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From Renege to Engage.

A comprehensive Keep Warm strategy for Gen Z talent



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Your strategic partner in early careers





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“We live on planet graduate!”

**New Zealand’s only
research-led early talent
consultancy.**



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Ngā mihi nui



What we'll cover



01. What and Why of Keep Warm?
02. Keep Warm 2.0
03. Engagement journey
04. Put it into practice



What is Keep Warm?

- What does Keep warm mean to you in the context of your graduate and internship programmes?



Why does keep warm matter?

It's not you, it's me. And by that, I mean It's you.



Why does Keep Warm matter?

- Reduce reneges
- Measure engagement/early warning signs
- Job readiness



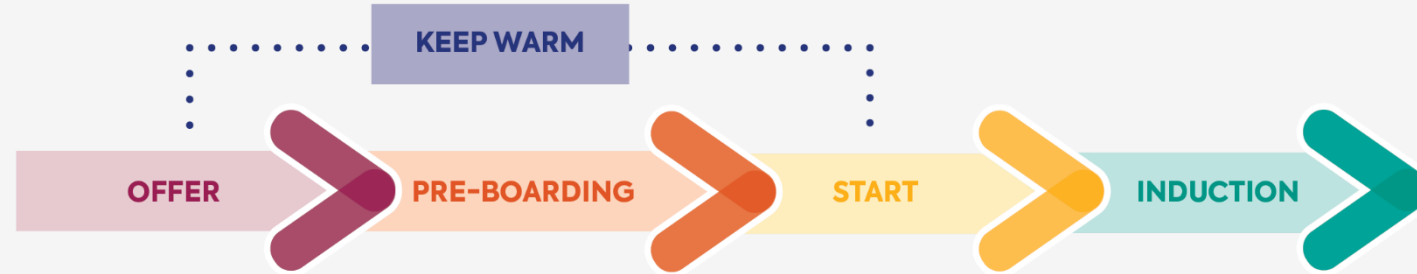
Why does Keep Warm matter?

- Build commitment
- Create connections
- Increase excitement/anticipation
- Manage expectations/mitigating anxiety



