

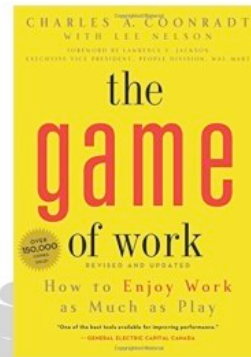
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How to Attract and Develop Millennials



The Game of Work



7.8 in
19 cm

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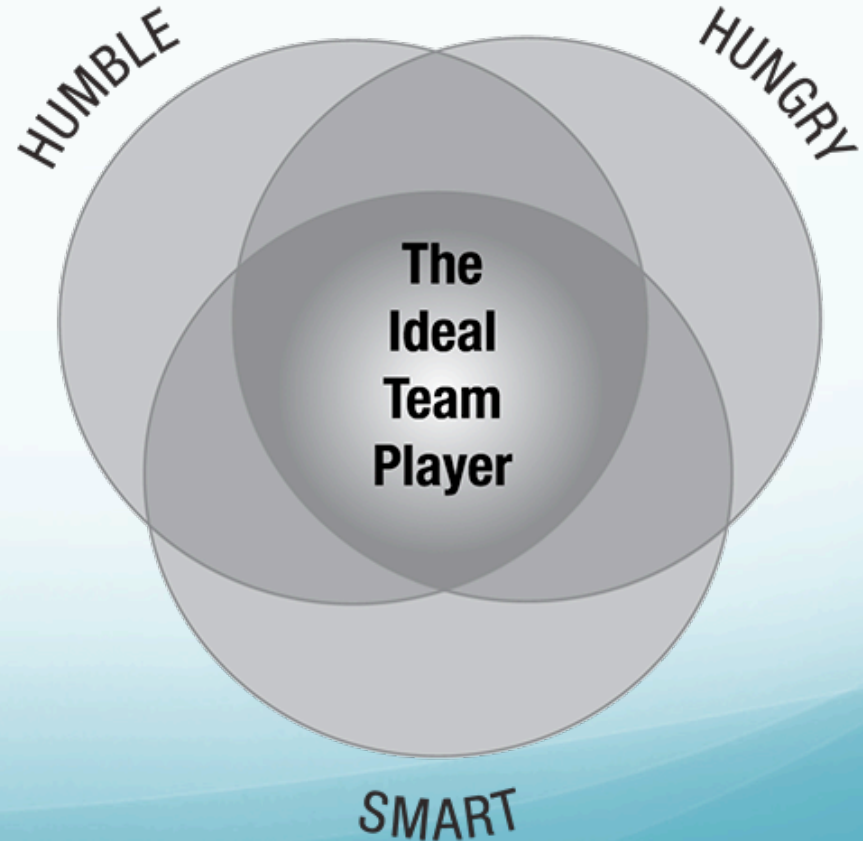
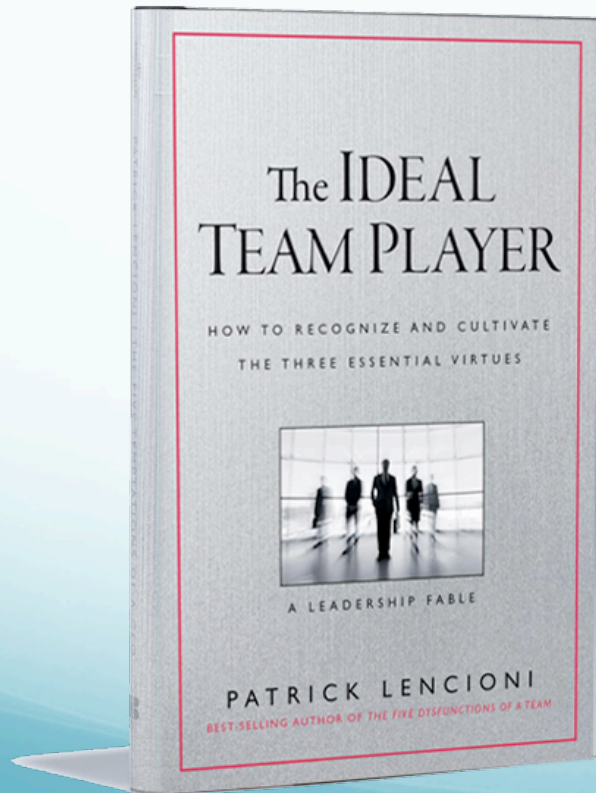


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WHO Are You Looking For?





Do You Really Need Full Time?

