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Your Partner for Growth in Asia

How to Attract and Retain Gen Z Employees During the Great Resignation

Ava Piao

Recruitment Consultant

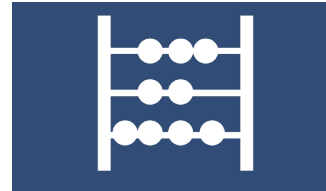
April 2022



DSA Service Suite



Pre-Investment and Entry Strategy Advisory



Accounting, Payroll, and Treasury



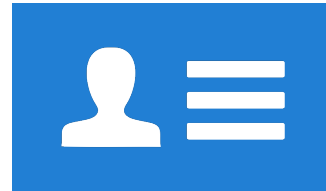
Corporate and Tax Structuring



Tax and Compliance



Cross-border Transactional Support



Employment law and HR



Audit Financial Review, Due Diligence



ERP and Financial System Advisory



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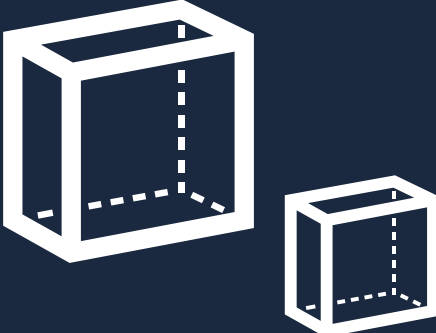
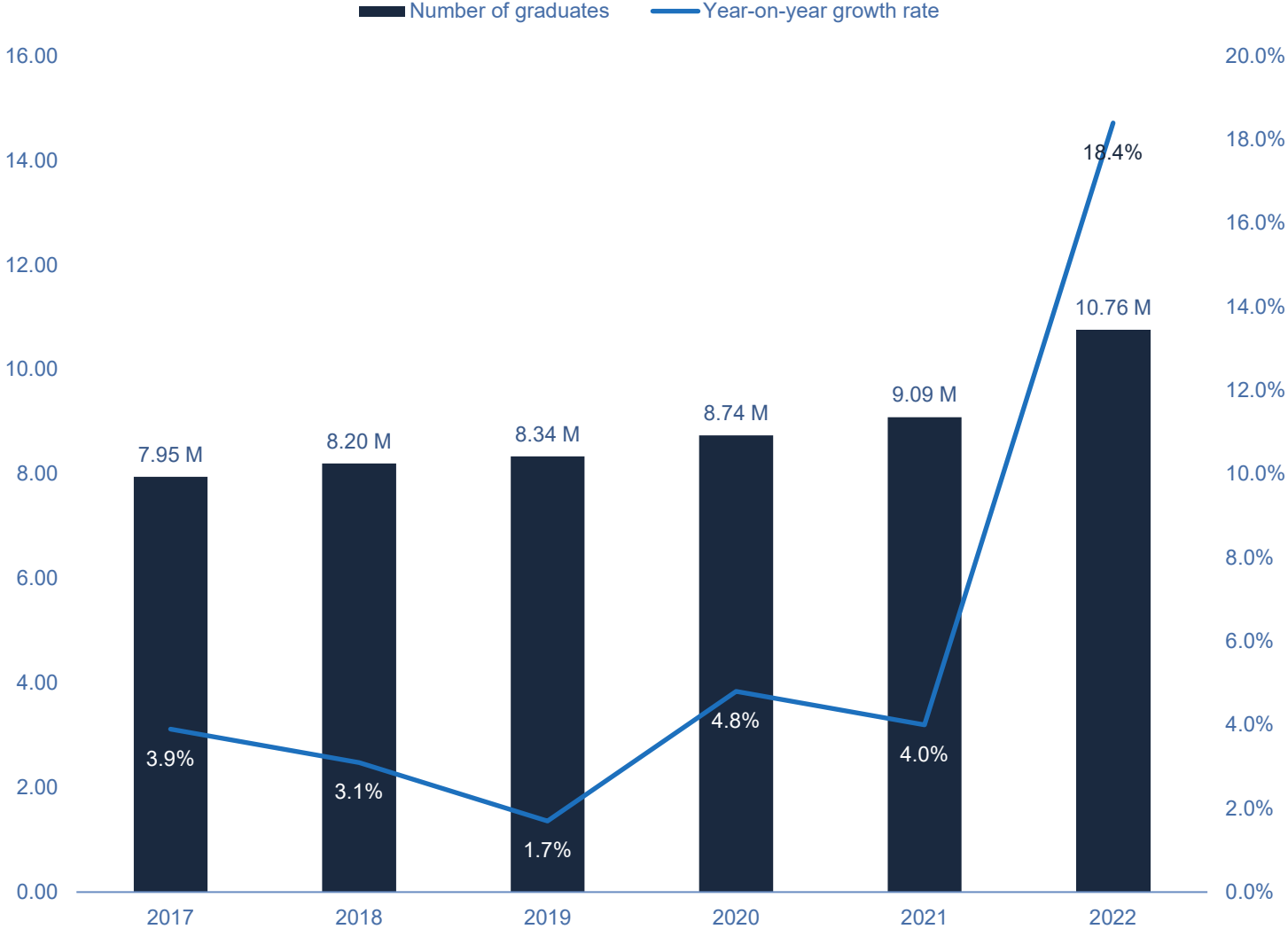
Unemployment Crisis & Great Resignation



