

Millions of Millennials

The Disconnect in Today's Workforce & What We Can Do About It

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Millennials and job seekers are both willing to invest **time, energy, and resources** into developing successful professional relationships.

What causes a disconnect?



Mismatched expectations (wearing headphones, working hours, feedback expectations)

Frustration over communication style (phone conversations vs. text, when to reach out, business etiquette norms)

Lack of mutual understanding about goals (how to define and measure progress), and therefore...

Lack of clear results

What does this have to do with generations?

There are **similarities** and **differences** in core values between millennials and previous generations.

SIMILARITIES

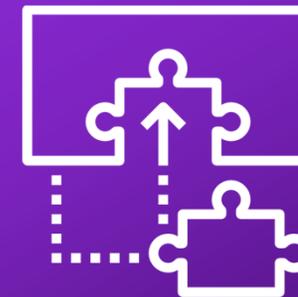
passion & dedication
desire to learn and grow

DIFFERENCES

personal expression
fairness of one-size-fits-all approach



What can we do about it?



Understand the top priorities for EMPLOYERS:

- Growth mindset
- Reliability
- Skills for fulfilling job tasks

Understand the top priorities for MILLENNIAL APPLICANTS:

- Ability to explore and seek insights
- Breadth of experience, and ability to customize career paths
- Strong mentorship environment
- The ability to learn "why" things happen
- Feedback, assessment, and recognition

The Role of Career Development Professionals



Create pathways for both parties to pursue their overlapping goals out of mutual best interest.

Strive to identify and understand areas where there is a **crucial disconnect**, and develop clear strategies for "bridging the gap."

Promote transparency at all stages

Sounds like millennials want a lot of things... is there anything they don't care about?

A clearly defined line between work life and home life.

Instead of work-life balance, isn't it all just "life"? – Lindsey Pollak

Cases to Look Into L'Oreal Brandstorm



What is L'Oreal Brandstorm

A major event supporting L'Oreal's reputation and recruitment strategy for the last 25 years.

A team of three + A great business idea

2018 L'Oreal Brandstorm

INVENT THE PROFESSIONAL SALON EXPERIENCE OF THE FUTURE

NYU Shanghai X L'Oreal



Partnership University

Information session
Social media promotion
On – campus competition

Academic Support

One credit course
Full study materials
Faculty involvement

CDC Support

Coaching & Feedback
Mentor & Speaker arrangement
Liaise L'Oreal and Students all the time

Students

Proactively research on the company
Meet talented peers
Perform on a global stage

International Organization



Initiatives to support students work in IOs

Narrow the Knowledge Gap

Information session
IO Talks
Industry guide of IO

Use of Career Platform

Job posting
Social media promotion

Reach Out for Collaboration

Requirements negotiation
Funding support

Academic Research & Conference

Find the best practices to help students work in IO

4 Strategies for Appealing to Millennial Values and Desires

Strategically leverage social media clout

Trust "peers information"
Be on top of new trends
Know what is happening



Carefully select content by prioritizing insights over information

Feeling "in the know"
Make sure the primary goal is always front and center

Utilize flat and light supervision

Millennials love to be "in the know"
Be aware of the "bitterness"
Provide coaching and support

Build highly personalized service models

Stress opportunities to stand out and be unique
Allow for customization in working style and environment

SHARE and CONNECT

What are the most effective ways you've found to engage millennials?

What are the biggest challenges you've encountered at your institution?

Q & A

