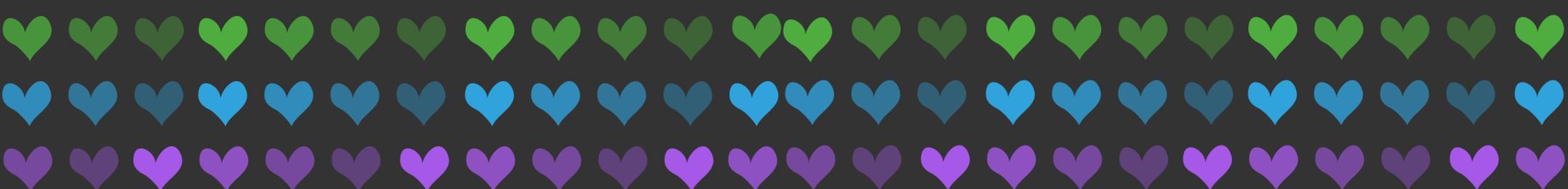




HIRE THE WINNERS



A GUIDE FOR RECRUITING
NEXT GENERATION TALENT



What's Your Message?



**YOU HAVE
8 SECONDS**

TO SHOW THEM WHAT YOU STAND FOR

**THE CLEAREST MESSAGES WIN
CAN YOU PASS THE 8 SECOND
CHALLENGE?**

HERE'S WHAT THEY'RE LOOKING FOR

Millennial and Gen Z Consumers



94%

of Gen Z believe companies should help address social and environmental issues (vs. 87% Millennial, 86% General Population)

[2017 CONE GEN Z CSR STUDY: HOW TO SPEAK Z](#)



The 2018 Edelman Earned Brand study reveals that nearly two-thirds (64 percent) of consumers around the world now buy on belief, a remarkable increase of 13 points since 2017. These Belief-Driven Buyers will choose, switch, avoid or boycott a brand based on where it stands on the political or social issues they care about.

The belief-driven mindset has gone mainstream. Belief-Driven Buyers are now the majority in every market surveyed, across all age groups and all income levels. Almost as many consumers aged 35-to-54 buy on belief as 18-to-34-year-olds, and the most impressive gains come from the older cohort, with an 18-point increase among people 55 years old and up. A brand's stand drives both purchase intent and advocacy. Showcasing a brand's principles or its products inspires purchase equally. Buyers are just as likely to express purchase intent after viewing a communication focused on a brand's stand as they are after viewing a product-focused communication. And a communication focused on a brand's stand has an even greater effect on a consumer's intent to advocate for the brand than one focused on product features.



Previous strategies to communicate were rooted in the language and writing style of business owners, with only a precious few benefitting from trained communicators well versed in their Company and it's attempts to be recognized in the marketplace.

Today's communication MUST be in the voice of the recipient, and that voice must be authentic. Attempts to write in a style mimicking another generational voice is perceived as a violation of trust, which is the MOST coveted of values with consumers in the marketplace today.

**It's the most important skill for any Company to acquire, quickly
Roger Burnett, Social Good Promotions**

Millennial and Gen Z Employees

75%

OF MILLENNIALS WOULD TAKE A PAY CUT TO WORK FOR A SOCIALLY RESPONSIBLE COMPANY. 76% OF MILLENNIALS CONSIDER A COMPANY'S SOCIAL AND ENVIRONMENTAL COMMITMENTS WHEN DECIDING WHERE TO WORK AND NEARLY TWO-THIRDS (64%) WON'T TAKE A JOB IF A POTENTIAL EMPLOYER DOESN'T HAVE STRONG CORPORATE SOCIAL RESPONSIBILITY (CSR) PRACTICES. 88% SAY THEIR JOB IS MORE FULFILLING WHEN THEY ARE PROVIDED OPPORTUNITIES TO MAKE A POSITIVE IMPACT ON SOCIAL AND ENVIRONMENTAL ISSUES (VS. 74% U.S. AVERAGE).