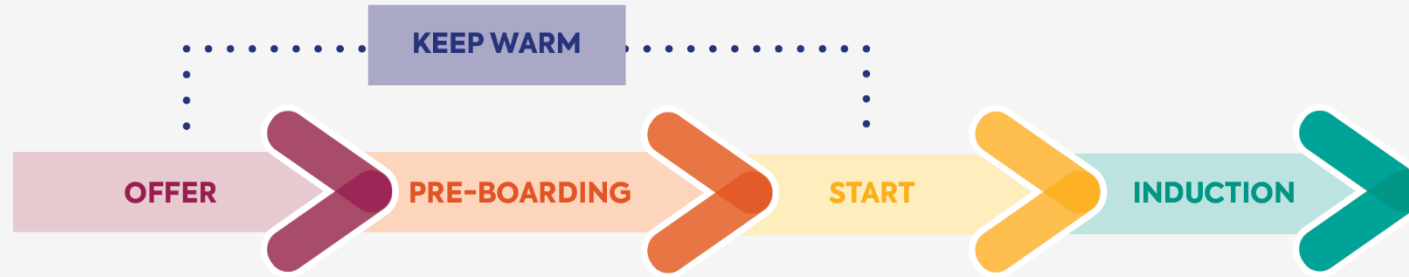
From Keep Warm to Engagement

From this

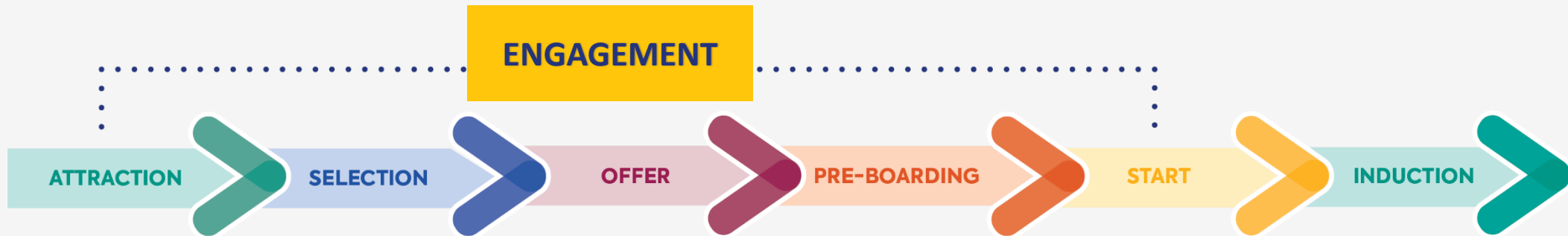


From Keep Warm to Engagement

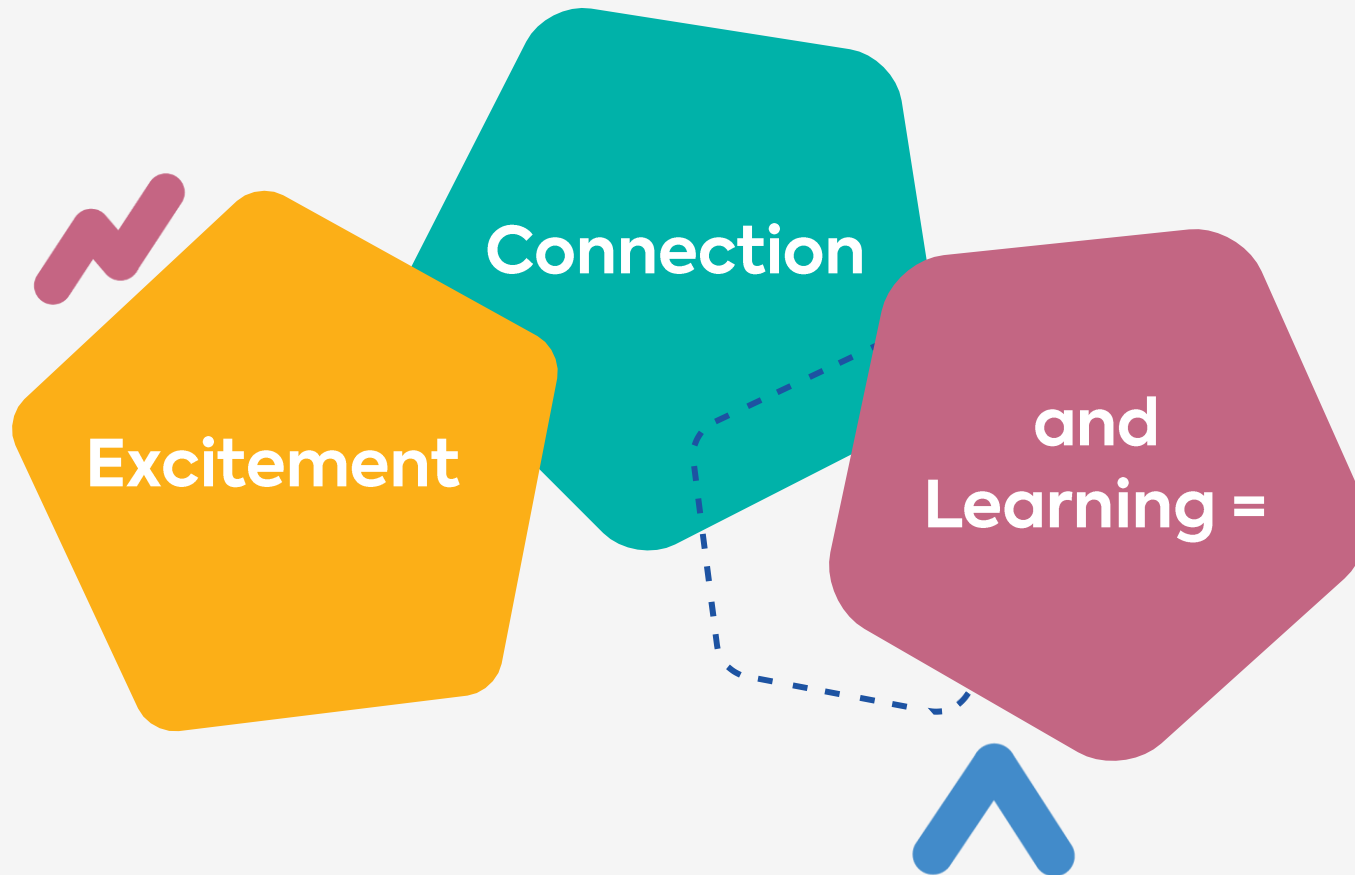
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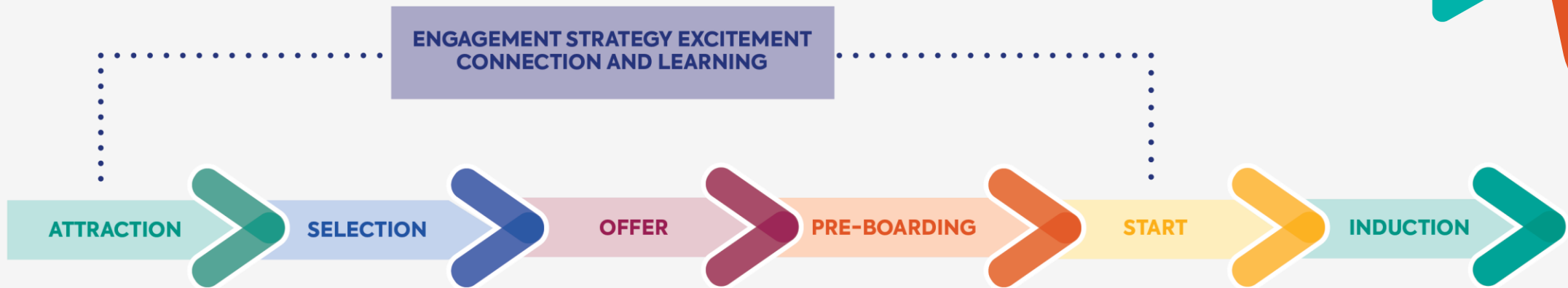