- Part Time
- College Student
- Soccer Mom
- Retired
- Shut In
- Outsource





Hiring Millennials

1. Where do you find phenomenal team members?



How Do You Find Them?

- Build Your Network
- Referral Reward Program
- Start with Existing Team Members





“All of business is about
relationships”

Cultivate relationships DAILY



What Kind of Person Are YOU Looking For?

- Successful
- Good work ethic
- Positive attitude
- Great appearance
- Intelligent
- Honest and Trustworthy
- Loyal
- Organized
- Takes initiative
- A leader




What Kind of Person Are THEY Looking For?

- Successful
- Good work ethic
- Positive attitude
- Great appearance
- Intelligent
- Honest and Trustworthy
- Loyal
- Organized
- Takes initiative
- A leader



What's Your Reputation as a Business Owner?

- Successful
- Good work ethic
- Positive attitude
- Great appearance
- Intelligent
- Honest and Trustworthy
- Loyal
- Organized
- Takes initiative
- A leader



“People want to work for
people that have dreams and
aspirations”

-Kevin Turner COO Microsoft



“Teamwork makes
the dream work”
"Dreamwork makes
the team work"
HowardPartridge.com



InstaQuote



Hiring Millennials

1. Where do you find the best team members?
2. How do you attract them to your company?

How Do You Attract Them?

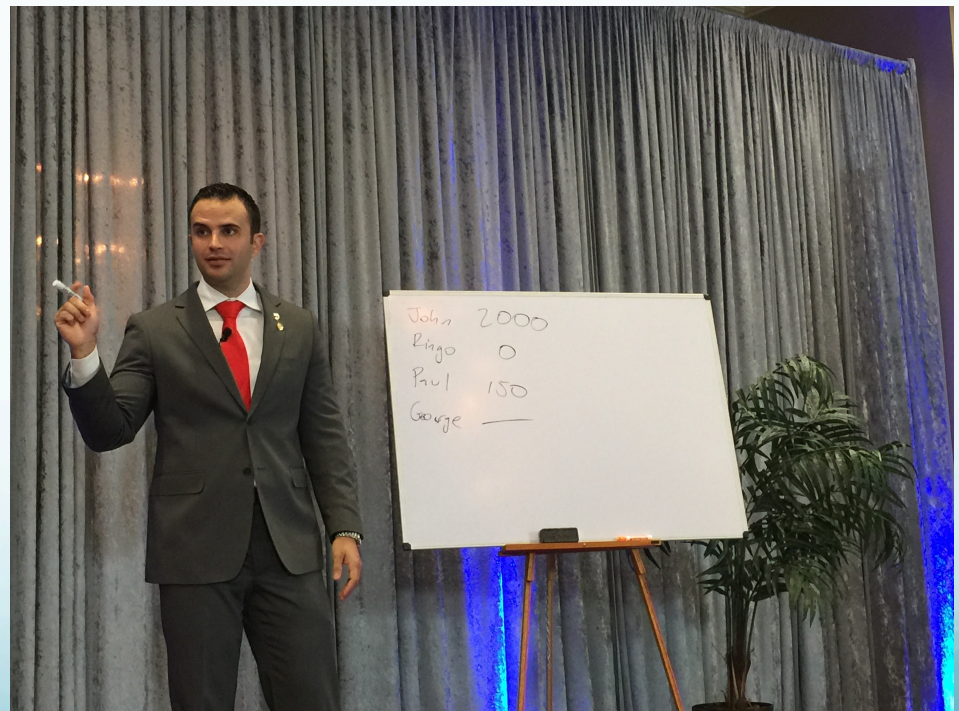
- Build Your Network
- Add Value to Everyone You Know
- BE the Picture of Success!
- Always Be Positive
- Learn About Them





