

## ATTRACTING THE NEXT GENERATION OF TALENT

To attract the next generation of talent, we must extend past the skills and requirements needed to do the job and talk about the lifestyle people are going to live when working at our company. From social stances to life outside of work, the story that we tell about our companies must be bigger; and today we're going to figure out what to share.

**I**F ONE OF MY STAFF WERE TO SHARE WHAT IT IS LIKE TO WORK HERE, WHAT WOULD THEY SAY?: \_\_\_\_\_

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Ok, now let's work on a few things *outside* of the actual job itself that might allow us to tell a story that paints a bigger picture about what it might be like to work here.

**W**HAT SOCIAL POSITIONS DO WE TAKE?: \_\_\_\_\_

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**W**HAT DO EVENINGS AND WEEKENDS LOOK LIKE? HOW MUCH ARE WE WORKING?: \_\_\_\_\_

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**H**OW OFTEN TO WE LEAVE THE CITY, PROVINCE, COUNTRY?: \_\_\_\_\_

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**W**HAT MEETINGS, EVENTS, ACTIVITIES DO PEOPLE DO AS A RESULT OF WORKING HERE?: \_\_\_\_\_

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**W**HAT COMMUNITY INITIATIVES/VOLUNTEERING DO WE SUPPORT OR PARTICIPATE IN?: \_\_\_\_\_

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**W**HO DO WE WORK WITH? HOW ATONOMOUS IS THE WORK WE DO?:

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Now that we're understanding and shining light on some of the other experiences and differentiators of our company and job, what might we like to share with people that are looking to work with us?

**B**ASED ON WHAT WE'VE UNDERSTOOD ABOUT WHAT WE *ALREADY DO*, WHAT WOULD WE SHARE WITH SOMEONE THAT MIGHT WANT TO WORK WITH US?:

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