Engagement Strategy



- “I’m super clear on what to expect in my first week”
- “I can’t wait to start”
- “I feel like I know so many of the team already”
- “So many great benefits on offer”
- “This seems like a great place to work”
- “My cohort seems awesome”
- “I’ve made the right choice”
- “I’ve already learnt so much about my role already”





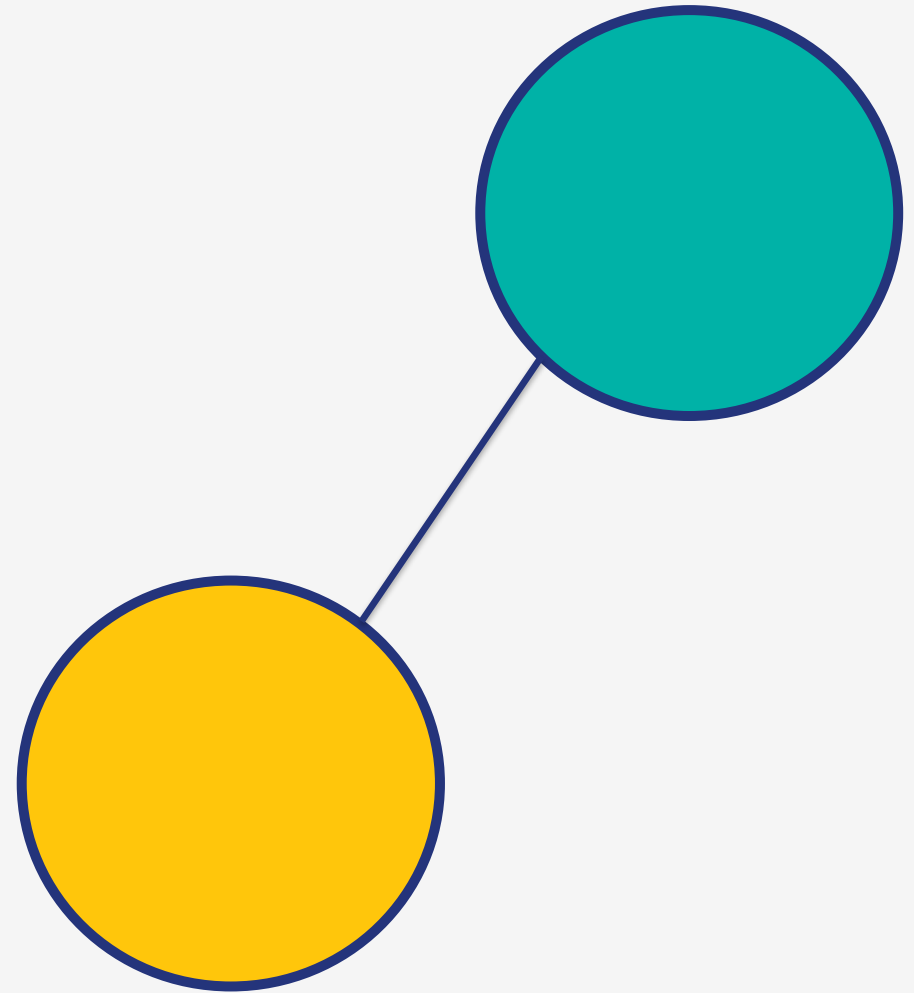
How do you approach a review of your engagement strategy?

