

# DiversityInc Webinar Series



Shane Nelson

Vice President, Editor, DiversityInc Best Practices

# Help Us Get Our Newsletters To You

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- Conducted an analysis to understand whether or not the DiversityInc Best Practices (DIBP) newsletters are reaching subscribers.
- Confirm the below IP addresses are those associated with DIBP:
  - ip4:192.64.236.0/22
  - ip4:64.34.47.128/27
  - ip4:64.34.57.192/26
  - ip4:65.39.215.0/24
  - ip4:204.153.121.0/24
- We use three main addresses to distribute communications:
  - [lukevisconti@diversityinc.com](mailto:lukevisconti@diversityinc.com)
  - [carolynn@diversityinc.com](mailto:carolynn@diversityinc.com)
  - [shane@diversityinc.com](mailto:shane@diversityinc.com)
- Please help us make sure all emails with the @diversityinc.com extension are able to pass through your firewall.

# Effective Recruitment Strategies for Millennials

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Antonio Ramos

Senior Director of Talent Attraction

**Comcast NBCUniversal**

# Attracting Millennials

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**Antonio Ramos**

*Senior Director, Talent Attraction Marketing & Employer Branding*

Dec 2017

FINAL

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# Agenda

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- Introduction to Comcast
- Get to know our target: Millennials
  - Millennials by the numbers
  - Key trends impacting who they are
- Strategies to engage and attract Millennials
- Where to reach them
- Q&A

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# About Comcast

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Comcast brings together the best in media and technology. We drive innovation to create the world's best entertainment and online experiences.






























































- **Comcast Corporation** (Nasdaq: CMCSA) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal.
- **Comcast Cable** is one of the nation's largest video, high-speed internet, and phone providers to residential customers under the XFINITY brand, and also provides these services to businesses. It also provides wireless, security and automation services to residential customers under the XFINITY brand.
- **NBCUniversal** operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts.

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# Exciting broad business portfolio in Media & Technology

COMCAST  NBCUNIVERSAL

Uniquely positioned at the intersection of media and technology.

COMCAST 		NBCUniversal				
Comcast Cable		Cable Networks		Broadcast	Film	Parks
 <ul style="list-style-type: none"> <li>Internet</li> <li>Mobile</li> <li>Voice</li> </ul> 		  		 		
 		  				
 		  		 		
Comcast Spectacor		  		 		
  		 		 		
 		Digital & Other				
COMCAST VENTURES.		      				
		      				

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# Recognized as Employer of choice and D&I Leader

GOVERNANCE   WORKFORCE   PROCUREMENT   PROGRAMMING   COMMUNITY INVESTMENT



Ranked #10 on LinkedIn's Top Companies for 2017.

## FORTUNE

Named #12 in Fortune Magazine's list of *50 Best Workplaces for Diversity* & #1 on their list of *Best Workplace for Parents* in 2016.



Ranked #19 among DiversityInc's 2017 Top 50 Companies, marking 5th consecutive year on list.



Among the 15 recipients of the 2017 ESGR Freedom Award.

LATINA *Style* 50



Earned perfect score on HRC's Corporate Equality Index and named a *Best Place to Work for LGBT Equality* for 5th consecutive year in 2017.



Earned perfect score on USBLN's Disability Equality Index for 2nd consecutive year in 2016.



Ranked #1 among *Military Spouse's* Top 100 Military Spouse Friendly Employers in 2017.



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# Millennials by the numbers

- Born between 1981 and 1997 (ages 20-36)
- Largest living generation: 79.8 MM US pop. estimate
- Largest generation in US labor force (Over 1 in 3 workers)
- Expected to keep growing in US until 2036, due to immigration
- Highly diverse generation – only 56% white vs. 70% for Boomers



By 2025, Millennials will make up 75% of global workforce

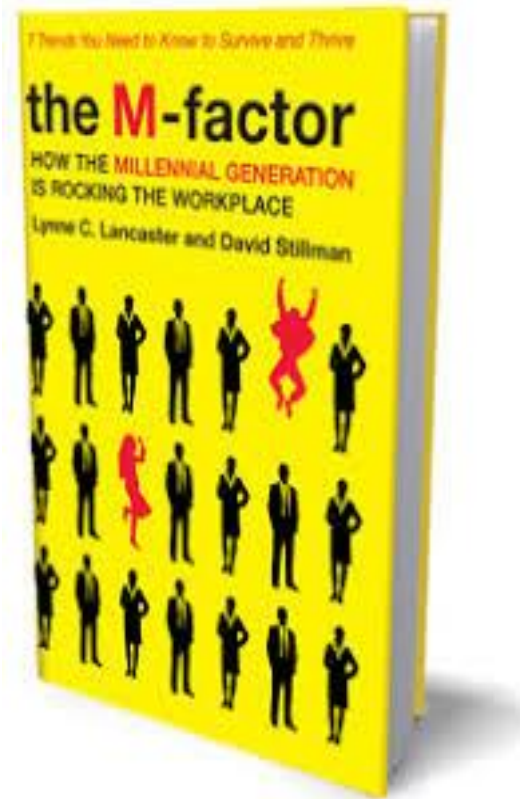
Source: All data from Pew Research Center (tabulations of US Census projections released 12/2014)