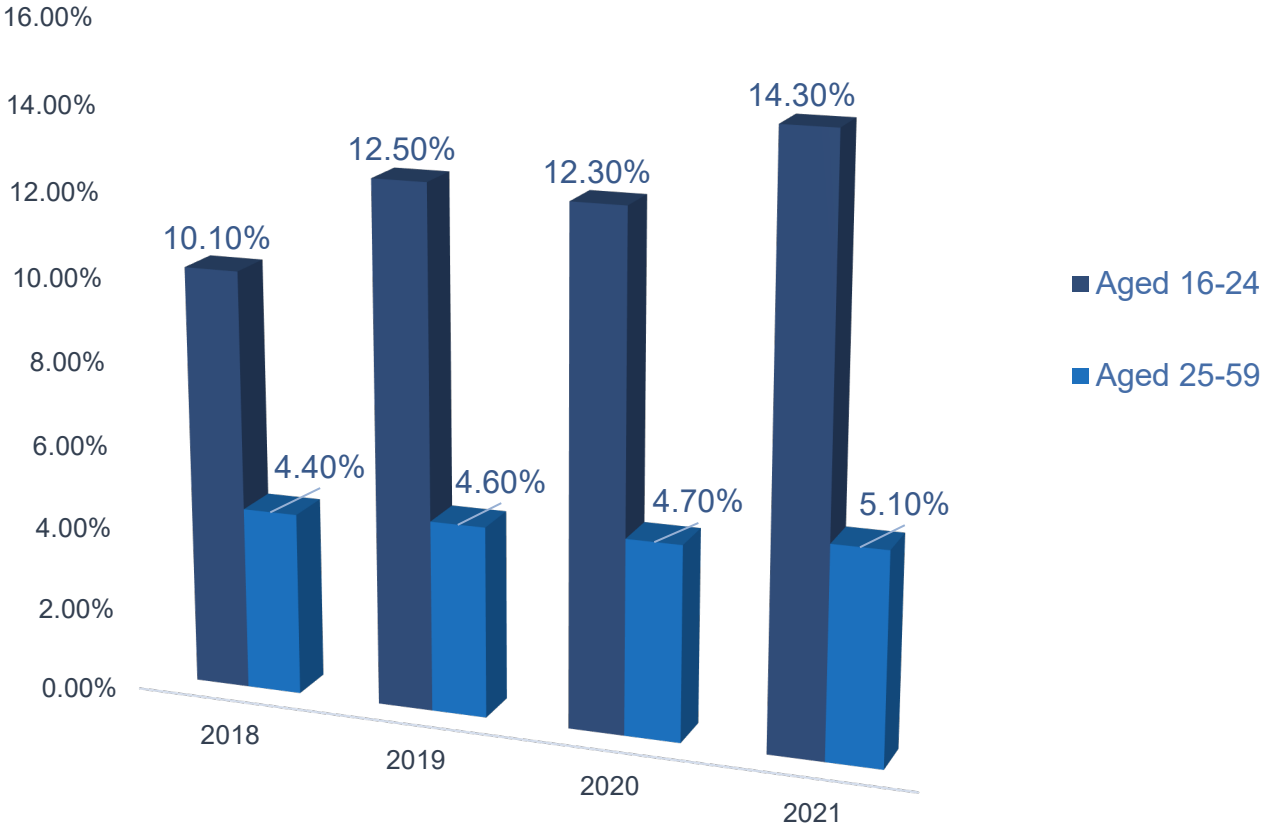
The Looming Talent Crisis

- Great Resignation
- Great Reshuffle
- Great Realignment
- Anti-work Movement
- “Lying Flat”
-

