



LIFE CAREERISM:

A MILLENNIAL'S CAREER PATH FOR WORK AND LIFE

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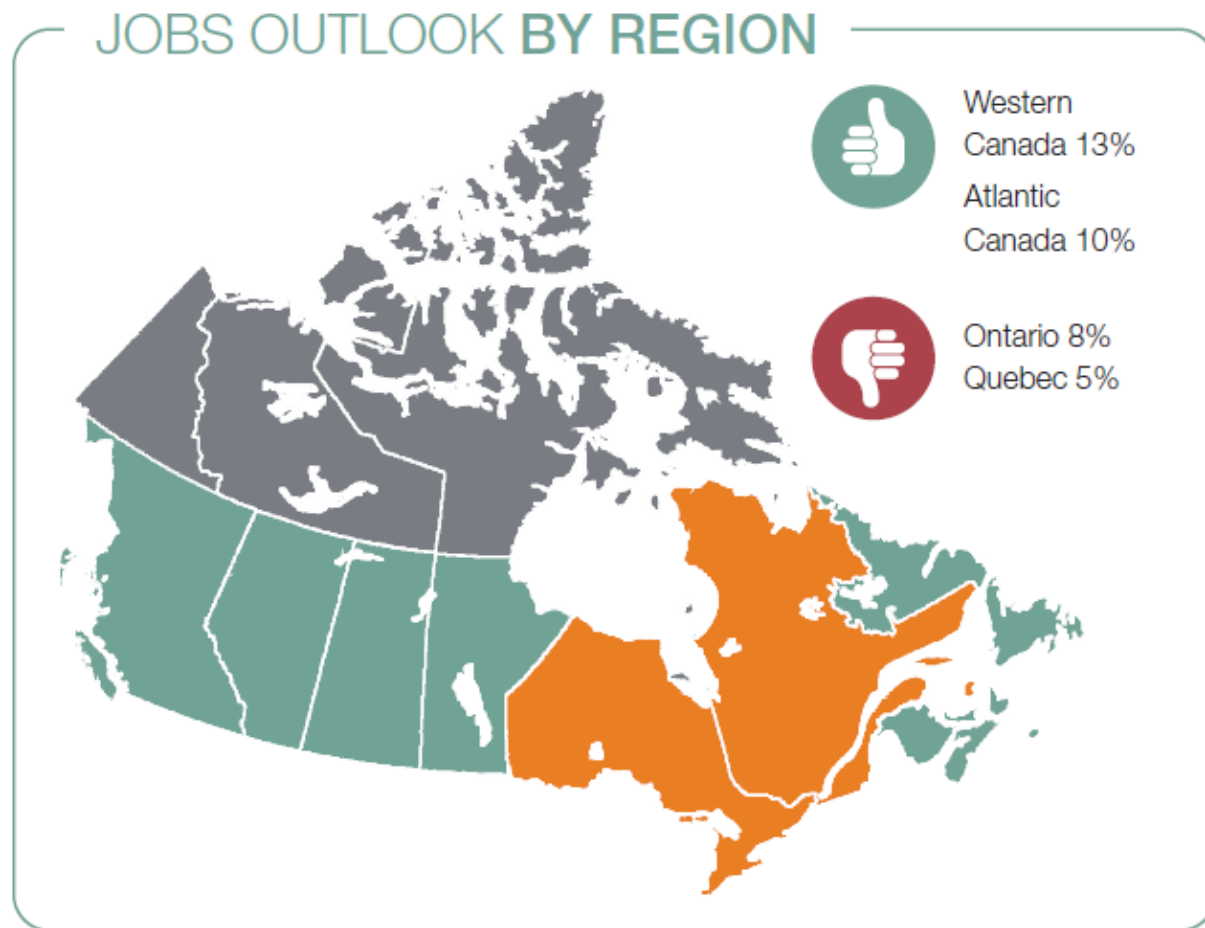


@Jay_Kipps

WHY CAN'T ORGANIZATIONS MEET THEIR HIRING NEEDS?

- ✓ A mismatch between degrees students are pursuing and the type of skills companies need
- ✓ Challenges connecting with the best fit talent
- ✓ Inability for organizations to differentiate their offering to stand out from the crowd

WHO ARE YOU **COMPETING WITH** IN THE TALENT MARKET NOW?



WHO ARE YOU **COMPETING WITH** IN THE TALENT MARKET NOW?

Canadian employers shared their hiring plans for Q2 2014



Plan to hire



Expect to let staff go



Plan to keep workforce levels steady



Are unsure about hiring plans

 30% of employers said they are still having a hard time filling jobs #CACEEconf

IT'S HARD TO **STAND OUT**



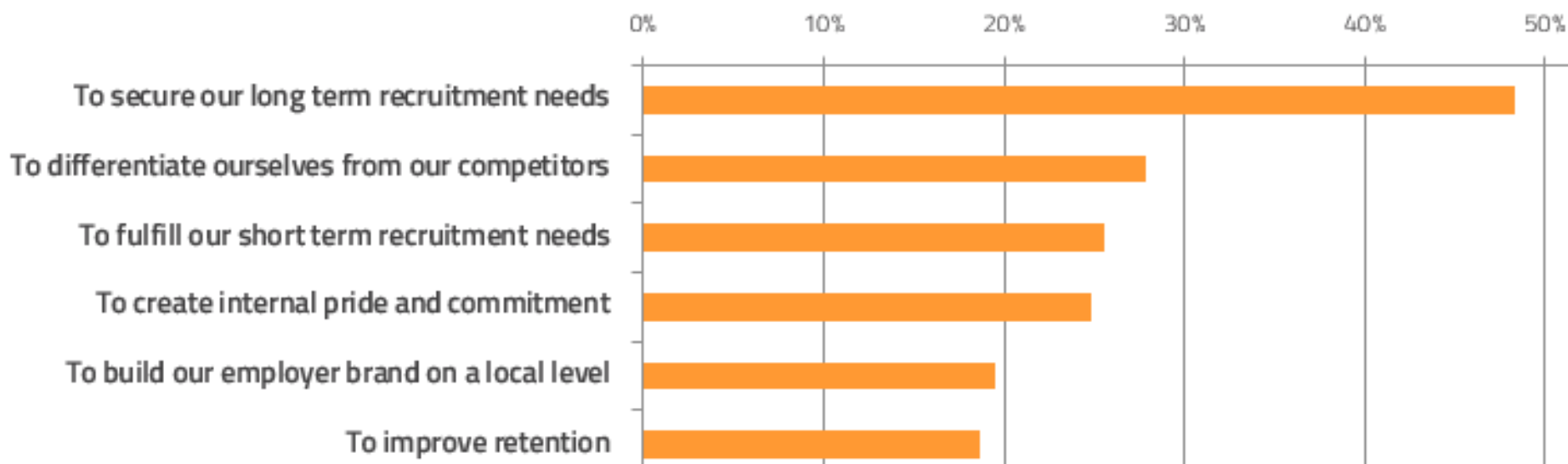
An Increased Number of Considered and Ideal Employers