- Engage hearts and minds
- Convince candidates to apply to you and that they have made the right choice!



Building an effective engagement strategy

- Understand your audience
- Know what you're selling
- Connect the two



Building an effective engagement strategy

- Know who your audience is



Understanding your audience: Gen Z



Understanding your audience: Gen Z

Relationship/Connection

Continuous learning

Purposeful work

Recognition/Feedback

Expect to have a voice

Diversity/Inclusion &
Belonging

Collaborative/Facilitative

Personalisation/Curation

Climate Anxiety

Value self-care

Digital natives

Entrepreneurial



What are Gen Z looking for in an employer?

NZAGE Graduate survey 2023

- Reputation of employer
- Long-term career prospects
- Training and Development
- Company Culture
- Content of work
- (Compensation #9)

AAGE Candidate survey 2023

- Career progression
- Work-life balance
- Company culture
- Training and Development
- Content of work
- (Compensation #7)



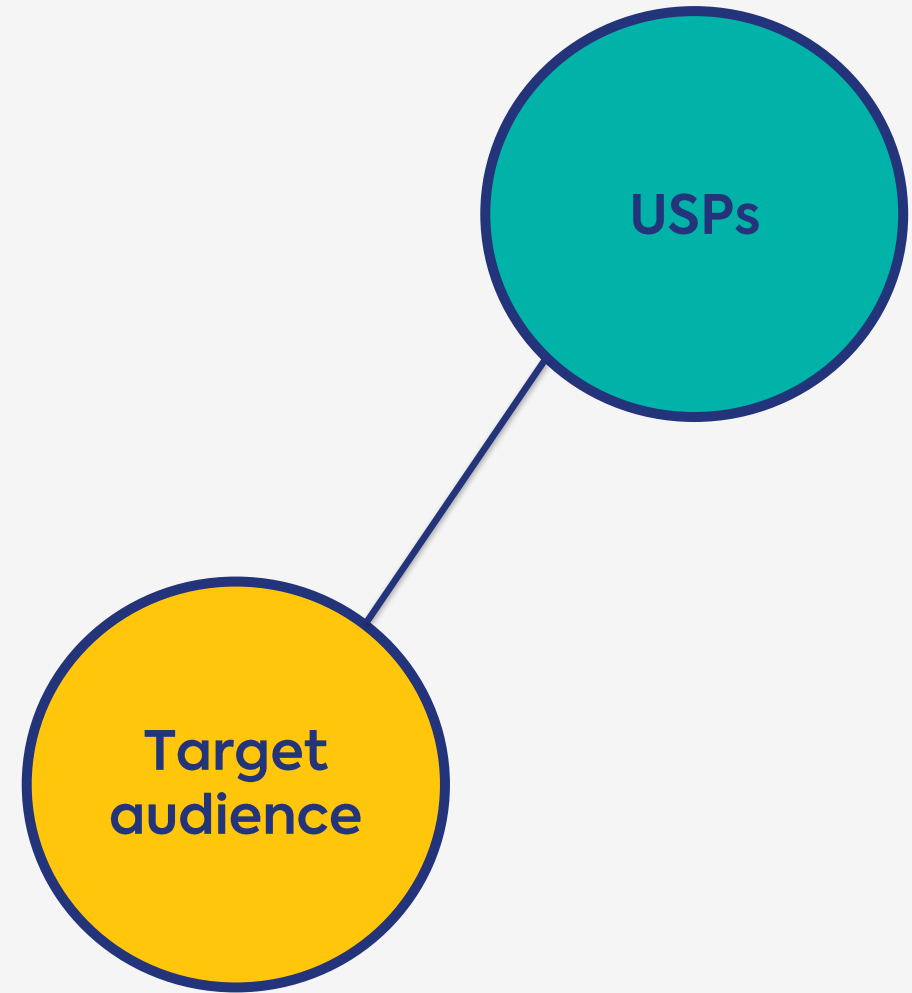
Know what you're 'selling'

- 3 USPs of your organisation
- What are the best things about your organisation?
- When people talk about the positive dimensions of working in your organisation? What do they say?