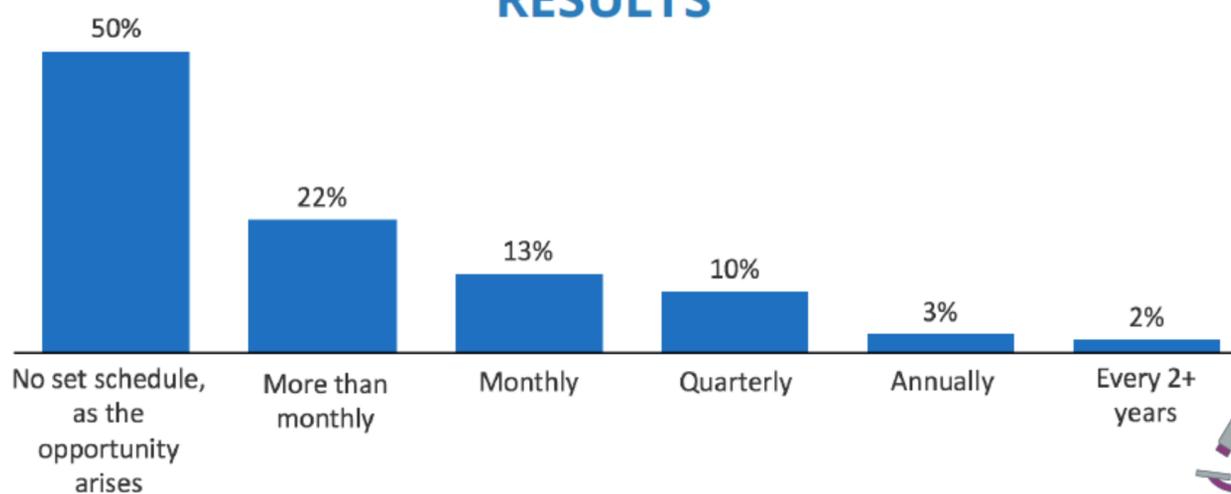
2016 Cone Communications
Millennial Employee Engagement Study

“Millennials have high expectations for the businesses they work for – and will eventually lead,” said Susan Sobott, President of American Express Global Commercial Payments.

“The successful U.S. business of the future will need to have an authentic purpose and foster employee well-being with passionate, committed leadership at the helm. Millennials are seeking work with meaning beyond just making money, and they’re willing to make tradeoffs to achieve their own definition of success.”

Q3: How often does your company typically support employee participation in nonprofit events and peer-to-peer activities or DIY individual activities that support nonprofit organizations?