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# Key trends that have shaped Millennials

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- Parenting
- Entitlement/Great Expectations
- Search for Meaning
- Need for Speed
- Social Networking
- Collaboration



Source: *The M-Factor: How the Millennial Generation is rocking the workplace*

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# Trend #1: Parenting

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## Insight

- Parents think of their kids as protégés
- Quantity time vs. quality time
- Parenting style favored individual empowerment
- Kids think of parents as part-peer/part-coach
- Parents taught kids to value experiences – traveled more, built a diverse perspective



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# Trend #2: Entitlement/Great Expectations

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## Insight

- Grew up in self-esteem movement
- Told you can achieve anything you want
- Desire to learn and grow
- Expect personalization/customization
- Responsibilities in families or clubs/teams assigned based on capability, not seniority



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# Trend #3: Search for Meaning

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## Insight

- Told by parents - do something you love
- Looking for more than a job

## Meaning motivators

- Want to make a difference in world
- Want to feel they are contributing
- Want to be innovators
- Want to be heard
- Want to know they are succeeding
- Want to express who they are through their work

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# Trend #4: Need for Speed

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## Insight

- On demand culture - High rate of speed for how they expect communications, feedback, and job promotions
- Prefer everything today!
- Multi-tasking/layering generation
- Positive view of change - no fear; willing to pivot and move quickly



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# Trend #5: Social Networking

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## Insight

- Networked generation - live and operate in powerful social networks (virtual and real)
- Communicate more comfortably through technology than in person
- Work easily across boundaries – Leverage social networks to collaborate and find expertise
- Social networks = virtual breakroom/water cooler



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# Trend #6: Collaboration

## Insight

- “We” generation – prefer to work in teams
- Strong collaborators – From tee-ball to families
  - Parents and peers seen as colleagues
- Collaboration is seen as power
  - Work is a team sport to millennials
- Diversity and inclusion is how they live
  - Moved from “accept diversity” to “embrace benefits of a diverse team”



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# Engaging and Attracting Millennials – Key Strategies

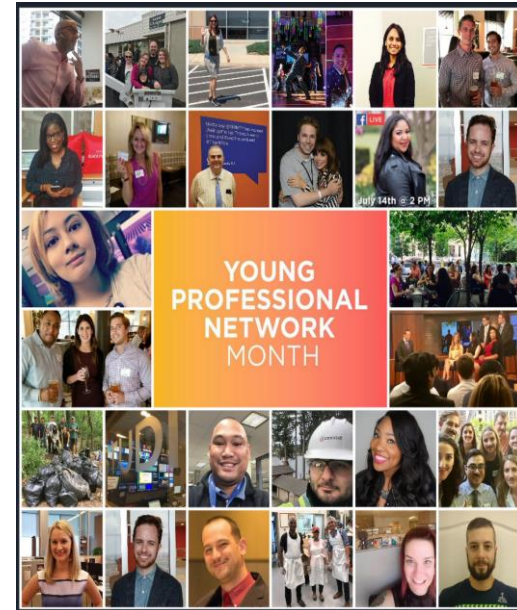
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- Let your millennials tell the story
- Elevate the conversation to purpose
- Invest in their development
- Show me the growth!
- Provide flexible work environment
- Celebrate achievements!

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# Strategy #1: Let your Millennials tell the story

- Show (don't tell) candidates what the culture and work environment is like
- Be authentic and transparent
- Empower them to tell their story – Don't script it or be too prescriptive
- Empower them to leverage their social network to share



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## Strategy #2: Elevate the conversation to purpose

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- More than just a job – desire meaning in their work!
  - Clearly communicate vision, values, and purpose to find candidates who are aligned with vision
  - Show how their work contributes to the greater vision/purpose
- Enable opportunities to give back (volunteering)
  - Provide paid days off to volunteer in the community or for a cause that matters to them
- Give them freedom to work on projects that matter to them

Comcast Cares Day



Comcast Lab Week



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## Strategy #3: Invest in their development

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- Invest in building comprehensive learning and development programs to fill learning needs
- Invest in onboarding to ensure quick ramp up
- Build mentorship programs to develop their networks and provide early exposure to senior leadership
- Employee resource groups (YPN) can provide leadership opportunities to early career employees
- Provide ongoing feedback throughout the year



YOU DON'T HAVE  
TO BE TO BELONG

Sponsored by Workforce Diversity & Inclusion



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## Strategy #4: Show me the growth!

- Career Pathing: Define clearly potential career paths for key functions
- How I made it: Leverage examples of employees that have risen through the ranks
- Show examples of non-linear career pathing – learn new skills via new experiences
- Demonstrate performance drives advancement, not seniority



### HOW TO WATCH

- ✓ Make sure you're following Comcast Careers on Facebook
- ✓ Go to the Comcast Careers Facebook page to turn on notifications, and get notified when we go live
- ✓ Tune in at **2PM**, interact and enjoy!



