

# DO'S & DON'TS

## RECRUITING GEN-Zers



### COMPANY CULTURE

Describe in detail, what it's like to work at your company.



### DEFINE PURPOSE

**Gen-Zers** are very purpose driven individuals. Make clear the purpose of the vacant position.



### BE GENUINE

Connect with them. Talk in a conversational way.



### LEGACY

They will want to see results of their work and know that they are leaving behind a legacy.



### COMPETITIVE PACKAGE

Not just money. **Gen-Zers** have a deep attraction towards company benefits.



### VAGUE JOB DESCRIPTION

Don't just give them a task list. Give them concrete reasons on how they will make a difference.



### UNCLEAR ADVANCEMENT

**Gen-Zers** want to be leaders. Chart a clear career path from the beginning.



### SOCIAL MEDIA

Encourage them to use social media to help advance the brand of your company.



### RIGID HOURS

**Gen-Zers** believe that work can be done at anytime, anywhere. Flexibility is the key to productivity.



### CORPORATE BUZZWORDS

**Gen-Zers** are more likely to gravitate towards a company that speaks to them in a simple, yet punchy, way.

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