Building an effective engagement strategy

Connect the dots – Your organisation's USPs
– your audience wants and needs



Start building your communication map

BENEFITS

- Summer hours
:Time to do the things you love in the sun.
- Team events: Get to know your team and feel you belong.
- Welltrack*: So you feel supported and secure.

CONTENT OF WORK AND WHAT WE DO

- Exciting project work: You'll love what you do.
- Work with the best: So you'll learn and grow.
- Travel: So you build your confidence in a range of contexts.

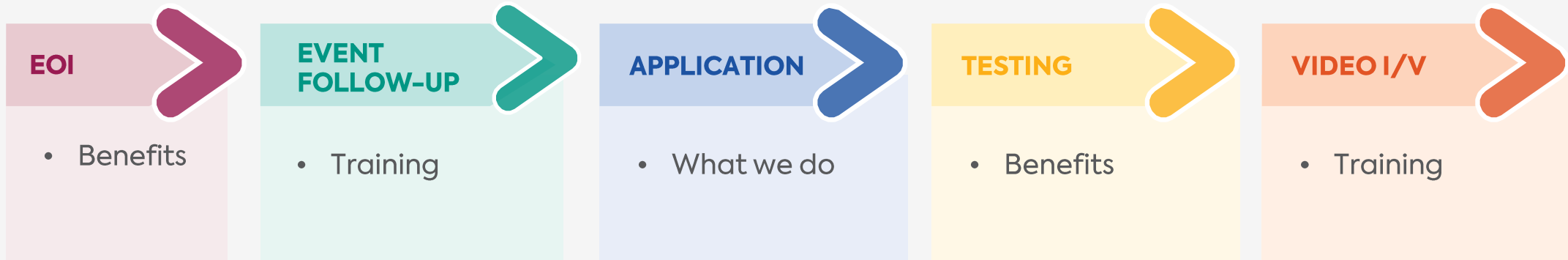
TRAINING AND DEVELOPMENT

- Mentor* and buddy: So you build connections and access support.
- Powerskills development*
: To enhance your strengths and accelerate your development
- 180 degree feedback programme*
: To provide the gift of feedback to help you grow faster

*TS service offerings 😊



Building your communication map



Communication strategy

Thank you for your application to our graduate opportunity for 2025, we look forward to reviewing your application and will be back in touch by Friday 23rd of March.

For more information about working at Acme Co, visit our website at www.acme.co.nz



Thank you for your application to the Acme graduate programme. We can't wait to find out more about you.

As a graduate at Acme, you'll enjoy awesome benefits such as our summer hours when we finish at 3pm on a Friday, our monthly team events to network and connect and our on-site massages because your health and wellbeing matters to us too.

Find out more about what it's like to work at Acme.co in this video that Jamie, our graduate category analyst has prepared for you.
Click here!



From offer to start

- Keep reinforcing your USPs
- Intentional connection
- Sharing profiles and creating connection based on personal preferences and interests



Mentorship/Buddies

- Mentor/Buddy introduction – and coffee catch-up
- Buddy training – 3 key points to speak to.

