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Abode

Tackling renegees and turnover with engagement: a data-based approach.

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Today's agenda



Introductions



Who is Gen Z and what do they want from an employer



Strategies for minimizing reneges and increasing alumni engagement



Q&A





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Who is Gen Z and what do they want from their employers?



We asked Gen Z

How often do you want to hear from your employer prior to starting a new job?

Everyday

1-2 times per week

Every other week

Once a month



69%

We asked Gen Z

How often do you want to hear from your employer prior to starting a new job?

Everyday

1-2 times per week

Every other week

Once a month



We asked Gen Z

What do you prefer most when getting information about a new job?

Info with lots of details

Info that is concise and easy to read

Info that I can listen to via audio clip

Info that I can watch in a video



51%

We asked Gen Z

What do you prefer most when getting information about a new job?

Info with lots of details

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Info that I can listen to via audio clip

Info that I can watch in a video



We asked Gen Z

Who would you most want to communicate with before starting a new job?

Members of the team you'll be joining

Other new hires

Direct supervisor

Designated HR contact



59%

We asked Gen Z

Who would you most want to communicate with before starting a new job?

Members of the team you'll be joining

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The 4 Tenets of Gen Z Recruitment & Retention

Transparency

Transparency eliminates anxiety around what the future holds. It also builds feelings of authenticity, accessibility, and trust.

Connections

Gen Z strives to build authentic relationships, support their mental health, and make a difference in the world.

Expectations

Establishing clear expectations enables Gen Z to prepare for the challenges they may face in the workplace.

Respect

Respect means honoring boundaries, valuing contributions, and protecting mental health.





Reneges: why they happen and how to minimize them.



Why do reneges happen?



THE UNCONTROLLABLES

Personal or family reasons.

Someone makes a better offer that you can't compete with.



THE CONTROLLABLES

A lack of engagement, information, and responsiveness from an employer.

No connections with their peers or future team.

Companies who communicate 1+ times per week with incoming hires have **reneege rates 37% lower** than their peers.



Minimizing reneges



Facilitate community and connections



Proactively and consistently provide resources (and make them easy to access)



Pay attention to your data and learn from it

Companies who invest in an online community for candidate have reported **40% less renege**s than their peers.



The data you need to track



How engaged someone is with their peers in your community



How engaged someone is with the content you're sending them



Why someone decided to renege on their offer

Candidates are **3x more likely** to share why they reneged with a third party than they are with the company directly.



Alumni Engagement: why it's crucial for the success of your program.



Why alumni engagement matters



RETENTION

Retain program participants by keeping them engaged - the #1 success metric of your program.



RECRUITING

Leverage alumni to help you recruit more efficiently. They know your brand and have access to future talent.

Companies with a structured alumni engagement strategy **convert 26% more** interns to FTE.



Ways to execute



Junior buddy program for incoming hires



Campus ambassadors



Alumni community

89% of incoming interns say they want to be connected to a former intern for advice.



Running an ambassador program



TRACK

Keep track of the activity from each ambassador.



GAMIFY

Make it fun and competitive by creating a points system.



PAY

Pay your ambassadors for their work. They are recruiting for you.

[Ambassador program tracker](#)



Our final thoughts



Foster community as much as possible



Track everything and learn from your data



Your strategy has to match the expectations of Gen Z





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Questions?