RESULTS



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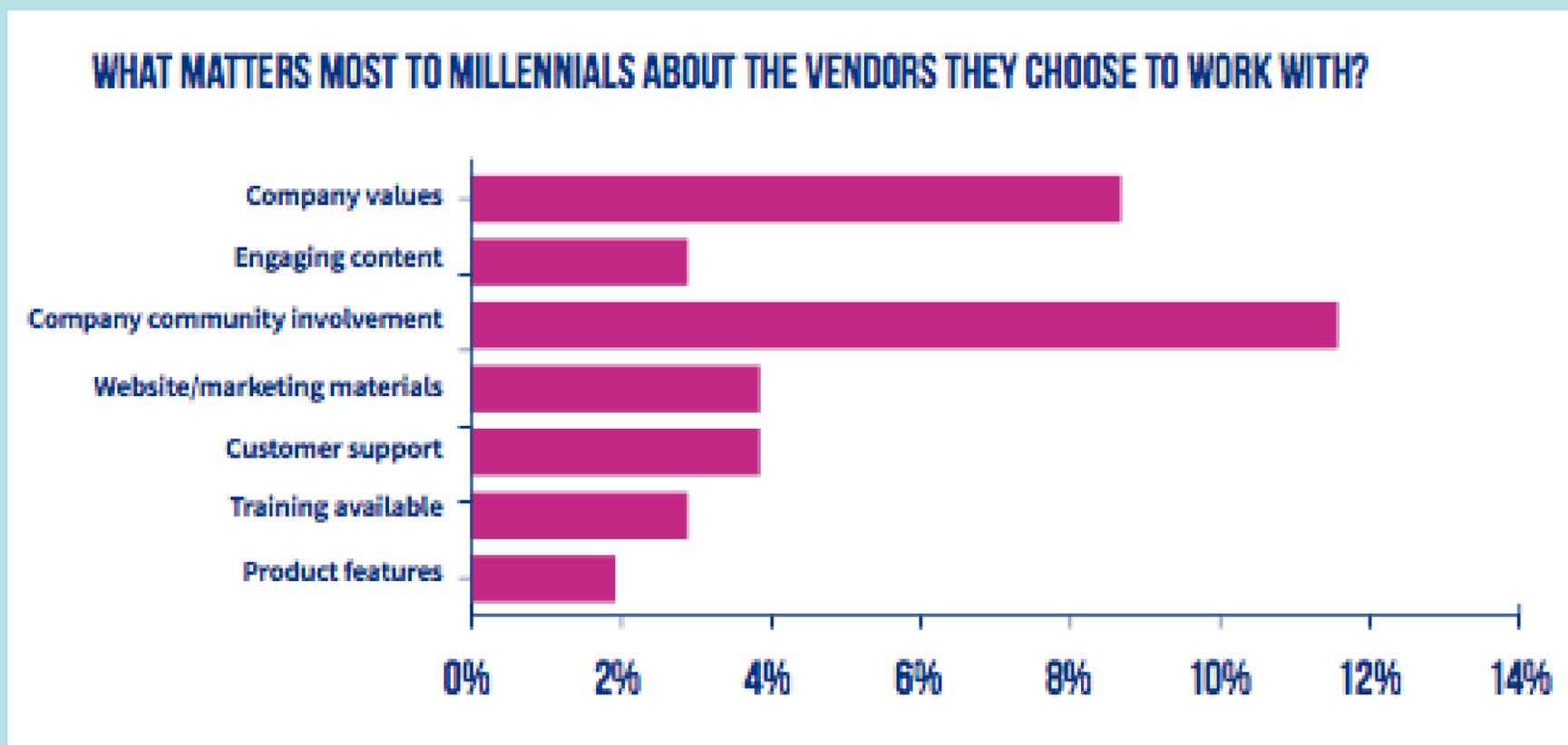


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The message here is indisputable. Companies seeking to attract and retain millennial and Gen Z talent will be pressured to articulate a clear position about their role as a member of their community and be able to outwardly communicate their values to earn consideration as a potential home to next generation talent, yet 50% of businesses lack even basic employee community engagement efforts - Roger Burnett, soGOOD Promotions

Millennial and Gen Z Corporate Buyers



Graphic courtesy of SnapApp.com

“That Millennials are bringing their consumer buying behaviors to their B2B work is not a surprise. What is surprising is that B2B marketers across all generations haven't woken up yet to the fact that the old B2B marketing playbook is dead — or at the very least, it's in hospice.”

—ANN HANDLEY, MARKETINGPROFS

Community minded and civically active, Next Gen buyers employ an innovative version of value analysis using previously unfactored or disallowed value considerations such as social return, resource conservation and ethical sourcing. Sales and Marketing efforts need to be recalibrated to the new measurement set expected of buyers, especially as they assume purchasing roles at work.

Roger Burnett, Social Good Promotions

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APPLY FOR OUR
NEXT CHALLENGE ROUND

FEELING STUCK?

WE'VE GOT YOUR BACK. LOTS OF PEOPLE HIRE US TO GET THE BALL ROLLING. OTHERS WORK WITH US EVERY MONTH.

BOOK A ONE ON ONE CONSULTATION