	Considered			Ideal		
	2014	2013	Delta	2014	2013	Delta
Business	21.0	18.8	2.2	3.8	3.5	0.3
Engineering/IT	19.4	15.4	4.0	3.8	3.3	0.5
Natural Science	11.1	9.9	1.1	3.0	2.8	0.2
Liberal Arts	11.8	10.1	1.7	3.0	2.5	0.5
Law	12.0	9.5	2.6	3.0	2.3	0.7
Health/Medicine	7.2	6.0	1.2	2.6	2.3	0.3
TOTAL	15.4	13.2	2.2	3.3	2.9	0.4



Canadian students considering more employers. Differentiating critical #CACEEconf

Top Global Employer Priorities for 2014



WE ARE ALL TRYING TO FIGURE OUT **WHAT MILLENNIALS WANT**



WHY IS IT SO HARD WITH ALL OF THIS INFORMATION

The collage features several overlapping elements:

- Top Left:** A snippet from *The Guardian* with links to News, US, World, Sports, and Money. Below it is a *money* logo and a snippet from *The Globe and Mail*.
- Top Center:** A screenshot of *About.com* Human Resources section, titled "11 Tips for Managing Millennials" and "4 Tips About What Millennials Need at Work" by Susan M. Heathfield. It includes a search bar and navigation links like "Human Resources", "Employ People", and "Manage P".
- Top Right:** A section titled "What Millennials Want" with three columns:
 - ...from their boss**: TOP FIVE CHARACTERISTICS MILLENNIALS WANT IN A BOSS. Includes: "Will help me navigate my career path", "Will give me straight feedback", "Will mentor and coach me", "Will sponsor me for formal development programs", "Is comfortable with flexible schedules".
 - ...from their company**: TOP FIVE CHARACTERISTICS MILLENNIALS WANT IN A COMPANY. Includes: "Will develop my skills for the future", "Has strong values", "Offers customizable options in my benefits/reward package", "Allows me to blend work with the rest of my life", "Offers a clear career path".
 - ...to learn**: TOP FIVE THINGS MILLENNIALS WANT TO LEARN. Includes: "Technical skills in my area of expertise", "Self-management and personal productivity", "Leadership", "Industry or functional knowledge", "Creativity and innovation strategies".
- Bottom Left:** A snippet from *The New York Times* dated March 26, 2013, titled "Do Millennials Stand a Chance in the Real World" by Annie Lowrey. The text mentions: "When I was a kid, my grandmother used to spirit packets of oyster crackers from restaurants. She unwrapped gifts n".
- Bottom Center:** A snippet from *Globe Careers* titled "Millennials value workplace culture: study" by Jacqueline Nelson. It includes a photo of two people working and mentions: "Published Tuesday, May. 06 2014, 7:00 PM EDT" and "Last updated Wednesday, May. 07 2014, 12:21 PM EDT".
- Bottom Right:** A snippet from *Forbes* titled "Millennials Seek 21st Century Careers With 20th Century Skills". It includes a date "10/22/2013 @ 7:26PM" and "390 views". The text says: "Millennials are part of a generational evolution in the way we think about jobs, education, and the global economy. As I sat down to talk with Donna Harris, co-founder of 1776, a hub in downtown Washington that aims to".

EMPLOYERS PROMISING THE WORLD

Respectful
Secure Ethical Friendly
Challenging Fun
Leadership Opportunities
Innovative Creative
Training & Development
Compensation Autonomous
Clear Path for Advancement
Entrepreneurial Stable
Flexible





THE THINGS THEY DO, YOU CAN DO TOO

[About Google](#)[Jobs](#)[Life at Google](#)[How we hire](#)

How we hire

We're looking for our next Noogler - someone who's good for the role, good for Google and good at lots of things.

Things move quickly around here. At Internet speed. That means we have to be nimble, both in how we work and how we hire. We look for people who are great at lots of things, love big challenges and welcome big changes. We can't have too many specialists in just one particular area. We're looking for people who are good for Google—and not just for right now, but for the long term.

This is the core of how we hire. Our process is pretty basic; the path to getting hired usually involves a first conversation with a recruiter, a phone interview and an onsite interview at one of our offices. But there are a few things we've baked in along the way that make getting hired at Google a little different.

How we interview

We're looking for smart, team-oriented people who can get things done. When you interview at Google, you'll likely interview with four or five Googlers. They're looking for four things:

Leadership

We'll want to know how you've flexed different muscles in different situations in order to mobilize a team. This might be by asserting a leadership role at work or with an organization, or by helping a team succeed when you weren't officially appointed as the leader.

Role-Related Knowledge

We're looking for people who have a variety of strengths and passions, not just isolated skill sets. We also want to make sure that you have the experience and the background that will set you up for success in your role. For engineering candidates in particular, we'll be looking to check out your coding skills and technical areas of expertise.

How You Think

We're less concerned about grades and transcripts and more interested in how you think. We're likely to ask you some role-related questions that provide insight into how you solve problems. Show us how you would tackle the problem presented--don't get hung up on nailing the "right" answer.

Googlyness

We want to get a feel for what makes you, well, you. We also want to make sure this is a place you'll thrive, so we'll be looking for signs around your comfort with ambiguity, your bias to action and your collaborative nature.

WHY IS IT SO HARD WITH ALL OF THIS INFORMATION

The collage features several overlapping articles and website snippets:

- theguardian**: "News | US | World | Sports", "Money", "US under-40 fina", "money".
- About.com**: "Human Resources", "Employ People", "Manage P", "11 Tips for Managing Millennials", "4 Tips About What Millennials Need at Work", "By Susan M. Heathfield", "Search: | News & Quotes | Jobs".
- THE GLOBE AND MAIL**: "Home", "News", "Opinion", "Business", "Investing", "Sports", "Life", "Arts", "Technology", "Streetwise", "Economy", "International", "Industry News", "Small Business", "Commentary", "Career Advice", "Management", "Leadership", "Business Education", "Try Globe Unlimited - 1 month for just 99¢", "And get unlimited access to all your devices", "Home » Report on Business » Globe Careers » Leadership Lab".
- Leadership Lab**: "Five things employers must know about millennials", "DAN SCHAWBEL", "Special to The Globe and Mail", "Published Thursday, Dec. 05 2013, 7:00 PM EST".
- The New York Times**: "March 26, 2013", "Do Millennials Stand a Chance in the Real World?", "By ANNIE LOWREY", "When I was a kid, my grandmother used to spirit packets of oyster crackers from restaurants. She unwrapped gifts n".
- What Millennials Want**: "...from their boss", "TOP FIVE CHARACTERISTICS MILLENNIALS WANT IN A BOSS", "Will help me navigate my career path", "Will give me straight feedback", "Will mentor and coach me", "Will sponsor me for formal development programs", "Is comfortable with flexible schedules", "...from their company", "TOP FIVE CHARACTERISTICS MILLENNIALS WANT IN A COMPANY", "Will develop my skills for the future", "Has strong values", "Offers customizable options in my benefits/reward package", "Allows me to blend work with the rest of my life", "Offers a clear career path", "...to learn", "TOP FIVE THINGS MILLENNIALS WANT TO LEARN", "Technical skills in my area of expertise", "Self-management and personal productivity", "Leadership", "Industry or functional knowledge", "Creativity and innovation strategies".
- Forbes**: "New Posts", "+15 posts this hour", "Most Popular", "A Walk Down Silk Road", "Lists", "TV's Highest-Paid Actors", "12 Stocks to Buy From 3 Investing Giants", "OP/ED | 10/22/2013 @ 7:26PM | 390 views", "Millennials Seek 21st Century Careers With 20th Century Skills", "+ Comment Now", "+ Follow Comments", "Millennials are part of a generational evolution in the way we think about jobs, education, and the global economy. As I sat down to talk with Donna Harris, co-founder of 1776, a hub in downtown Washington that aims to".


