

# Recruiting and Engaging Wonderful Millennials

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Peer TO Peer NETWORK

Feb 12, 2019  
London Chapter

Facilitated By:  
Jacki Hart, CLM

# Pledge and Commitment

## Our Pledge to each other is:

- ✓ To honor confidentiality,
- ✓ To respect vulnerability,
- ✓ To offer sincere advice,
- ✓ To rise above judgement,
- ✓ To inspire peers with hope

## Our Commitment to Peer Network is:

- ✓ To participate regularly in online discussions
- ✓ To participate in our Workshops
- ✓ To follow up when we say we will

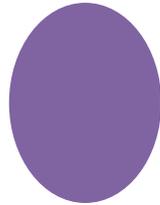
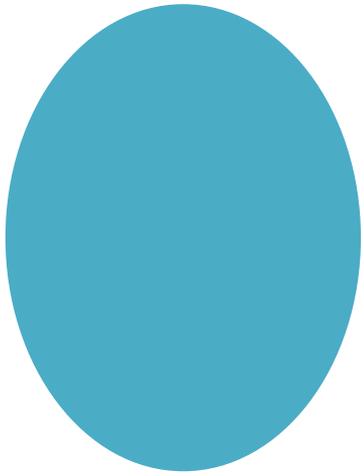
**FREE  
SPEECH  
ZONE**

# Peer Network Overview

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- Customized Peer Workshops- Learning and Peer Discussions
  - Jan 7 Toronto, Jan 24 Ottawa, Feb 13 London, Mar 12 Ajax (Systems), Sept 19,20 Muskoka (Scalable Growth / Understand what your financials tell you)
- Chapter Sessions
  - London Feb 12, GL Feb 21, Durham Mar 5
- Linked In (Private Group)
- Face Book (Private Page)

[signup.peer2peer@landscapeontario.com](http://signup.peer2peer@landscapeontario.com)



# **Session #1**

**Attracting  
Millennials**

# The Paradigm Shift

## Understand and accept current reality

1950 - 2010: People + Performance = Profit

2010 - NOW: People + Purpose = Performance

Which paradigm does your recruiting message support?  
Guess which one attracts recruits age 18 – 35?  
(Top-Down Management vs Agile Cooperative)