Number of fresh graduates in 2017-2022



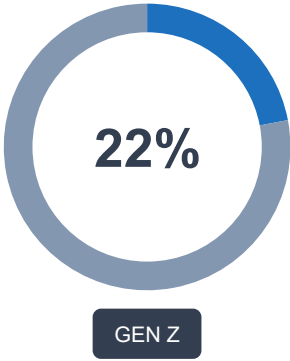
Unemployment Rate



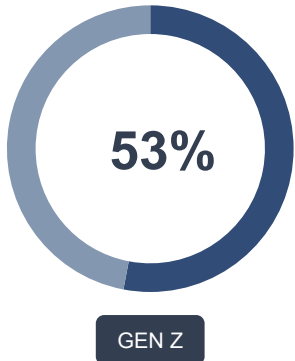
Job-hopping Generation

The surveyed unemployment rate of young people between 16 and 24 years of age in urban areas of China ranged at 14.3 percent in 2021.

Voluntary turnover-Most young employees quit office on their initiatives.



RESIGNATION RATE OF 2020 GRADUATES



WELCOME A CHANGE WITHIN 2 YEARS



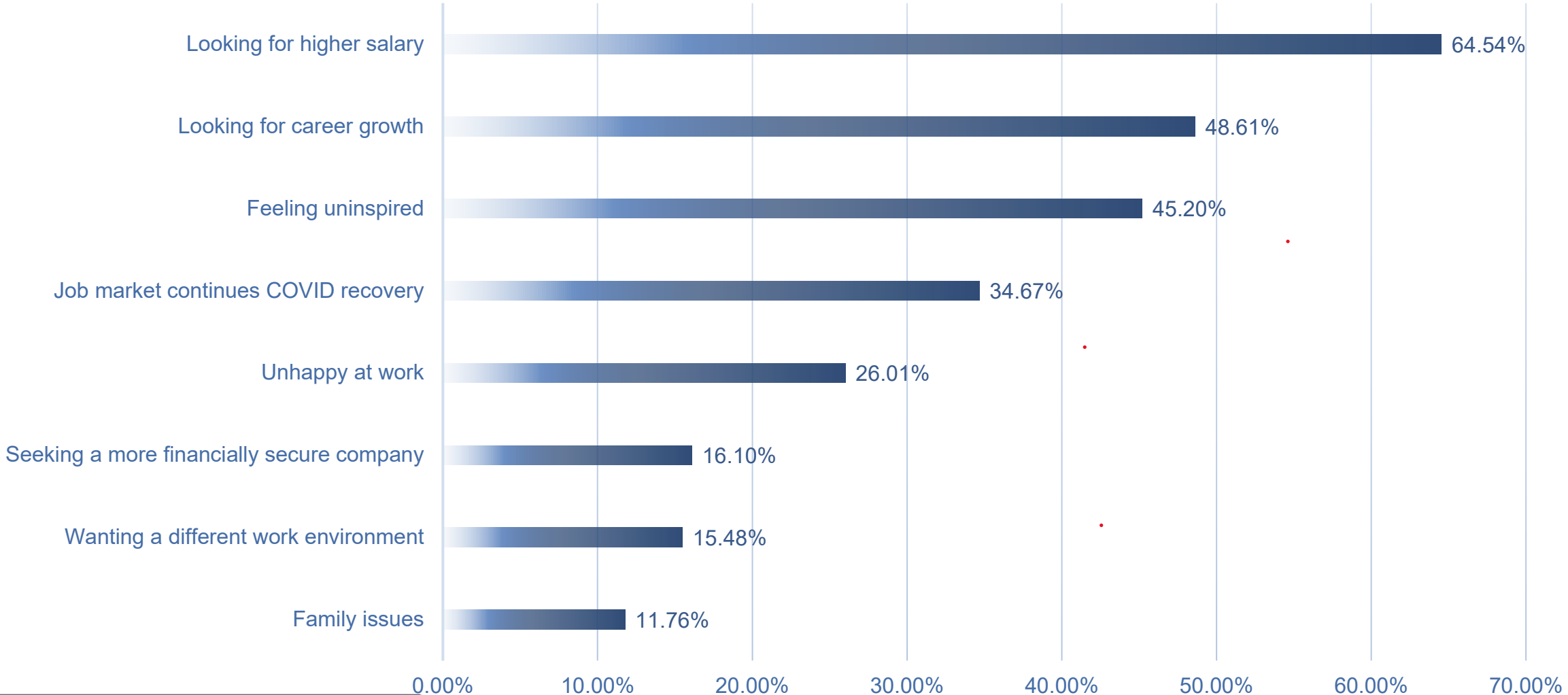
Reasons behind Employee Resignation

WHO IS GEN Z?

