

Winning the Talent War with Jeff Butler

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Key question: How do you find and retain talent, especially younger generations?

Generational Research

- Research has found that in fact, among Gen Z, Millennials and Baby Boomers, Baby Boomers are most likely to want to work from home
- Both sides of generational plane need to make certain changes in order to achieve a cohesive environment
- Experience determines future of success
 - More experience can mean more resistance to change
 - Must be more malleable and willing to change to keep up with new ideas and tech
- Always ask why, but you need experience to know why
- People with less experience need to ask, "why is it working this way"
- The census bureau does not do the mainstream generational research, which is why you can find such polarizing studies
- There are a lot of stereotypes about different generations, don't let that get in the way of how you approach candidates or make assumptions

What does talent look for?

- Brand/reputation
 - **Talk about awards your organization has won, share testimonials, include color around your brand that might set you apart from others.**
- Culture
- Basics (wage, tools, etc.)
- Impact on society
 - **This can be a really important piece to hone in on and amplify in job descriptions or on your website. Tell your news organization's story, share your impact.**
- Personal Growth
 - Really outline what someone will learn from the job, etc.

Top vs. Typical

- Is the job description just the basics, title, salary, brief description, or does it explain more than that, appealing to all of the things talent is looking for

Know your polarities

1. Disruption level
 - a. News has been around for years, tech is new and undergoes large-scale layoffs
2. Financial situation
3. Job role vs. industry

- a. Embrace what's different about the job
 - i. You don't have to sit behind a desk all day
 - ii. You get to meet new people and learn about the community
- 4. Industry stereotypes
 - a. Address them

Optimizing Interviews

- 38% correlation between success in the unstructured part of the interview and success in their job
- 51% correlation between success in the structured part of the interview and success in their job
- 10% correlation between interest and success
- Age has absolutely no impact on success, it's all about experience
- Leverage work samples and not just behavioral

Cutting to the core

- How does working here fit into your future career ambitions?
 - Especially for higher caliber candidates, they have a straight answer to this question.
- Having a video or blog article on a job posting can engage 800% more people

Onboarding Experience

- This is very important
- If you have a unique and personal onboarding experience, it can make a huge impact on retaining talent
- Have them meet everyone
- LinkedIn idea: have the new hire write fun facts about themselves and put them on the wall, if someone has something in common they can talk about it, or it gives them a reason to start conversations