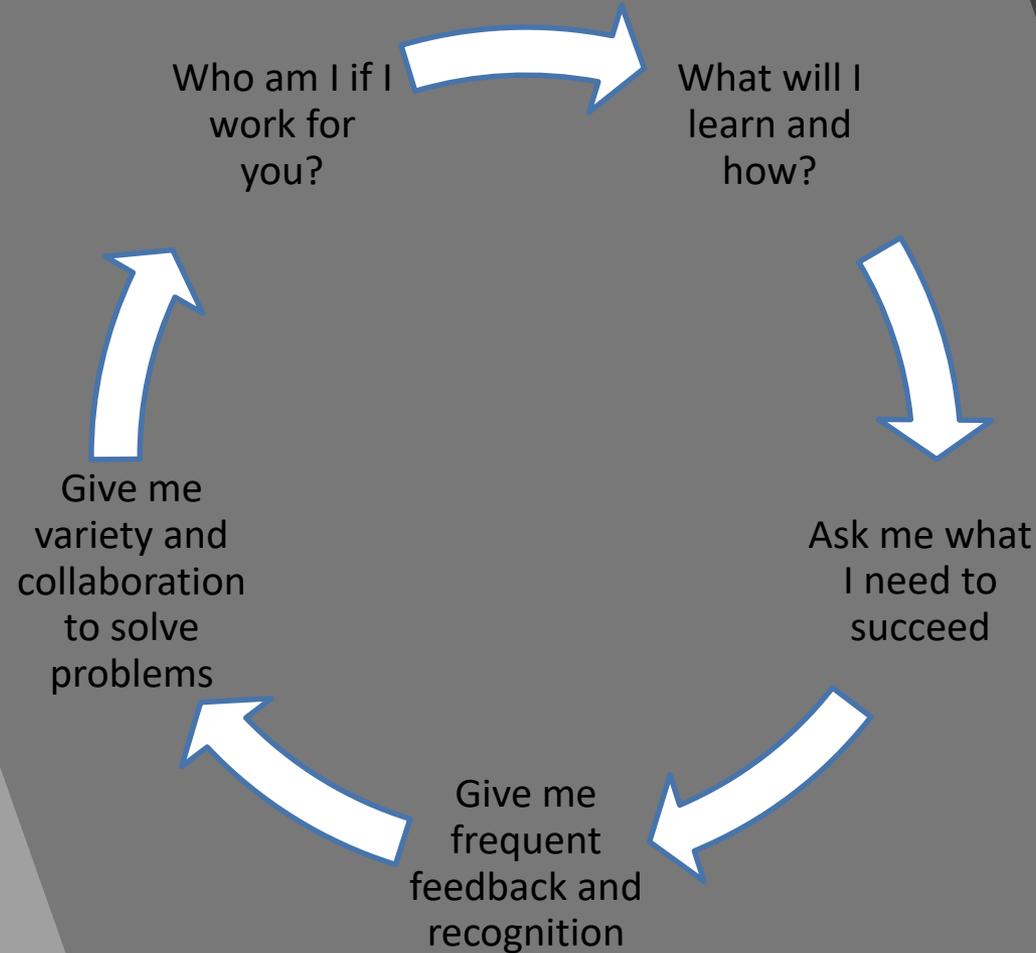
# Operating In A New Paradigm



**INSANITY:**  
Repeating the same thing,  
expecting a different result.



# What Millennials Want From You



# Worth Considering



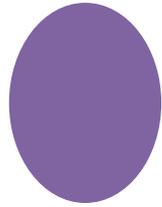
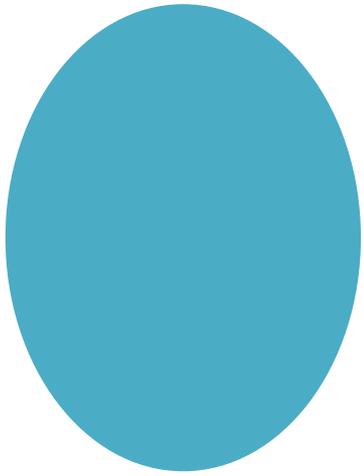
# Paradigm Shift Discussion

What would a Millennial-friendly recruiting message look/sound like?

(Hint: think Gen Y and Gen Z)

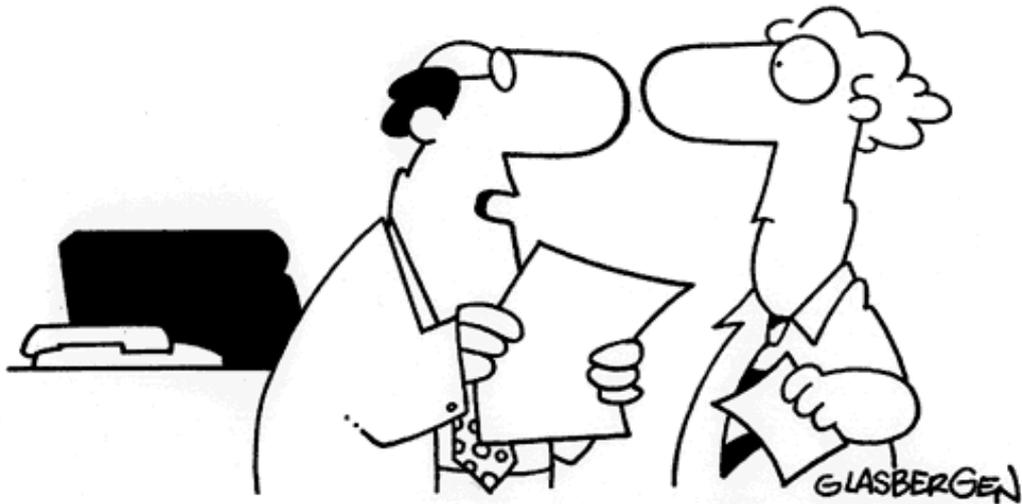
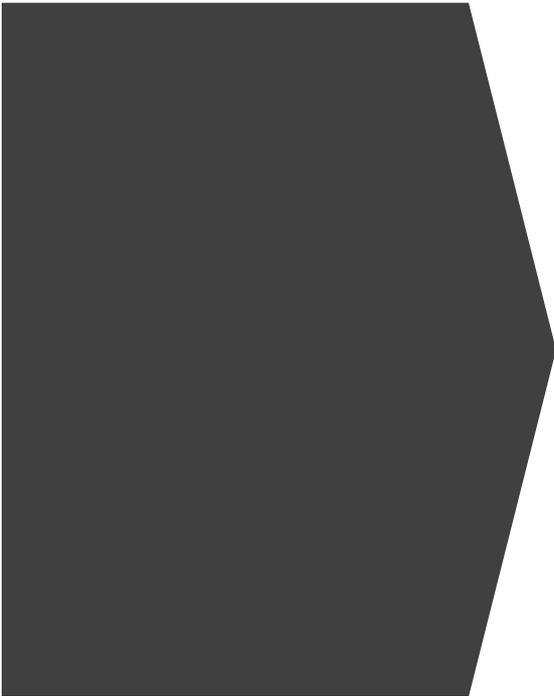
How and where will they hear it?