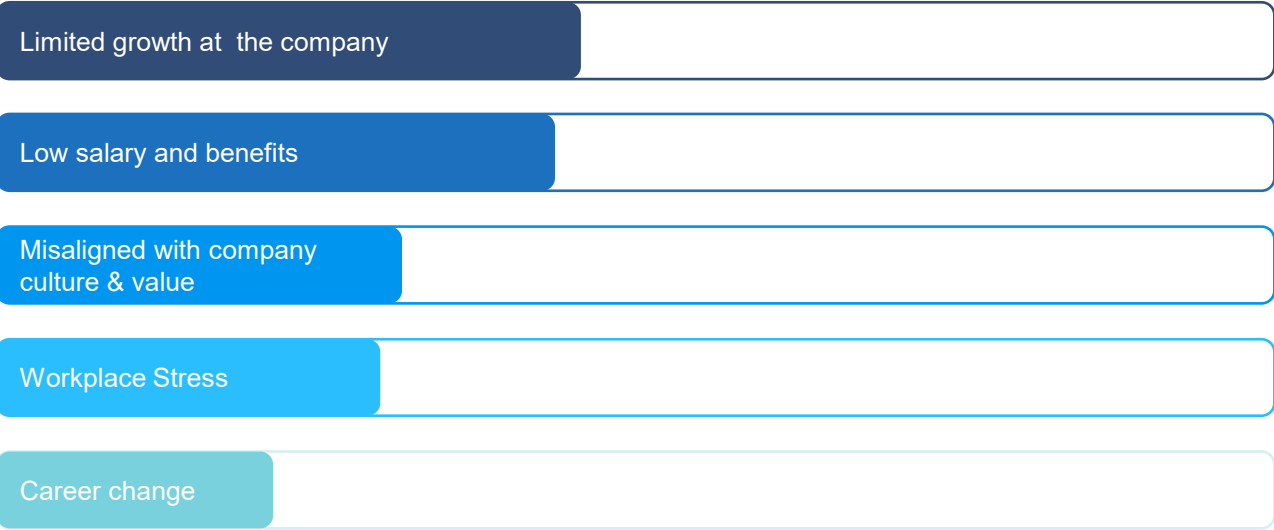


Data source: Wikipedia

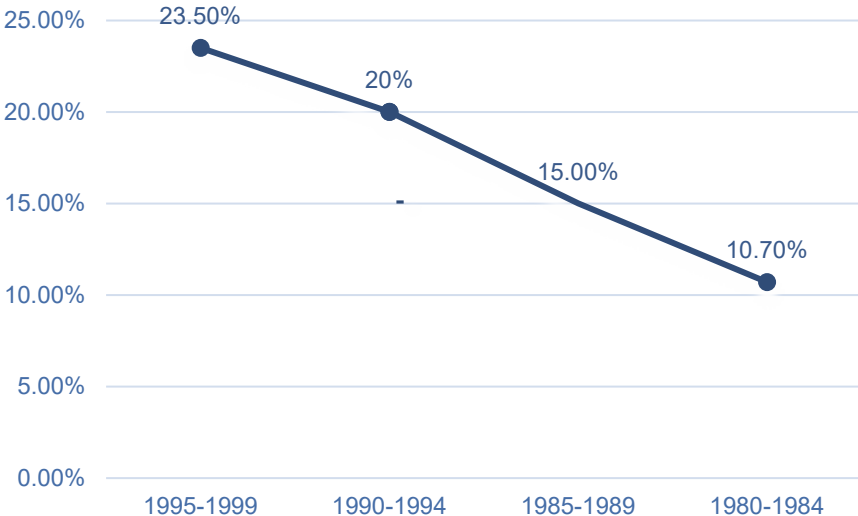
REASONS WHY EMPLOYEE QUIT



TOP FIVE REASONS WHY GEN Z QUIT THEIR JOBS



Percentage of job-hopping due to interpersonal relationships



Data source: Mycos & Netease

UNDERSTANDING GEN Z

- Grown up in a world where everything is customizable

- How Gen X Parents Raised Gen Z Kids: Different Than Millennials

- Conflicts with Traditional Company Culture

- The Reinvention of Workplace Culture & Value



Understanding the Employee Experience

● Six Dimensions of the Employee Experience



01

Authenticity

02

Engagement

03

Optimism

04

**Purpose and
Meaning**

05

**Social
Connection**

06

Belonging

The Impact of Employee Experience

In the business world, long-term success rests on the quality, engagement and loyalty of employees