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## Strategy #5: Provide flexible working environment

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- Flexible hours
- Flexible roles
- Flexible work locations
- Strive to provide path to work-life balance



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## Strategy #6: Celebrate achievements

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- Create multiple opportunities for recognition – manager, peer-to-peer, etc.
- Gamify the process – earn points for recognition toward rewards



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# Marketing Touchpoints: How to reach them

- Cultivate employees to be ambassadors (LinkedIn, social media, Glassdoor)
- Leverage social media (Facebook, Instagram, Twitter, Snapchat)
- Utilize talent magnets to drive attraction and expand awareness (conferences, campus)
- Be active in peer communities
- Maintain careers website with authentic view of life at your company – ensure job descriptions are compelling!



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# SUMMARY: Engaging and Attracting Millennials

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- Let your millennials tell the story
- Elevate the conversation to purpose
- Invest in their development
- Show me the growth!
- Provide flexible work environment
- Celebrate achievements!
- Lean on digital and social media to reach them
- Make sure all your candidate touchpoints tell a consistent, authentic story!

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# QUESTIONS

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# Encourage Your Colleagues to Sign Up

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- Use testimonials from employees that access DIBP.
- Promote DIBP to employee resource groups.
- Encourage talent-development leaders to use and educate employees about access to DIBP.
- Include message about DIBP or include links to career advice content on company intranet.
- Employees can [register here](#).

# 2018 Webinar Schedule

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- January 9, 2018 | 2-2:30 p.m. ET | How to Respond to Micro Aggressions
  - **ADP** – Dianne Greene, Division Vice President and General Manager
- January 30, 2018 | 2-3 p.m. ET | Insights into Effective Diverse Candidate Slates and Goal Setting
  - **AT&T**
- February 13, 2018 | 2-2:30 p.m. ET | How to Become A High Potential
- February 27, 2018 | 2-3 p.m. ET | How to Have a Productive Dialogue About Race With Your Colleagues
  - **PwC** – Elena Richards, US Minority Initiatives & Talent Management Leader
  - **AT&T**
- March 20, 2018 | 2-3 p.m. ET | Career Advice for High Potential Women
  - **Abbott** – Vildan Kehr, Divisional Vice President, Talent Acquisition
  - **Wells Fargo** – Lisa Stevens, Executive Vice President, Regional Banking Executive, Western Region

# 2018 Webinar Schedule (continued)

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- April 24, 2018 | 2-3 p.m. ET | The Differences Between Mentoring and Sponsorship
  - **Nielsen** – Audrey Liu, Vice President, Diversity and Inclusion
- May 8, 2018 | 2-3 p.m. ET | How Executive Diversity Councils Yield Talent Results
- June 12, 2018 | 2-3 p.m. ET | Cultural Competence for LGBT Pride Month
  - **AT&T**
  - **General Motors**
- June 26, 2018 | 2-3 p.m. ET | Best Practices in Identifying Talent to Lead ERGs
  - **Wells Fargo** – Kamina Young, VP, Implementation Consultant, Enterprise Diversity & Inclusion, and Mary Lou Zwaan, OED Senior Consultant
  - **Nielsen** – Sherri Dublin, Vice President, Diversity Programs and TBD HR Leader
  - **AT&T**
  - **General Motors**
- July 10, 2018 | 2-2:30 p.m. ET | How to Get Promoted
- July 24, 2018 | 2-3 p.m. ET | ERGs and Inclusion Councils: Can They Coexist?
  - **Nielsen** – Audrey Liu, Vice President, Diversity and Inclusion and Sherri Dublin, Vice President, Diversity Programs

## 2018 Webinar Schedule (continued)

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- August 14, 2018 | 2-2:30 p.m. ET | How to be a Good Mentee, How to Earn Sponsorship
- September 18, 2018 | 2-2:30 p.m. ET | A How-To Guide on Executive Presence
  - **AT&T**
- October 2, 2018 | 2-3 p.m. ET | Career Advice From People With Diverse Abilities
  - **PwC** – Rob Rusch, Tax Manager & Jon Defeo, Tax Partner
  - **Nielsen** – Megan Belden, Director, Client Service
- November 13, 2018 | 2-3 p.m. ET | How to Leverage Veterans to Achieve Business Objectives
  - **PwC** – Chris Crace, Veterans Advocacy Leader and Mike Donoghue, Principal Public Sectors Practice, US Transportation, US Drone Powered Solution, USSOCOM Account Leader
  - **Wells Fargo** – Jerry Quinn, Military Programs Manager
  - **General Motors**
- December 4, 2018 | 2-3 p.m. ET | Best Practices in Onboarding Employees

# Thank You for Attending

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- You will receive an email from us by this Friday containing a link to download this presentation.
- If you have questions, please email us at [Shane@DiversityInc.com](mailto:Shane@DiversityInc.com).
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