About Universum's 2014 Canadian Student Survey

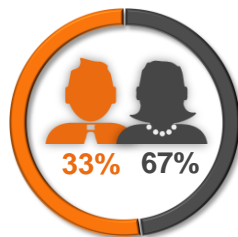


 **108**
Educational institutions

 22

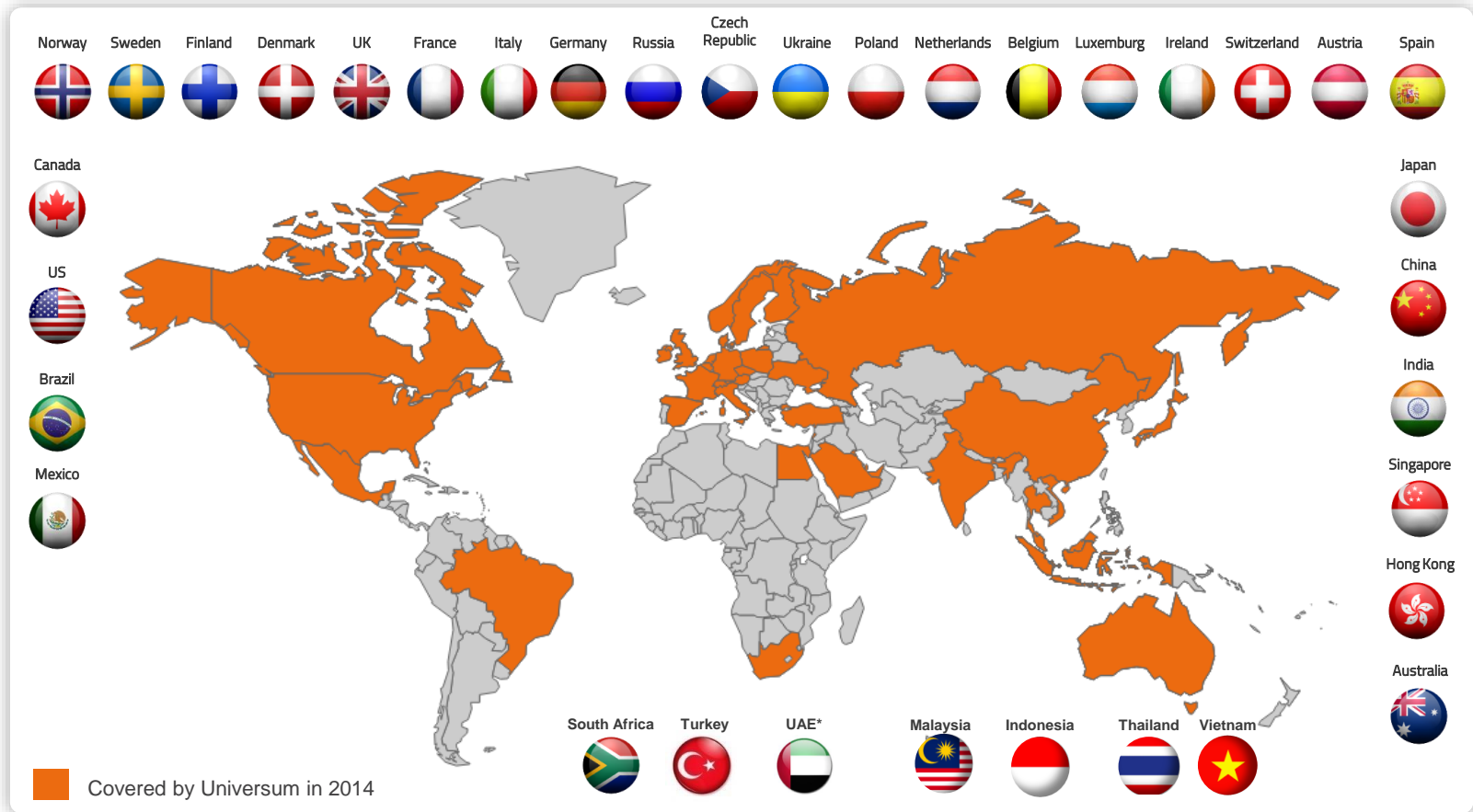
FIELD PERIOD
October to March 2014

 **32,902**
Students in the survey



- 9,125 Business undergraduates
- 4,526 Engineering/IT undergraduates
- 4,234 Natural Science undergraduates
- 8,113 Liberal Arts/Fine Arts/Education/Social Sciences undergraduates
- 441 Law undergraduates
- 2,611 Health/Medicine undergraduates

Universum's Global Student Surveys

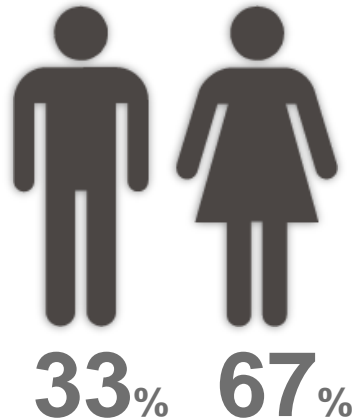


*We are also conducting a regional survey in the Middle East, including Saudi Arabia, Kuwait, Qatar, Lebanon, and Egypt

Students' profile and summary of preferences

All universities

Average age (years):
21.4



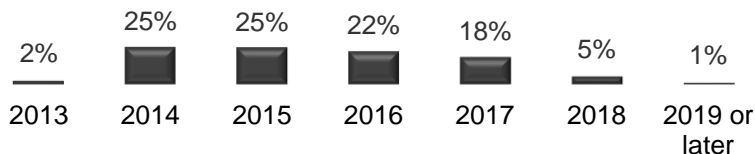
Top 3 career profiles:

- Leader
- Idealist
- Entrepreneur

Average expected annual salary:

50,608 CAD

Year of graduation:



Top 3 most used communication channels:

- Employer websites
- Social networks/communities
- TV advertisements



Top 3 industries:

- Health Care Services
- Public Sector and Governmental Agencies
- Non-Governmental organizations (NGOs)/Non-Profit organizations (NPOs)



Top 5 most attractive attributes:

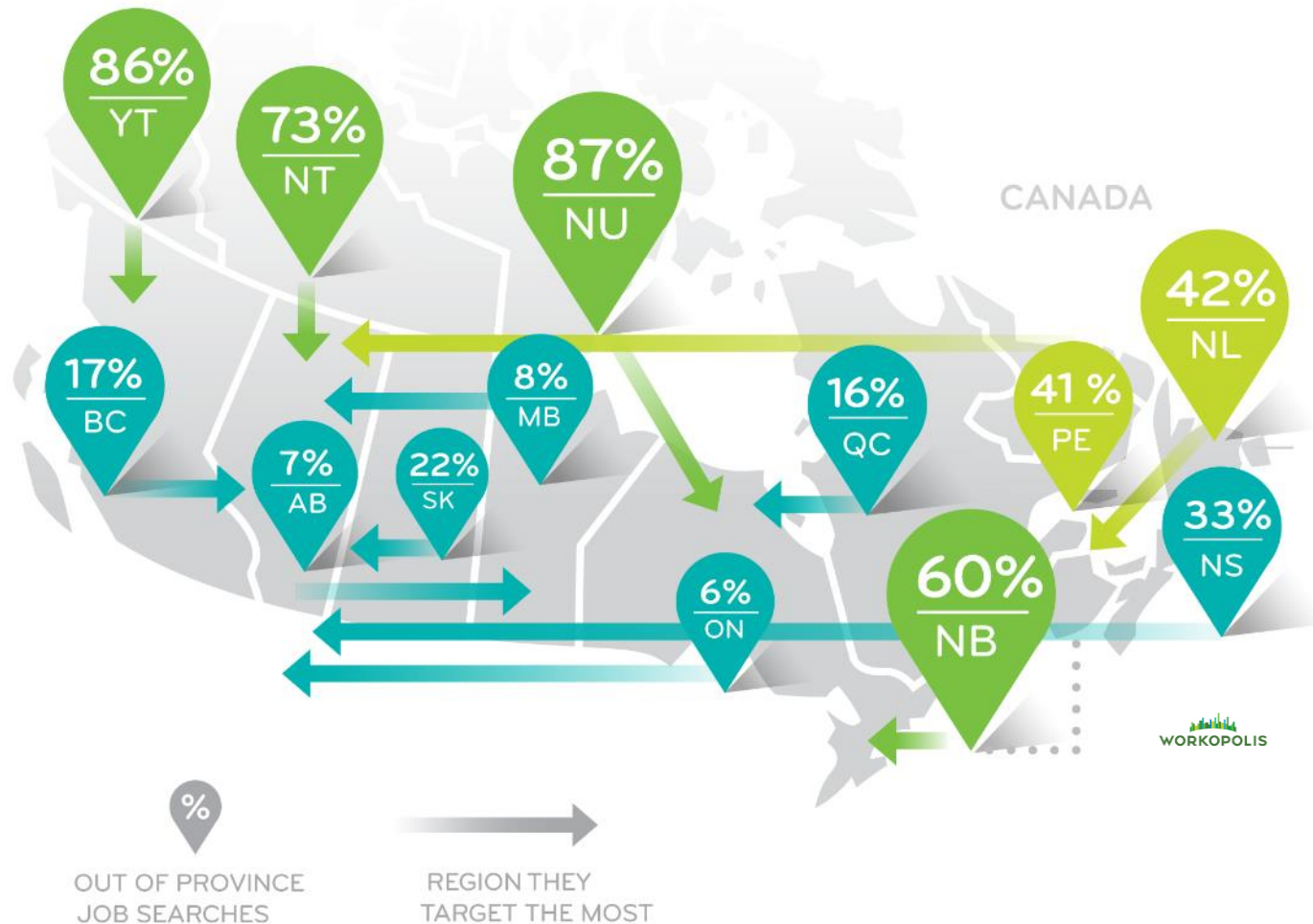
- A creative and dynamic work environment (People & Culture)
- A friendly work environment (People & Culture)
- Respect for its people (People & Culture)
- Secure employment (Job Characteristics)
- High future earnings (Remuneration & Advancement Opportunities)

Top 3 career goals:

- To have work/life balance
- To be secure or stable in my job
- To be dedicated to a cause or to feel that I am serving a greater good



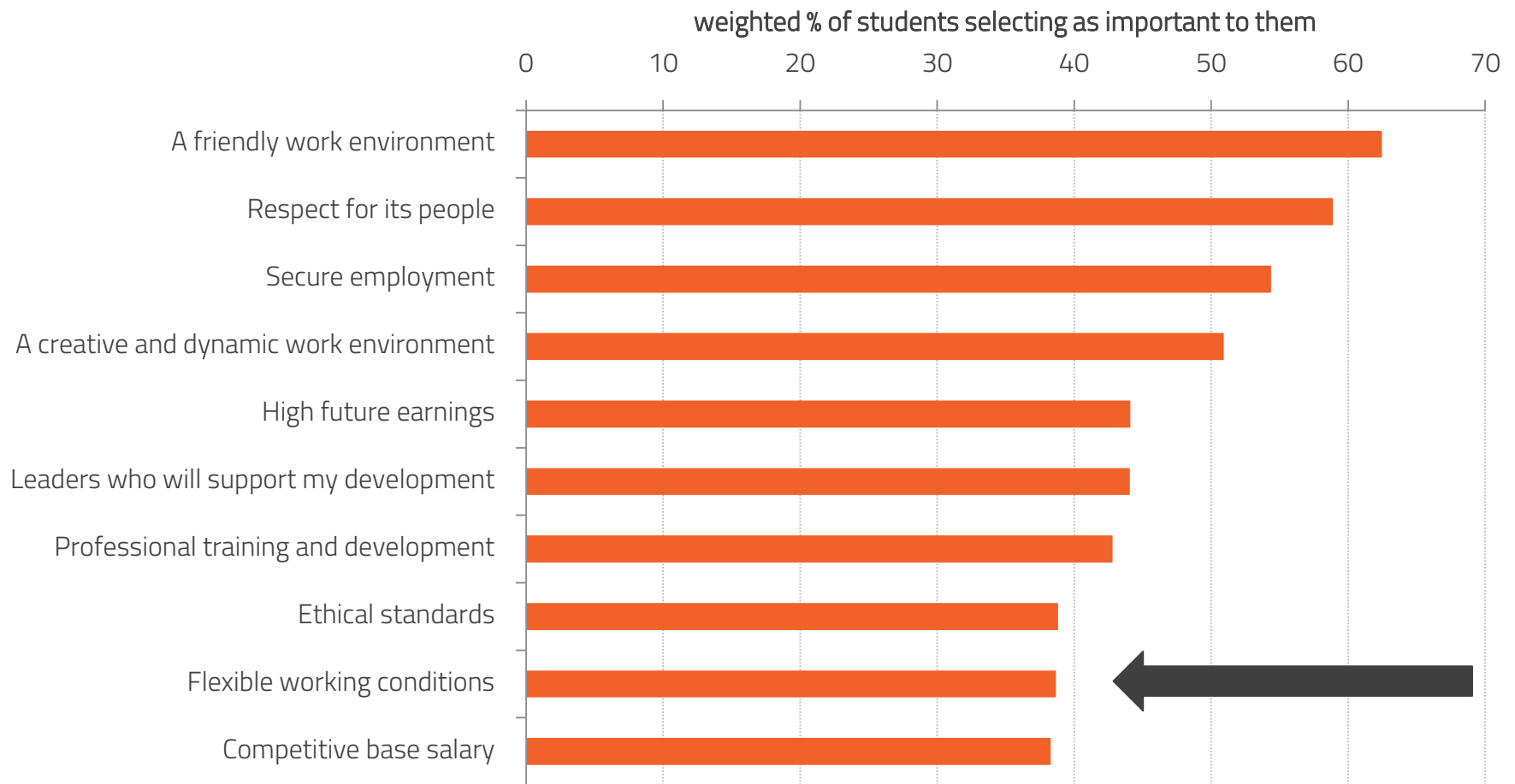
WHERE ARE **CANADIANS** LOOKING FOR WORK?