# **Session #2**

**Engaging  
Millennials**



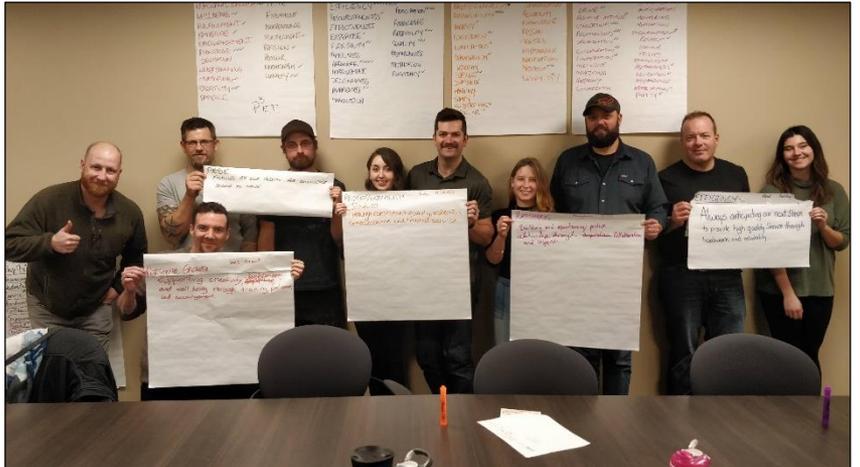
**“I want the public to think of us as ‘The Company With A Heart’. But I want you to think of us as the company that will chew you up, spit you out and smear you into the carpet if you screw up.”**



**KEEP  
CALM**  
it's just a  
**PARADIGM  
SHIFT**

# Workplace Metamorphoses





# Your Culture of Engagement



When I feel like I belong, and I'm valued, I'm engaged and contributing



When I feel unappreciated, my work has neither purpose nor meaning, I'm disengaged



I am trusted, appreciated and everyone around me shares the same values, integrity and is authentic.

# Discussion

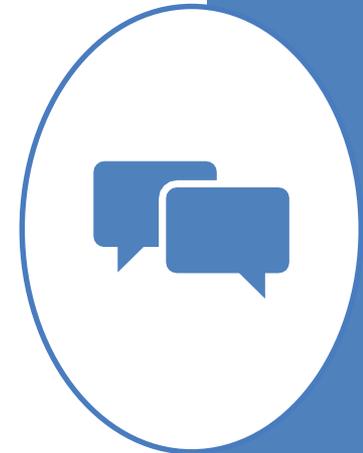
How will you include staff and ask them what they think?

What opportunity to contribute **value** will they experience each day?

How will you share information that matters to them?

How will they feel and see they are making an impact?

What will your feedback system be?



# Shifting to a Culture of Engagement

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**Ignite** the whole team with hope by establishing your new culture together

**Enliven** The Core Values: Who are we at work and how do we behave?

**Build Trust:** All of our ideas are valid

**Appreciate:** Everyone's efforts are appreciated and valued

**Be Effective:** An Agile Cooperative

**Act** with Integrity and Authenticity always



Next session: Culture Part 2:  
Developing a Culture of Wellness and Safety

**LONDON, February 13**

**WSPS will present Mental Wellness in the Workplace  
Plus deep discussions on engaging safety systems**



Next session: Implementing Systems  
Guest Facilitator: Mark Bradley

**Durham Chapter, Ajax – March 12**

**Mark Bradley will join us for the day to have a roll up  
your sleeves workshop on Implementing Systems**