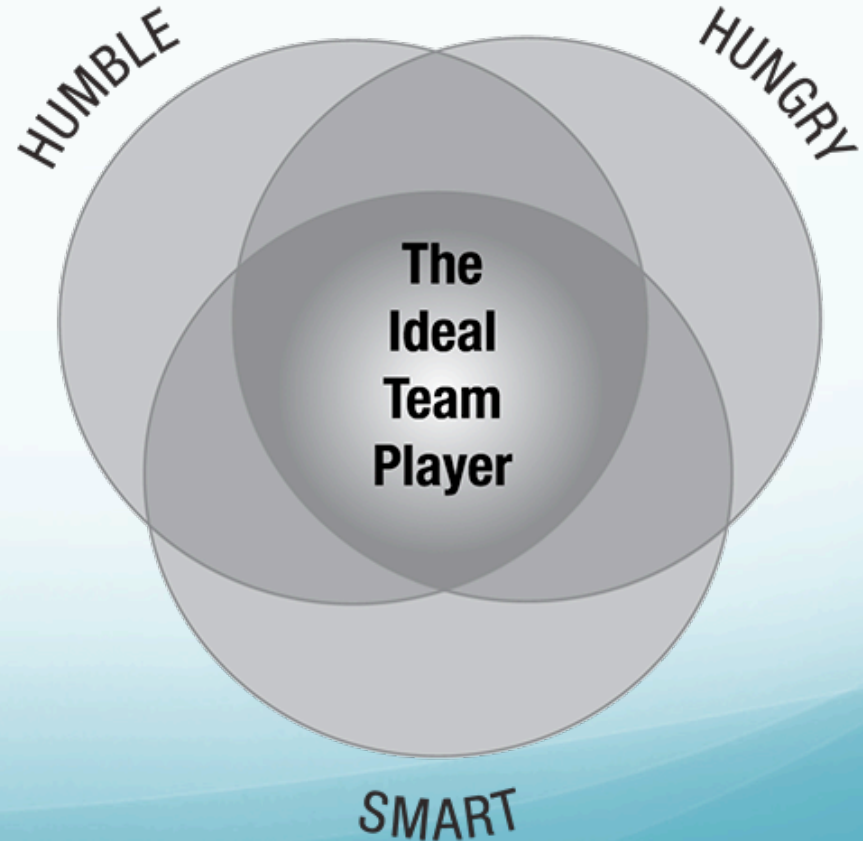
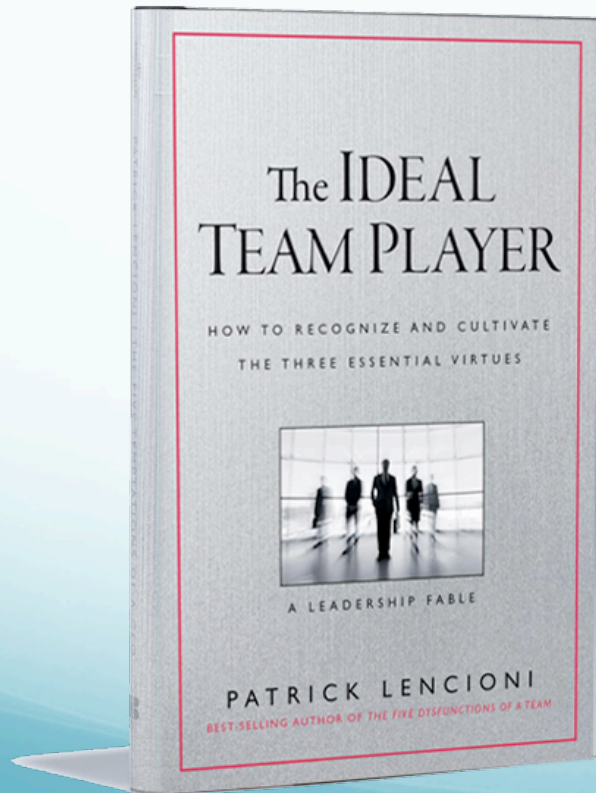
Recruiting is a Marketing Process

- Positioning
- Referral Marketing
- Client Base Marketing
- Direct Advertising
- Direct Selling
- Internet Marketing





WHO Are You Looking For?





Hiring Millennials

1. Where do you find the best team members?
2. How do you attract them to your company?
3. How do you hire them properly?



Interviewing

1. Use the interview scripts
2. Multiple interviews
3. Interview outside the office



Hiring Millennials

1. Where do you find the best team members?
2. How do you attract them to your company?
3. How do you hire them properly?
4. How do you keep them interested in your vision?



Build COMMUNITY!

- ❖ **Support** – Help them have what they want in life.
- ❖ **Encouragement**– Help them have the courage to do the things they want to do.
- ❖ **Accountability** – Help them be accountable to be the person they want to be.





Hiring Millennials

1. Where do you find the best team members?
2. How do you attract them to your company?
3. How do you hire them properly?
4. How do you keep them interested in your vision?
5. How do you compensate them fairly?



Compensation

- 2 Week VACAY? Big Salary, Big Benefits?
- Aliko tripled our referrals
- Santi can almost replace me
- Johann runs the operations of a multi-million dollar high end business
- Victoria replaced me in the marketing
- Daena has ALREADY helped me produce TWO books!



Compensation

- Salary?
- Hourly?
- Commission?
- Performance Based Compensation
- Invest AND Reward!



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“A great boss is like a
loving parent” – Simon
Sinek

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Lead with LOVE