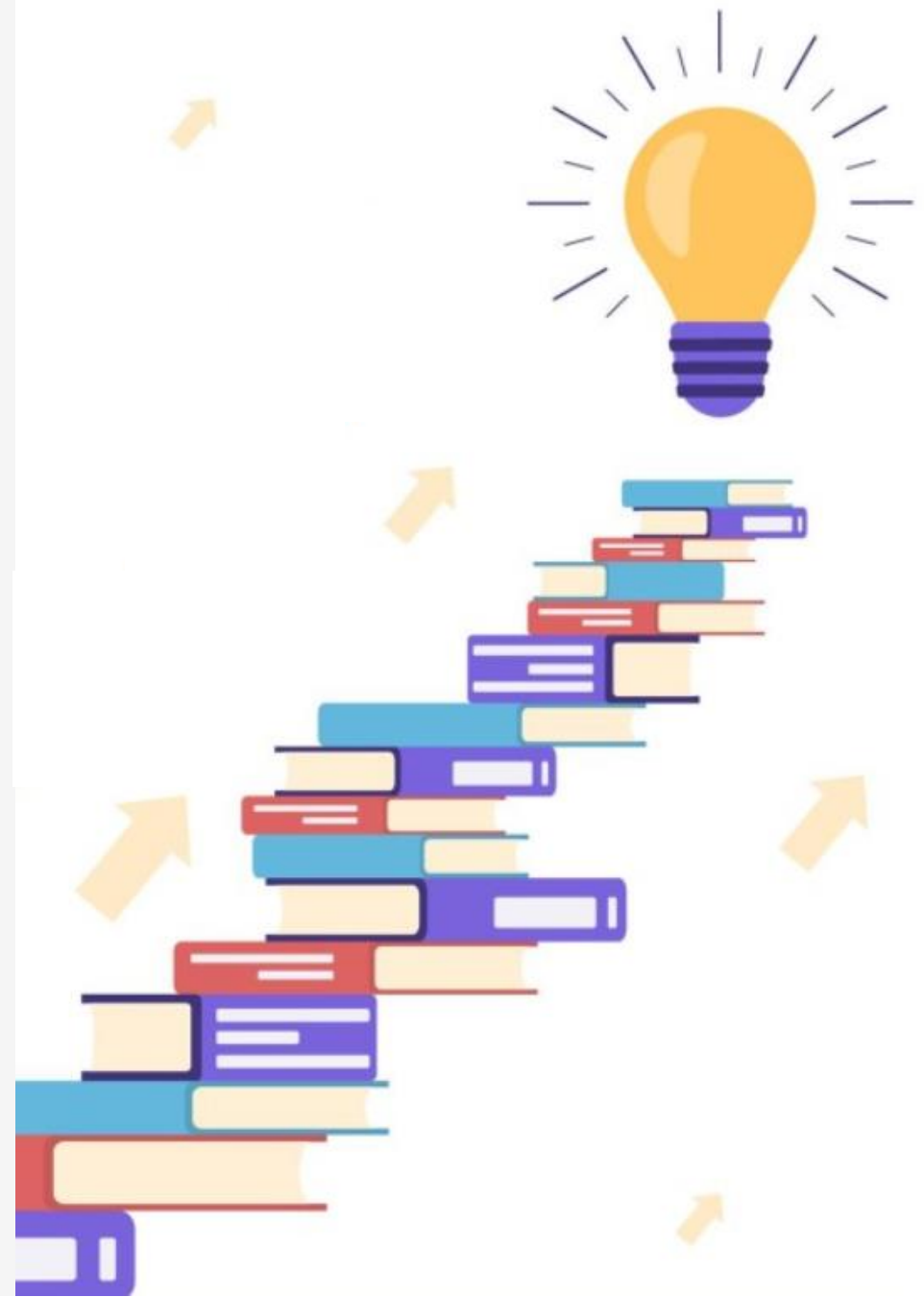


Training and development 1.0 to 2.0

- Links to online learning modules

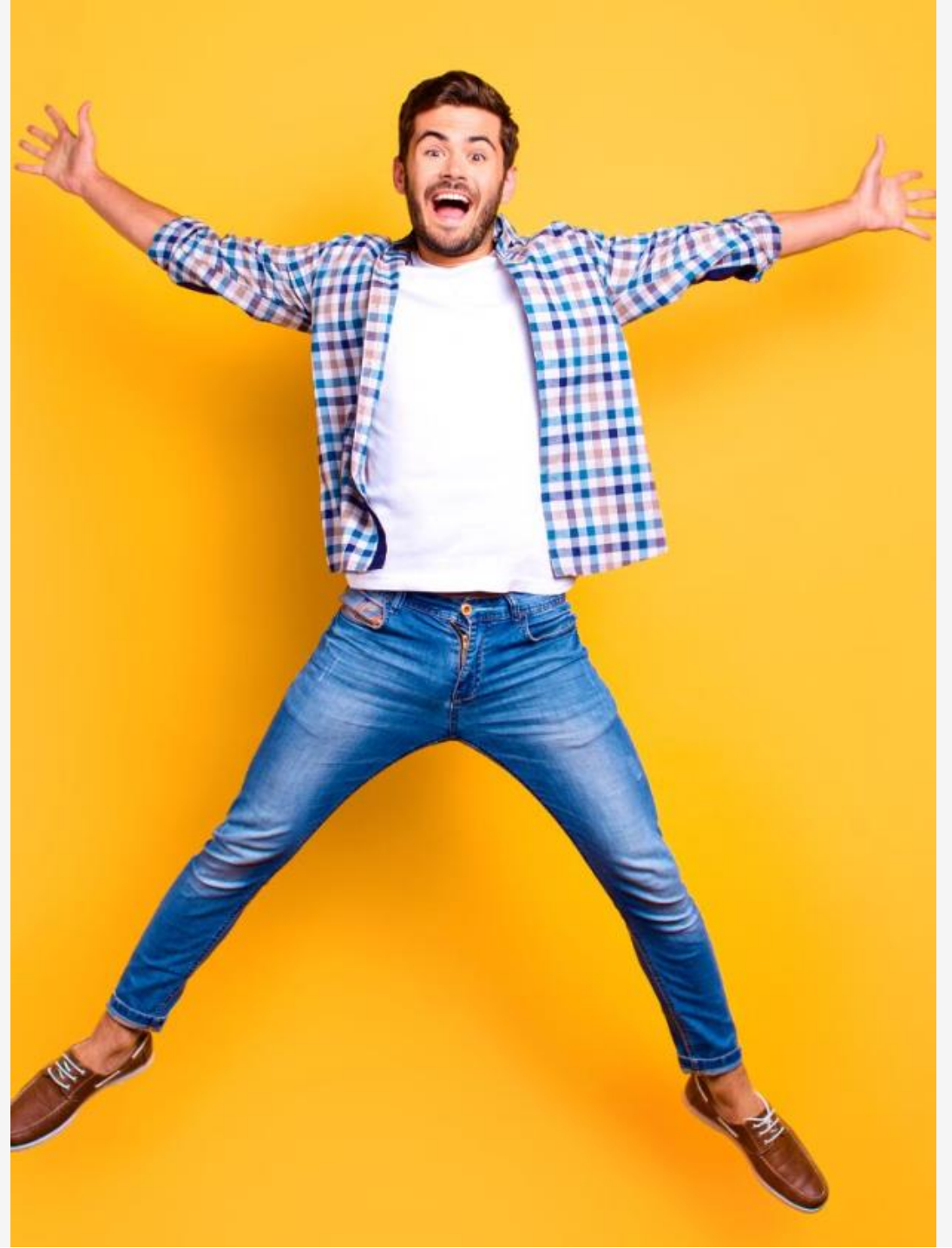
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- Customised, personalised learning.



What have we covered?

- An engagement strategy starts from marketing and continues through to onboarding and induction.
- Get your sales hat on! Connecting your USPs, with your audience
- Think through the lens of engagement, excitement, connection and learning!





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How can we help?

- Review your engagement strategy
- Platforms to help scale, connect
- Research and market insights
