

INTRODUCTION



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Global Leader of Talent Acquisition

Greater Milwaukee

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We can't be everything to
everyone...so how can we be
everything to those aligned to
our values?

The Framework

Evolution of Talent

Driving Talent Attraction

Recommendations

Mission

what the
organization
core business is
and what it does
today

Vision

the ambition of
the organization
and what it
wants to achieve
in the future

Values

shape the
culture and
guide employees
with decisions,
behaviors and
actions

The Framework

Evolution of Talent

Driving Talent Attraction



Baby Boomer
1945 - 1964

- Loyal to the **organization**
- Workaholic
- Team-oriented
- Thrives with specific goals, deadlines
- 10,000 Baby Boomers reach retirement every day

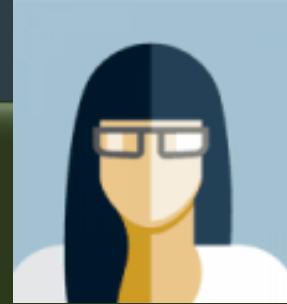
Loyal



Gen X
1965 - 1979

- Loyal to **leadership**
- Expects respect for their competencies and skills
- Can be skeptical
- Resistant to change at work if it affects their personal lives
- By 2028 will outnumber Baby Boomers

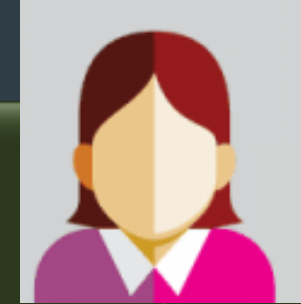
Consistency



Millennial (Gen Y)
1980 - 1994

- Loyal to **colleagues**
- Competitive, achievement-oriented
- Seeks challenge, growth and development
- Fun work life and home life balance
- By 2025 will make up 75% of global workforce

Balanced



Gen Z
1995 - 2015

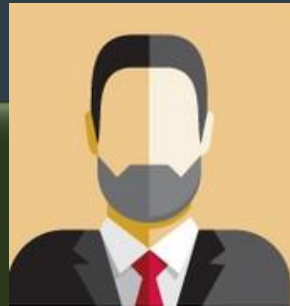
- Loyal to **their careers**
- Sees change as simply reality
- Entrepreneurial, progressive / less-focused
- Diversity, personalization, individuality, creativity
- Wants interaction with their boss daily
- Most ethnically and racially diverse generation

Personalization

The Framework

Evolution of Talent

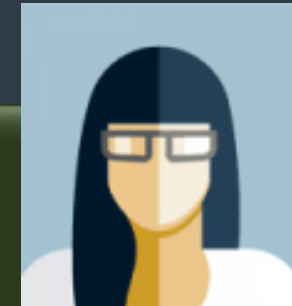
Driving Talent Attraction



Baby Boomer
1945 - 1964



Gen X
1965 - 1979



Millennial (Gen Y)
1980 - 1994



Gen Z
1995 - 2015

Compensation

Work-life Balance / Flexibility

Meaningful Work

Job Security

Brand Reputation / ESG

Inclusion and Diversity

Values Illustration

The Framework

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Driving Talent Attraction



New Hires

- Familiar with the organization
- Where they found the job opportunity
- Factors when considering to work for an organization
- What stood out as they conduct research
- Do we still stand out?
- Learnings since joining the organization
- What made you take the job?



Tenured Employees

- Their career path with the organization
- Main reasons for joining the organization
- Do reasons still hold true?
- Perception if reasons align with new hires
- Choices to stay?



Sr. Leaders

- General opinions on what makes organizations a great place to work
- How do organization leaders tell the organizational story and what do they connect with the most
- Functional differences to incorporate into the messaging matrix
- Competitive analysis from key experiences
- Validating themes from research

External Employer Brand Reputation





Recommendations



Align strategies to organization's Mission, Vision, Values



Discern candidate personas



Build an agile approach to support talent market demands



Drive I&D into decision making



Make your organizational values heard



Broaden your reach and impact

Thank
you