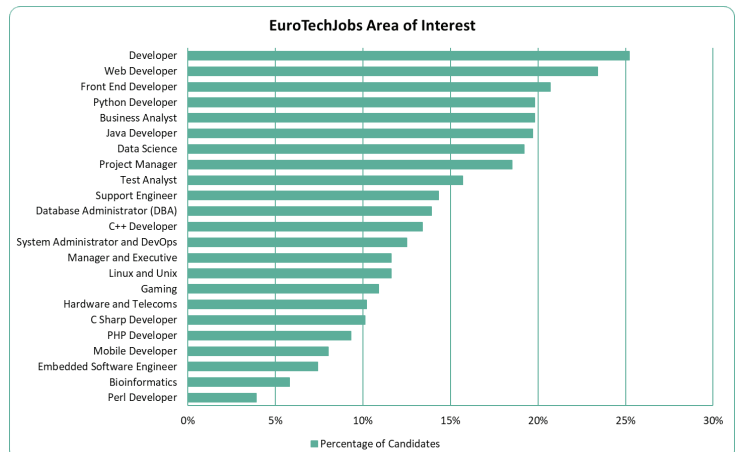
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- Ine Debo, Recruitment Officer, Deloitte