- Here as a sounding board – if you have a challenge in the early talent space – we will have a solution.



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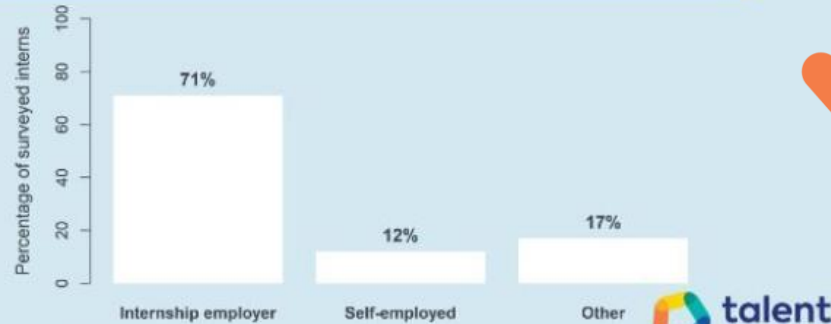


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NZAGE 2023 Internship Survey insights!

When asked about their preferred employer upon graduation, interns ...see more

Figure 28 Post-graduation employment aspirations



Source: NZAGE



Jessica Woods and 7 others

1 repost



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🌟 Thank you to everyone who joined our last webinar of 2023! 🌟

Presented by [Seren Wilson](#), [Talent Solutions](#), [Lou Zoanetti](#), [Brightwork](#) ...see more

Join us for a round-up of all the big headlines across the year and what 2024 may hold.