Only 10% of job searches on Workopolis are “out of province” #CACEEconf

WORK-LIFE BALANCE

What do students really mean by “work-life balance”?



THE CHANGING WAY WE WORK

TECHNOLOGY AVALANCHE



200 APPS
DOWNLOADED
EVERY SECOND

facebook

HOME OF
40 BILLION
PHOTOS



48 HOURS
OF VIDEO UPLOADED
EVERY MINUTE

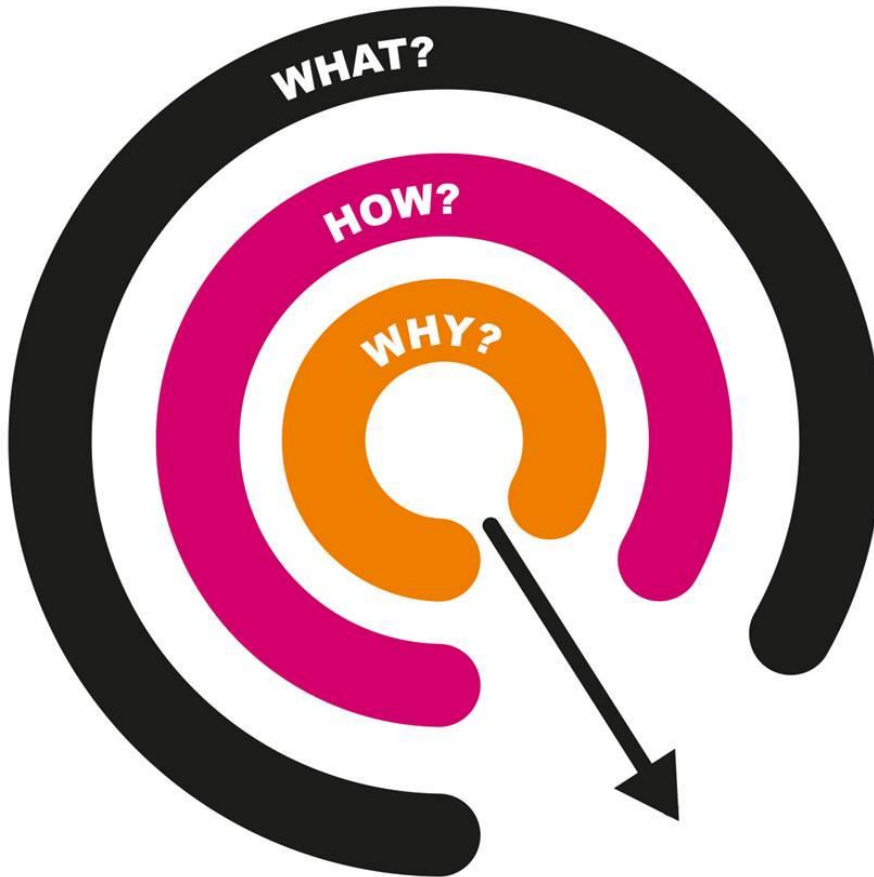
BIGGER, BETTER, FASTER WORLD



THE RISE OF PEOPLE



Students are on a quest for purpose...



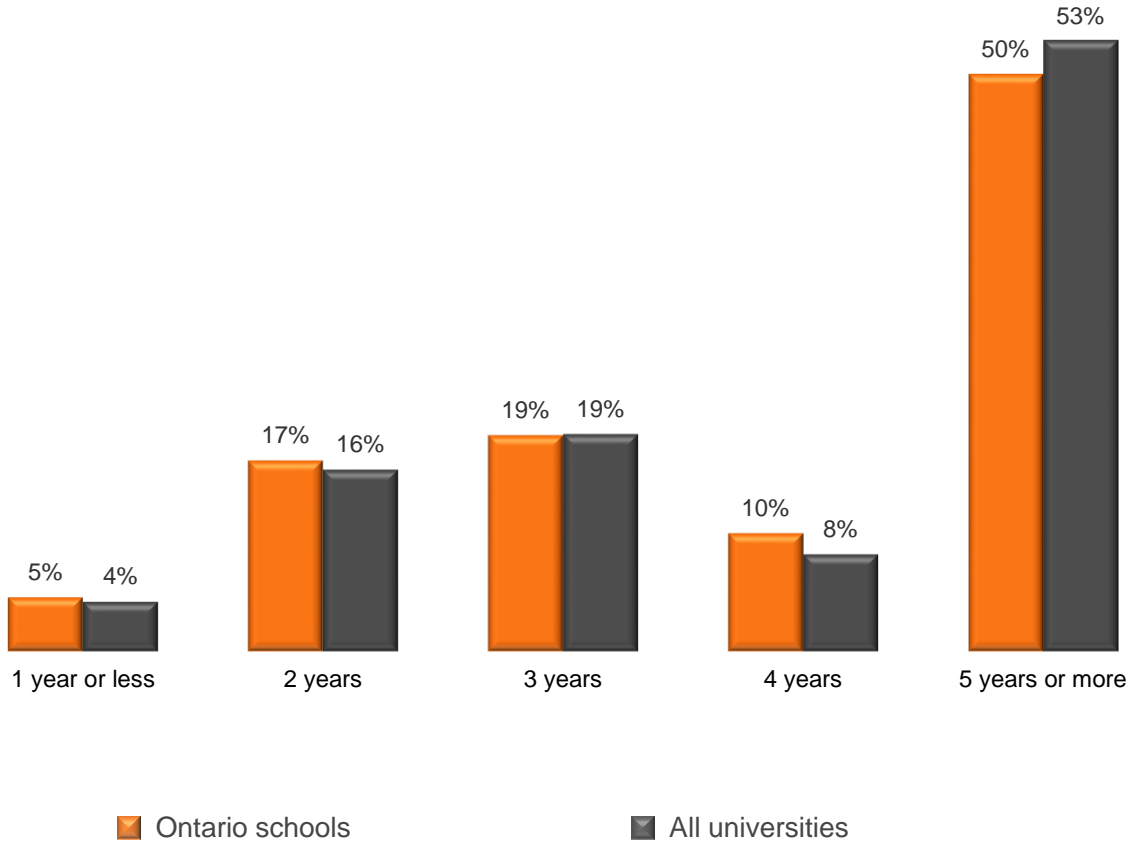
85%

of students globally say
"work should be part of
who I am, not just a way
of making money"

How long do students expect to stay at their first employer?



