



# Traditional vs. "NextGenPitch" approaches What do employers really really want CACEE 2016

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# Presentation Outline

## Background

- Why we needed a new approach?
- What is NextGenPitch?
- How we did it?
  - Multi-stakeholder Group: GameChangers & NextGenPitch

## Initial Development & Implementation

- Employer & Student Feedback
- Student Preparation and Pitch-it Contest
- Practice your own pitch!

## Next Phase

- Development of a web-site
- Promotion and implementation

## Feedback & Questions





# *Now or Never: An Urgent Call to Action for Nova Scotians*

*“It is a simple fact: Unless Nova Scotia first stabilizes [its] population base and then begins to increase the population of working age people, it will not be possible to sustain current levels of economic well-being across the province, let alone improve them.”*

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# Need for a New Approach

## Nova Scotia Specific Needs:

- **Out-migration of youth**
  - 1,300 young and educated workforce leaving each year (ages 20-29)
  - \$1.2 billion in lifetime after-tax income lost each year.
  - \$46.4 million in future annual tax loss
  - Workforce decline by 2036: 20% -100,000 workers
- **Youth Unemployment NS– 10.1% in 2015**
- **Youth Underemployment – 42% in 2014**





# Need for a New Approach

## Limitations of Traditional and Newly Emerging Recruitment Methods

- Little differentiation among young candidates
- Traditional job applications: Cover Letters and Resumes
- Limitations of behavioural interviews
- Traditional job fairs and information sessions
- Data driven online screening and recruitment methods

Employers overwhelmed with job applications

Students & young grads not hearing back from employers

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# Multi-stakeholder Approach

- Forming a Multi-stakeholder Team - “Unorganization”
  - *Dalhousie University, Halifax Partnership, Nova Scotia Business Inc., Halifax Chamber of Commerce, One NS Coalition representation, and employer representation*
- Meetings and Brainstorming Sessions
  - Idea Validation: Employer and student focus groups
  - Testing the Waters: GameChangers Event , Pitch-It Contest, and at Best Conference
  - Ongoing Development: Web-site, Promotion and Training Resources
- Financial and human resource limitations in developing the project





# What is NextGenPitch?

NextGenPitch is an unconventional approach to enable employers to identify young talent based on their innovative thinking, skills and strengths, and contributions they can make.

*[Add images of young talent, innovation, employers etc.]*

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# Employer Feedback

## A Great Way to Access and Assess Young Talent!

*“Employers who hire graduates and succeed are those who are hiring for mindset not years of experience.”* [Time + Space Media](#)

- Identify the right person to assess young talent on the employers' team.
- Right attitude.
- Do your homework – don't waste time!
- Expectation management – there may not be an immediate position.
- Research challenge.
- Confidentiality.







# Sample Employer Challenge

*Video Clip to be supplied by employer and will  
be inserted]*

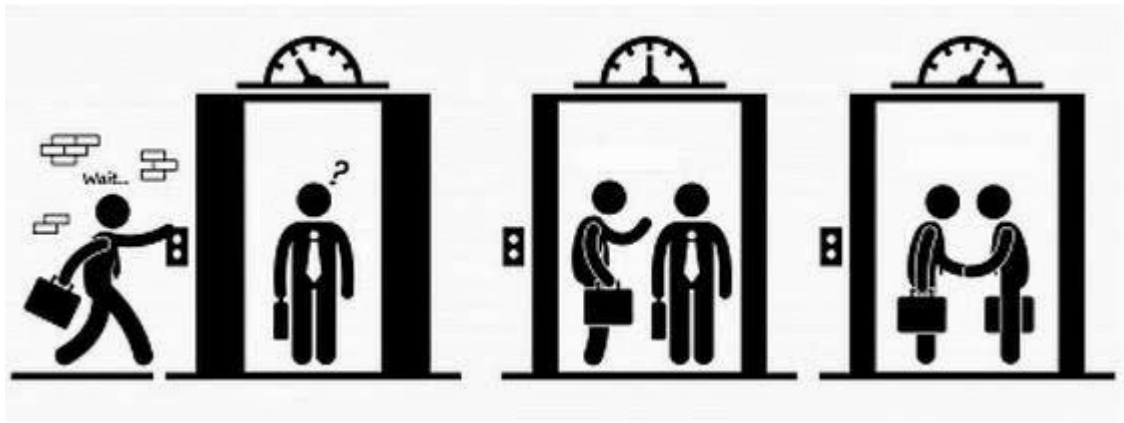
# Student Feedback

- Amazing opportunity to connect with employers and demonstrate our uniqueness and innovative thinking.
- I love this creative, personalized and solution-driven approach to recruitment.
- Would like to receive feedback and referrals, even if not offered a job.
- Appreciate training and coaching to develop effective pitches.
- Should be an easy and practical process.
- More intimidating to pitch live and engage in problem solving activities.



# Students' Pitches

- Video-taped Student Pitches:
- <http://www.halifaxpartnership.com/en/home/about-us/events/-pitch-it-video-contest.aspx>



# Sami Sample Pitch

I'm Sami Elber and I'm a Nova Scotia Game Changer. I am a fourth year student at Dalhousie University, majoring in Marketing and Business. When I read about Simply Cast's unique incentives for your sales force and expansion into global markets, I set my sights on your company. I am interested and excited at the possibility of working with your company. I bring 2 years of international sales experience and a fantastic personality that will add even more energy to your team. During my studies, I created new fundraising ideas for student groups and I was able to raise \$10,000 in period of 2 months. I'd like to learn more about Simply Cast and where there might be a fit somewhere in your sales division.

# WHAT ARE A FEW WORDS THAT DESCRIBE YOU?



**1995**  
**FIRST LADY OF THE UNITED STATES, HILLARY RODHAM CLINTON RECEIVES AN HONORARY DEGREE FROM THE MOUNT**  
Visit our Facebook Timeline to learn more.  
*Photo courtesy of Mount Saint Vincent University Archives.*

**Hillary Clinton** ✓  
@HillaryClinton

Wife, mom, grandma, women+kids advocate, FLOTUS, Senator, SecState hair icon, pantsuit aficionado, 2016 presidential candidate. Tweets from Hillary signed -H

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# How to Construct a Pitch:

*Adapted from Leo Artalejo*

## 3-Step Approach:

### 1) Preparation for the Pitch

- Identify and understand your audience.
- Introduce and differentiate yourself: What do you do? What makes you unique? Tell me why I should care. Here is what I could do for your company /organization

### 2) Delivering Your Pitch

- Unique delivery: Engage and capture the imagination of your target audience. “Imagine a world ...” “What if ....”

### 3) Call for Action

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# Your Turn

Think of a job that you would like or if you have a job, perhaps it is a promotion you seek. What idea would you pitch to a president/chair/CEO to solve a problem or improve a process





# YOUR TURN

## TRY THIS

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# Feedback, Q&A

- How was the experience?
- Feedback on NextGenPitch.
- Q & A



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**Thank You!**