2023 in Perspective: Insights, Challenges, and a Glimpse into 2024

PRESENTED BY TALENT SOLUTIONS NEW ZEALAND, BRIGHTWORKS AUSTRALIA AND PROSPLE ANZ.

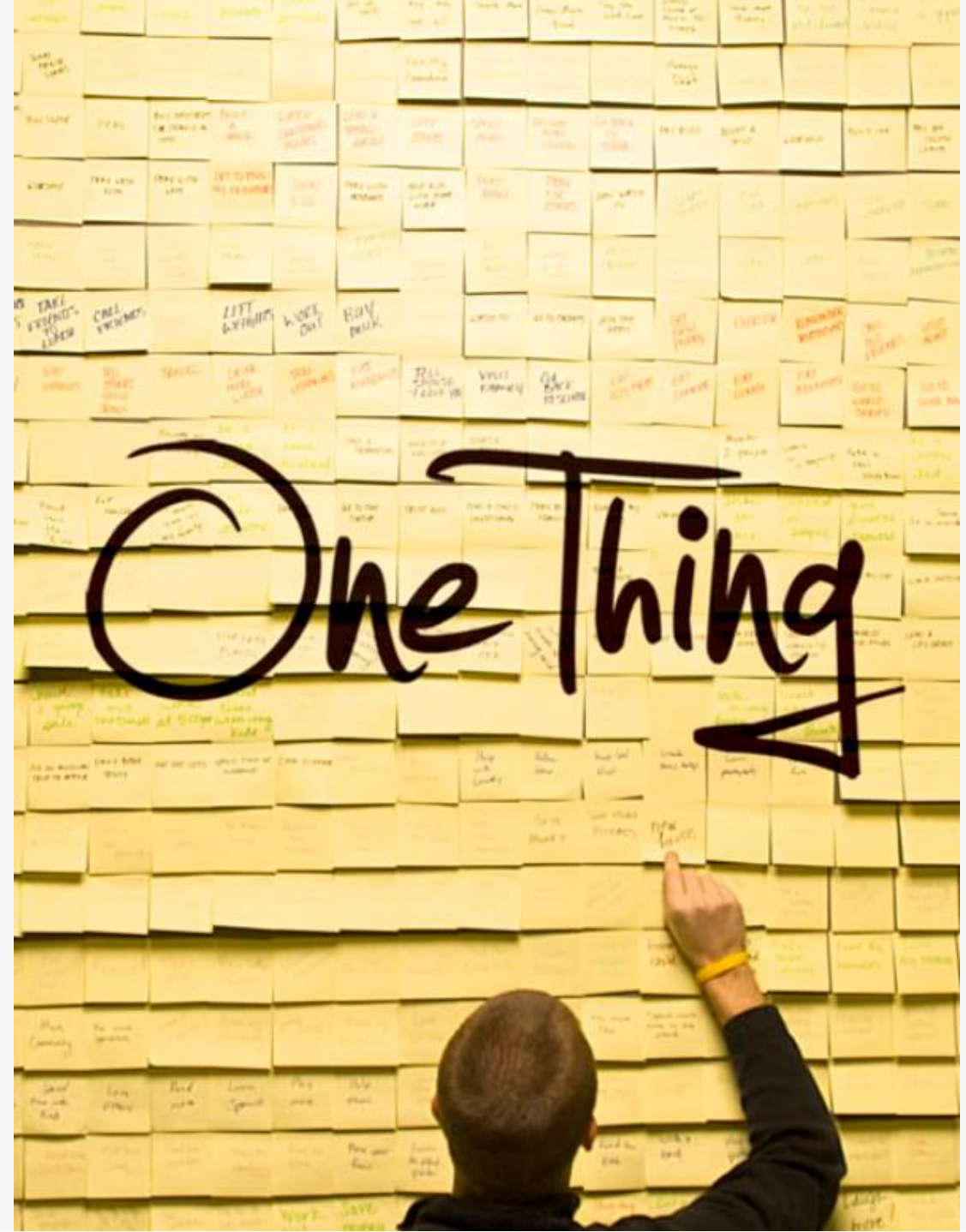


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One thing
you'll do to
improve your
engagement
strategy?





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Thank You

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