Students now expect to be with 1st employer for avg. of 5 years #CACEEconf



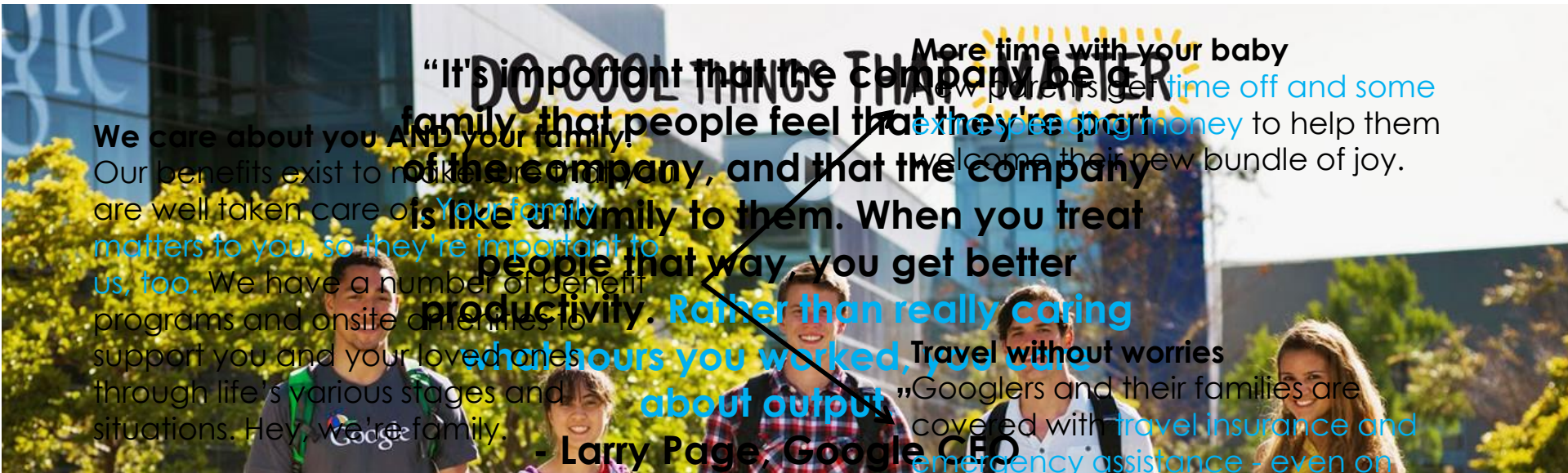
22%

expect to stay
only 2 years at
their first employer

20%

expect to stay
only 2 years at
their first employer

WHAT DOES WORK-LIFE BALANCE LOOK LIKE AT: **GOOGLE?**



DO COOL THINGS THAT MATTER

"It's important that the company be a family, that people feel that they're part of the company, and that the company is like a family to them. When you treat people that way, you get better productivity. Rather than really caring what hours you worked, we care about output."

- Larry Page, Google CEO

We care about you AND your family!
Our benefits exist to make sure you and your family are well taken care of. Your family matters to you, so they're important to us, too. We have a number of benefit programs and onsite amenities to support you and your loved ones through life's various stages and situations. Hey, we're family.

More time with your baby
New parents get time off and some extra spending money to help them welcome their new bundle of joy.

Travel without worries
"Googlers and their families are covered with travel insurance and emergency assistance - even on personal vacations."

WHAT DOES WORK-LIFE BALANCE LOOK LIKE AT: **MANITOBA HYDRO?**



“Recognizing the importance of youth, we provide you with supports that enhance your opportunity to successfully complete your academic pursuits”

We offer:

- Interesting work
- A diverse & stable workforce
- A lifetime of career opportunities
- Ongoing training & development
- A work atmosphere that supports work/life balance

You can work:

- In an office or in the field
- With the public or behind-the-scenes
- Business hours or shift-work
- In the city, country, or northern Manitoba
- With numbers, words, or your hands

WHAT DOES WORK-LIFE BALANCE LOOK LIKE AT: **ACCENTURE?**

Job-sharing arrangement: Involves dividing the workload of a full-time position between two employees (usually each working a part-time schedule). It's a [great way for our people to keep on the career track](#)

Flex time schedule: Allows employees to [vary their start and finish times around predetermined core hours](#), or work their standard hours in fewer than five days by varying the length of each workday.



consulting professionals. We offer them [fly-backs to their home location](#), [the option to fly someone to their project site](#), and the option to fly to an alternate location in place of a trip home.

their home location, balance work and personal life. These flexible working options help meet their needs, while still meeting the needs of our clients:

- [Full weekend at home](#)
- [Extended weekends in home location](#)
- [Extended client/home location](#)

MILLENNIALS **WANT IT ALL**

CREATIVE WORK ENVIRONMENT

TRAINING AND DEVELOPMENT

FRIENDLY WORK ENVIRONMENT

RESPECT



HIGH FUTURE
EARNINGS

SECURITY AND STABILITY

SERVE A GREATER GOOD

WORK-LIFE BALANCE

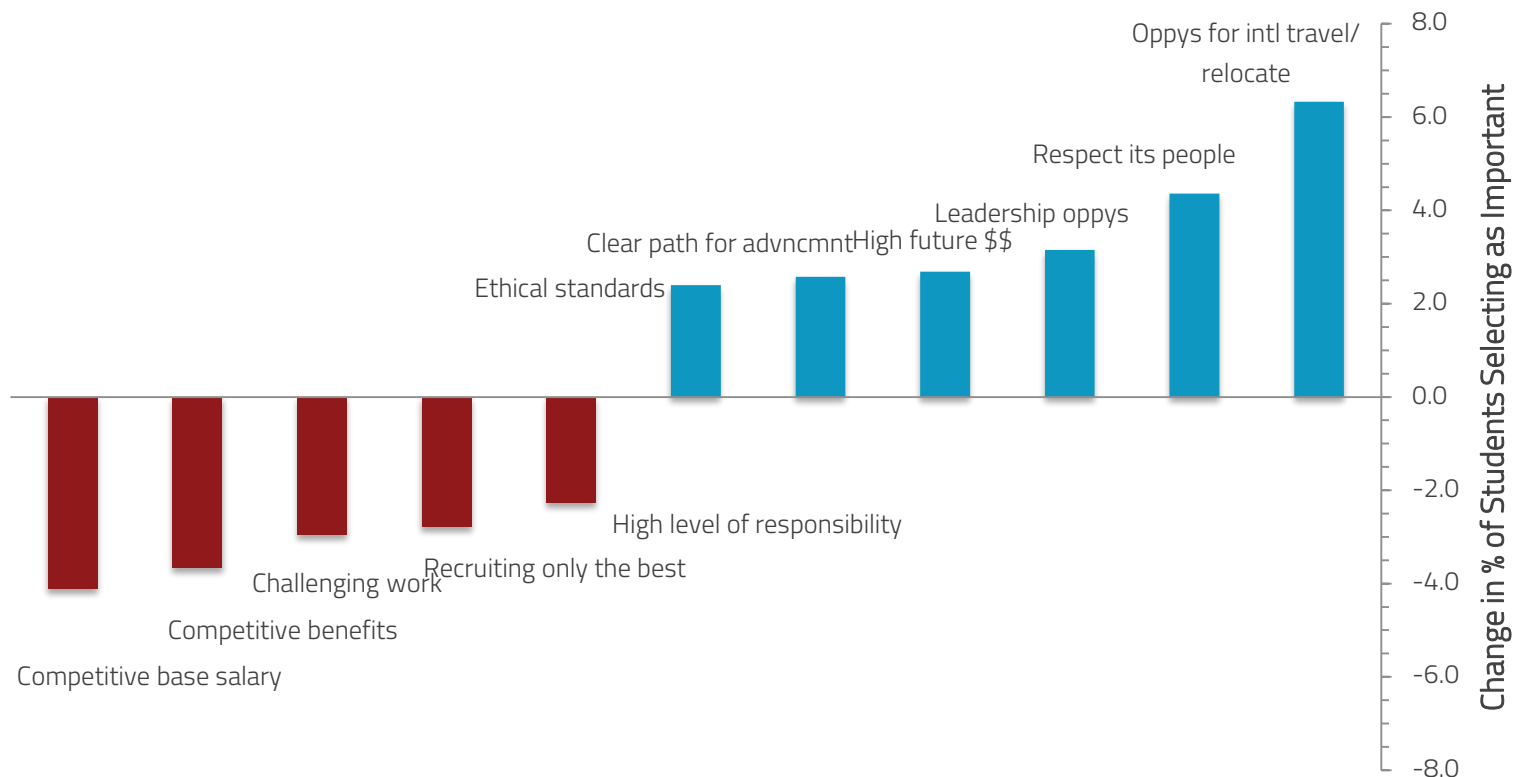
Canadian students are increasingly interested in international opportunities

