



YOUNGER PEOPLE LIKE TO KNOW THAT THERE IS A PATH TO CAREER PROGRESSION

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The channel is no different than other companies looking to attract, and retain, young people. I believe that many young people are looking for more than just a job; they want to be part of something exciting and be able to see how their efforts are contributing to the success of the company they are working for. The channel can attract young people by focusing on four key areas:

1. Culture. Company culture is critical to attracting and keeping young people. If your organisation recognises and values the culture of the company it is a key way to make people want to come and work for you. If there is an energy and buzz, and genuine interest by those working at your company, it will attract other young people who want to be part of that energetic organisation. That positive energy is infectious and people want to be part of something dynamic and exciting. Additionally, companies with a strong culture are more likely to have motivated employees who will be more productive. This is a good transition to my next key area;

2. Environment. If you have a work environment that contributes to collaborative work, easy communication and is an enjoyable place to work that will do a lot to attract younger people. Work should not just be a place where you park yourself until it is time to go home; instead, it should be a place that is inviting and interesting for employees to come in and work. Making a work environment that encourages people to come in and work together is tied closely to culture. If you have a culture that encourages people to do their best and have a work environment that makes people want to come in and be part of the team, then you have created a place where people want to be and want to make successful.

3. Career path. Younger people like to know that there is a path to career progression. Hiring younger people for junior positions is fine if you also communicate that there is a path to a career in the organisation. I've outlined how culture and environment are key to attracting new hires; and, the way to keep those new hires engaged and excited is a clear understanding of what opportunities lie ahead for those hires. Without a clear understanding of what opportunities are available with time and experience you run the risk of losing good

members of the team who may feel that the only way they can grow their careers is by leaving. Showing people that there are options for career development, and a philosophy of promoting from within will go a long way to attract and keep young people.

4. The final area is total compensation.

There is so much more to a compensation package than the paycheck. Does your company offer continuing education? Flexible work hours? Have an annual picnic? A company band? Promote whatever your company does that is interesting and potentially different. Good candidates will always get contacted by other companies wanting to hire them away. The best way to keep your good employees is by focusing on all the benefits (culture, environment and career path are part of this) and suddenly a small bump in pay from a competitor is likely not going to be enough to lure a good employee away. Young hires obviously want to make money like the rest of us; but, the work environment and the feeling of being a part of a team will win over a bit more money each pay period.

There is so much young people can offer. Make your work environment a place they would like to be and you will have a win-win scenario. ●