Talent War – Engaging and Recruiting Next Generation Top Talent
These are our teammates
Our Five Generation Workforce Provides Challenges
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- **Traditionalists**: AGED 71+
- **Baby Boomers**: AGED 52 - 70

Write me

Call me
Our Five Generation Workforce Provides Challenges

- Traditionalists (AGED 71+)
- Baby Boomers (AGED 52 - 70)
- Generation X (AGED 37 - 51)

Write me
Call me
Email me
Our Five Generation Workforce Provides Challenges
Our Five Generation Workforce Provides Challenges
Recognizing a Multi Generational Workforce

ARE YOU GETTING A LOT DONE ON THE GRANDPA BOX?

THE WHAT?

THE PEOPLE IN MY GENERATION DO OUR WORK ON OUR PHONES AND TABLETS.

I ALSO HAVE A LAPTOP.

I’LL TEXT THE NINETIES AND LET THEM KNOW.
Never before has there been five generations in the workforce.

*Imagine 5 generations living under one roof…*

In 2015, Millennials became the majority workforce demographic.

*There are more millennials now than baby boomers. 10,000 Boomer’s reaching retirement daily.*

It is projected that by 2025, 70-75% of the workforce will be Millennials.

*How are you preparing to attract, retain and engage this professional talent?*
That look when you just lost your best employee...
Recruiting – Passive vs. Active Candidates

ACTIVE

Active candidates are those answering job ads, sending resumes to hiring managers and reaching out to their professional networks.

63 million active candidates in the U.S.

VS

PASSIVE

Passive candidates are qualified workers who likely fit the needs of your company but are not actively pursuing a new job opportunity.

190 million passive candidates in the U.S.
Passive and Active

Passive candidates

- 45% Say they are not looking for a job, but are open to talking to recruiters about career opportunities

Active candidates

- 25% are actively looking for opportunities
- 15% are completely satisfied with their current role and don’t want to move
- 15% are not looking, but are chatting with their close personal network about opportunities

DHG dealerships
Recruiting Approach – Reactive vs. Proactive

**• Reactive:**
- Hits the “panic” button
- Runs ads
- Calls everyone you know
- Hires out of desperation
- Makes counter offers to keep someone

**• Proactive:**
- Creates employment branding
- Turns employees into recruiters
- Active referral program
- Forecast your needs…Always looking for talent…with composure
Modern Day Approaches To Recruiting
Approaches to Recruitment

How do we recruit this emerging generation?

- Be Proactive
- Use Social Media
- Understand Motivators
- Be Authentic
- Put Your “Home” on Display
- Develop and Promote
Make People *want* to work for your company!

**Park Place**

**Celebrating Members**
**RECOGNIZING EXCELLENCE**

We don't just talk about being Experts in Excellence, we foster it and reward it. Park Place believes in creating a strong sense of teamwork amongst our Members. We do this through many shared activities outside of the normal workplace, such as a company cycling team that all Members are welcome to compete on, and through special appreciation events.

**World-Class**
**EDUCATION & TRAINING**

At Park Place, we believe that our members are our most important asset. We've partnered with the most recognized technical institutions in the industry, and we've developed our own unique training and development program to help members reach their potential.
Proactive Recruiting Life Cycle

RECRUITMENT LIFE-CYCLE

Sourcing -> Screening -> Interviewing -> Closing -> On-Boarding

Prospecting

Courting Process
Interview Tips

Ask the Right Questions

- What would best demonstrate your ability to work hard?
- What is the biggest misperception people have of you?
- What three words would your last supervisor use to describe you?
- What were your best and worst moments during high school?
- What would you have done differently if you could go back?
- Where do you see yourself in 5 years?
Interview Tips

- Check references
- Do a Panel interview
- Greet candidate at front desk
- 80/20 rule
- Phone interviews
- Use an Interview script
- Tour facility
- Staff Intro’s (planned)
- Avoid distractions
- Be prepared!
Avoid the Potholes in the Hiring Process

- Streamline application process – can you apply online?
- Communicate throughout the process
- Interview thoroughly – ask tough questions
- Don’t be too quick to hire
- Reference check, background check, repeat
Annual Turnover Position

Source: NADA 2016 Dealership Workforce Study
A new employee can take up to two full years to reach the same level of productivity as an existing staff member.
What Makes an Attractive Employer

Opportunities for career progression
Competitive wages/other financial incentives
Excellent training/development programs
Good benefits packages
Flexible working arrangements
International opportunities
Good reputation for ethical practices
Corporate values that match your own
A reputation as an employer of the best and brightest people
The employer brand
Diversity/equal opportunities record
The sector in which the organization operates
Other

“Our capacity to attract, retain and manage executive talent does not depend on the compensation package, but rather on our ability to create a sense of belonging to an organization that offers a long-term relationship and a professional development opportunity, and that has a clear conception of itself, of what it wants to be, and of how to achieve it.” -- Armando Garza Sada Chairman of the Board of Directors, Alfa SAB de CV, Mexico
What Matters to Them Matters to You

People Want Work Life Balance

• Transform work week from 6 to 5
• Paid time off
• Flexible work schedule
• Find meaning in what they do
Implement A Retention Strategy

A Retention Strategy Designed for Dealership’s Long-Term Growth and Profitability has Four Key Components

1. Recruit
2. Train
3. Communicate
4. Recognize
Breaking Down Retention

• History has shown that key managers are retained and motivated:
  – By personal acknowledgment
  – By financial acknowledgment

• Methods of expressing your appreciation would include:
  – Asking opinions on issues beyond their responsibility,
  – Invitation to non-business meetings
  – Participation in organizational meetings
  – Training opportunities
  – The opportunity to take on challenges that leverage their talents and energies.
What can Employers Do?

Key Takeaways for reducing turnover:

1. Keep work-life balance in mind
2. Commend employees when they do a good job
3. Encourage growth opportunities and discuss these openly
4. Offer competitive salary and benefits
5. Provide training opportunities
6. Keep them challenged.
7. You should keep generational differences in mind but ultimately people have more similarities
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Thank You!
Questions?