Changes in Attractiveness of Employer Attributes

All Canadian Undergraduates, 2014 vs. 2013

Blue bars/ positive numbers: more important in 2014

Red bars / negative numbers: less important in 2014



IF YOU GIVE INTO THE TEMPTATION TO **OFFER IT ALL**

- ✓ A lack of differentiation from the competition
- ✓ A confusing and diluted employer brand
- ✓ Unfocused and inconsistent candidate conversations
- ✓ Low conversion rates and high turnover

DON'T GET CAUGHT REACTING TO GENERALIZATIONS

ALL STUDENTS

A creative work environment
A friendly work environment
Secure employment
Respect for its people
Professional training & development
Leaders who support my development
High future earnings
Challenging work
Competitive base salary
Good reference for future career

MALE BUSINESS STUDENTS

High future earnings
Leaders who support my development
A creative work environment
Professional training and development
A friendly work environment
Competitive base salary
Secure employment
Respect for its people
Leadership opportunities
Financial strength



AN EASY **TRAP** TO FALL INTO



Respect for its people

Secure employment

A creative work environment

Training and development

A friendly work environment

Leaders who support my development

Clear path for advancement



Respect for its people

Secure employment

A creative work environment

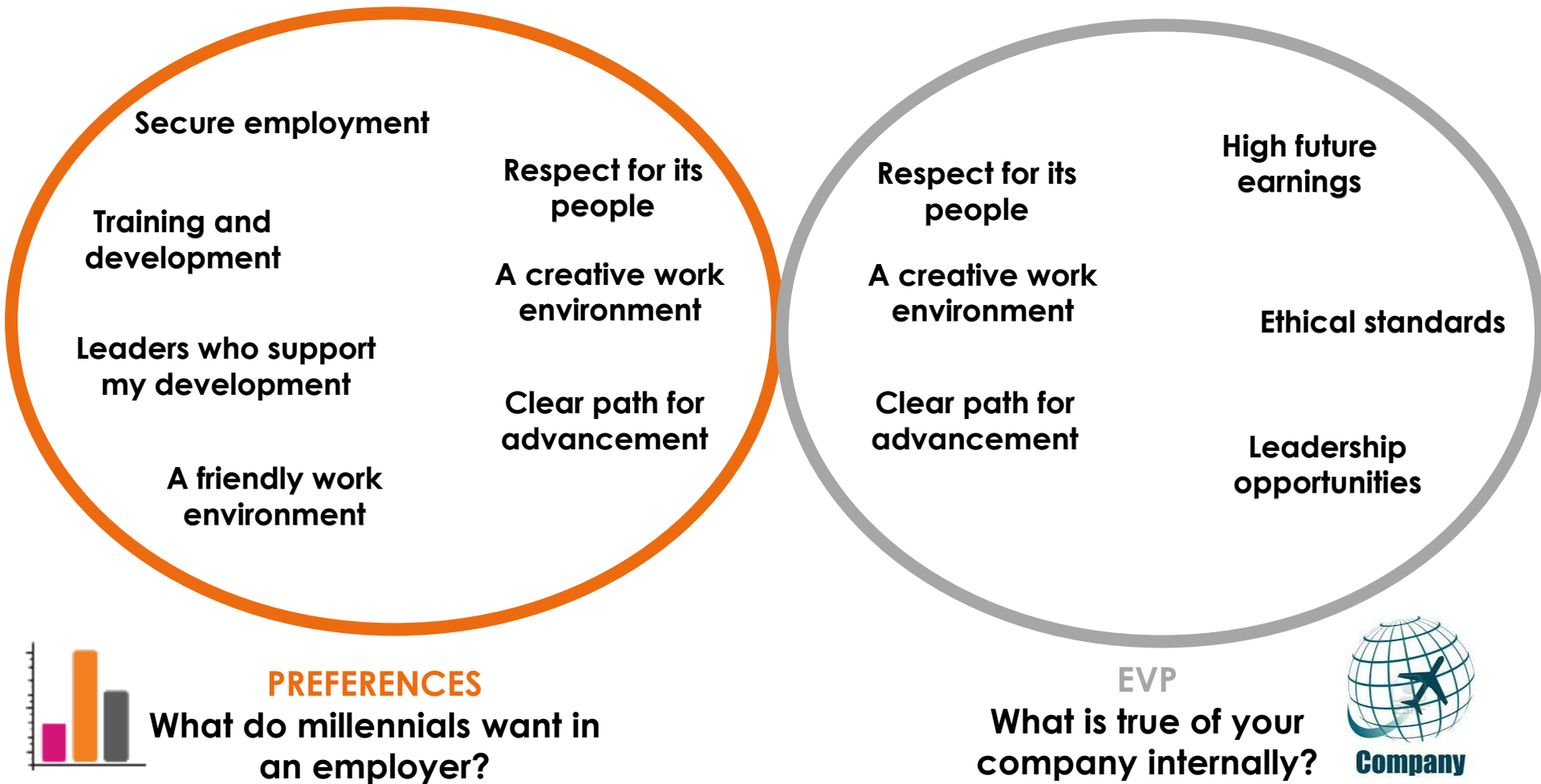
Training and development

A friendly work environment

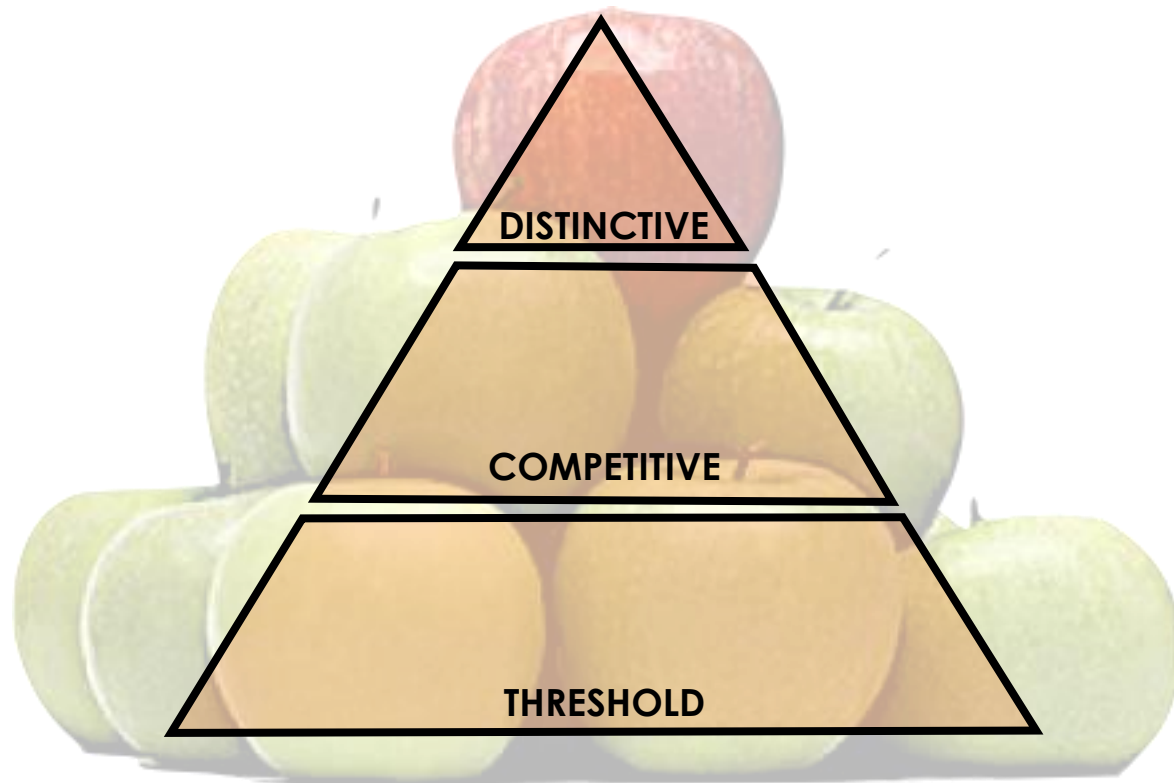
Leaders who support my development

Clear path for advancement

IDENTIFY **STRENGTHS AND WEAKNESSES** OF YOUR BRAND



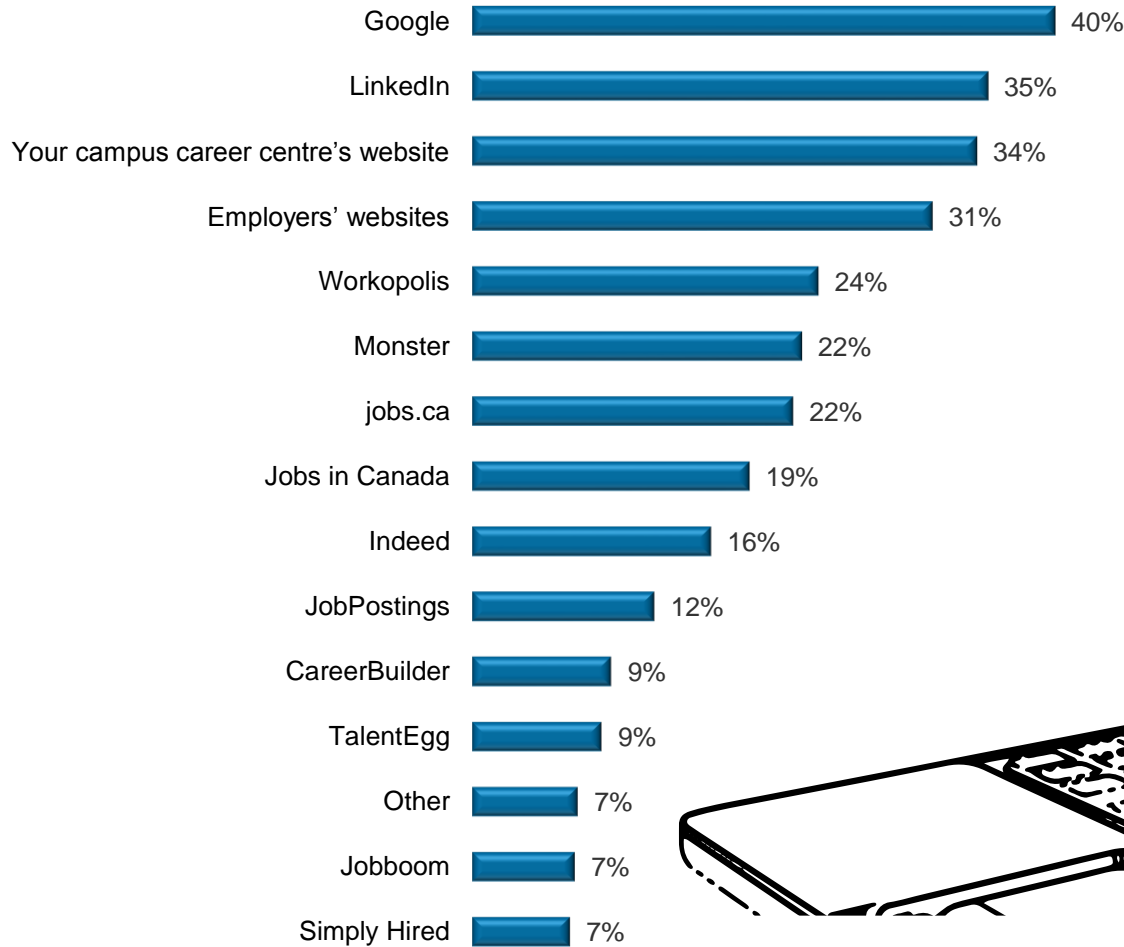
BE **DISTINCTIVE**



BE DISTINCTIVE

- ✓ **Authenticate:** Identify the aspects of working for your organization that are unique to your culture
- ✓ **Resonate:** Identify the aspects of your culture that are most important to your target audience
- ✓ **Reach:** Identify the communication channels that your target audience will use to get information about your culture

Top career guidance websites



34%
of the students
have learned about
potential employers
through **career
guidance
websites.**



- Which of the following career guidance websites do you visit? *Please select as many as applicable.*
- Which channels do you use in general to learn about potential employers? *Choose as many as applicable.*

universum

CONTACT



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ARE YOU READY
FOR THE NEXT STEP
IN THE WORLD OF
EMPLOYER BRANDING