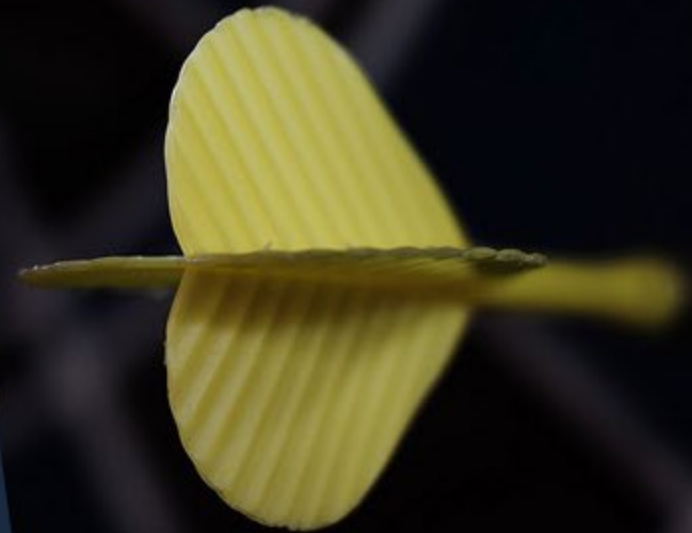
Resignation/Turnover

Recruiting & Hiring

Productivity

Customer Experiences

Hiring Gen Z: talent attraction and retention strategies





How to Hire Generation Z

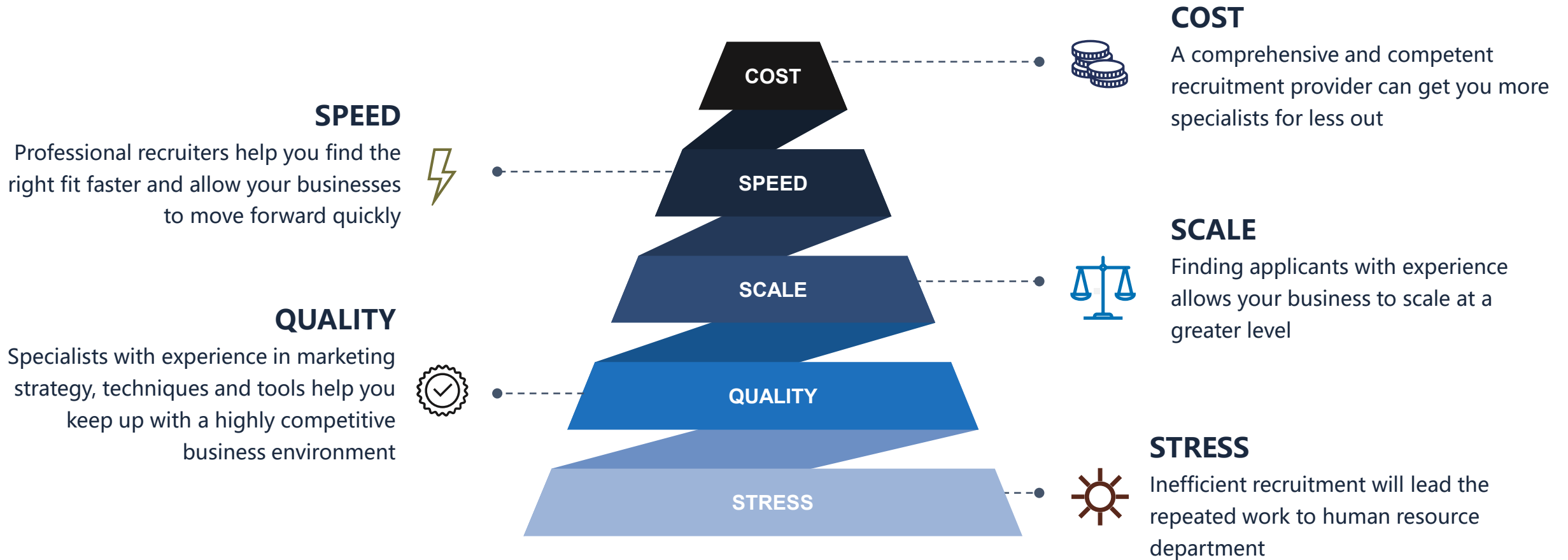
DECISION-MAKING PROCESS

- Consider a change
- Consider your company
- Consider a position
- Apply for your open position
- Go through your selection process
- Accept the job offer
- Appear at the new job

METHODS OF TALENT ATTRACTION

- The Actual recruitment necessities
 - *Establish recruitment criteria*
 - *Identify who should be recruited*
 - *Reach qualified candidates*
 - *Determine timeframes*
- Money and benefits
- Employer branding
- A great candidate experience

Recruitment Service



HOW TO RETAIN TOP TALENT

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COMMUNICATE COMPANY'S GOALS AND VISION

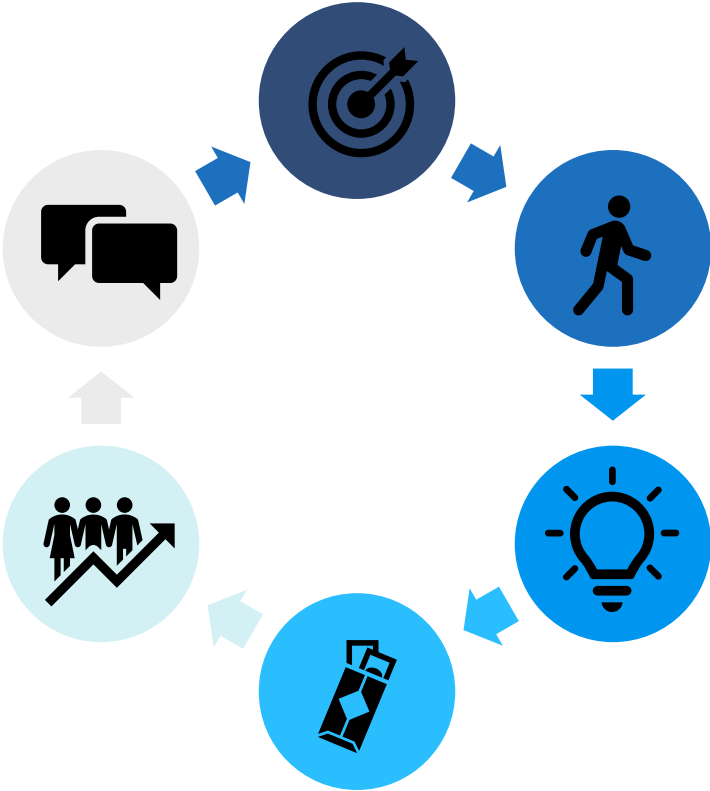
ASK FOR EMPLOYEE FEEDBACK SO THEY CAN PINPOINT ISSUES WITHIN THE BUSINESS

BEGIN BY HIRING THE RIGHT EMPLOYEES

OFFER CAREER OPPORTUNITIES

OPEN-DOOR POLICY KEEPS EMPLOYEES UPDATED AND GET INVOLVED IN THEIR QUESTIONS & IDEAS

PAY THE RIGHT SALARY ACCORDING TO THEIR ADDED VALUE



What Gen Z Wants from Employers

01. Flexibility

Gen Z expects that a job offers flexible work options. This means the opportunity to work remotely or have a choice where they work, as well as an understanding that there is some schedule flexibility.



02. Well-being

Gen Z applicants are after a company that allows employees to create healthy boundaries on how much they work keeps them mentally and physically fit.



Q. Which of the following companies would you like to work for?

A. A leading domestic bank

B. Unicorn company in the fintech industry

C. Long-established global investment banking company

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03. Growth

Gen Z workers aren't looking for jobs that don't offer any personal growth. For the most part, people from this generation are looking for careers that will give them some kind of opportunity to learn, grow, and mature as individuals.



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Any Questions?

Feel free to contact me after the webinar for a free consultation



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