

## Feedback That Gets Results With Gen Y

(Adapted from an article by Dr. Karyn Gordon)

### 1. Understand that Gen Y's Love Feedback If It's Done in the Right Way

The key to helping them "hear" the feedback is to focus first on what they did well (be authentic and genuine about this) and then to share with them any areas for growth. If you just go and blast them for what they are doing poorly they will perceive this as highly disrespectful and will be less motivated to improve!

### 2. Give Feedback Frequently

When you're giving feedback to someone long after something has happened – they don't have a chance to respond in the moment, and an opportunity has been wasted for growth.

### 3. Make it Informal

While Boomers and Gen X's generally prefer formal feedback, Gen Y's like informal feedback. When feedback is really structured and formal it may seem forced and less genuine.

### 4. Make it Short & To The Point

Remember they like things to happen quickly. So feedback that is short and to the point grabs their attention more! Don't make it any longer than it needs to be – they'll get the point.

### 5. Use Technology

Gen Y's are used to giving and receiving feedback via technology and although they still love feedback in person, technology is a simple tool to voice feedback quickly, so use it!

### 6. Make it Specific & Explain Why

Many Gen Y's have told me that when they do receive feedback it's too vague. Comments like "Good job" or "You did well today" don't tell them very much. Take the extra minute to explain specifically "why" what they did was good or not. When we give our reasons behind the feedback it carries much more power.

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## 8 Steps to Creating a Social Media (SM) Strategy That Will Appeal to Millennials

### 1. Identify your objectives

- What can SM help you achieve?
- Encourage comment, encourage engagement, build reputation?
- Choose objectives you can achieve, given the resources you have.
- Identify barriers and address them
- Make your objectives SMART: specific, measurable, achievable, relevant, time-bound

### 2. Identify your target audience

#### 3. Research your competition

- If your target audience isn't using your service, what are they doing to achieve the same outcome?
- Examine how those alternatives are using social media

#### 4. Choose your social networks

- Use the network(s) your audience is using (facebook, twitter, instagram, snapchat, pinterest, google+, vine, tumblr)
- Consider niche networks (consider LinkedIn)
- Remember: you don't need to be everywhere
- Start small

#### 5. Find your voice and tone

- Start with questions like...if your service was a person...
- What kind of personality would it have?
- What relationship would it have with your clients?
- How do your clients perceive your service?
- Use adjectives to describe what your company IS
- Use adjectives to describe what your company is not

#### 6. Strategize: Plan your posting strategy

- Amazing content + perfect timing + ideal frequency = SUCCESS
- Use images and video to tell the story
- Create a social media calendar: plan your frequency, identify your message

#### 7. Execute, Analyze, Test

- Start posting and watch your stats
- The more you post, the more you will learn about which content, timing and frequency are right for your agency
- Most social networks have built in monitoring tools
- After a month or so you can set some benchmarks and new targets

#### 8. Automate and Engage

- Once you get your plan in place, schedule posts, listen to conversations and review your metrics
- Engage: don't forget to talk back, conversations are a two-way dialogue
- Set some time aside each day to look at your profiles and respond

(Social Media & Millennials presentation prepared by Christina DeVries, Workforce Planning Board of Grand Erie)

## How to Engage & Motivate Youth

### IGNITING THE SPARK

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Hamilton is becoming a city that exhibits an increasing contrast between inhabitants who are able to thrive while living in a city which embodies workforce development flux and growth, and those who may be left behind. This applies to our youth population in particular.

WPH's 2015 Labour Market Plan (LMP), developed in collaboration with partners and key stakeholders reviewed the LMP created in the fall of 2014 and solidified a multi-year plan for labour market development in Hamilton.

It was identified that developing a Youth Employment Engagement Strategy for Hamilton was crucial as it was observed that job seeking youth (individuals ages 18-30) had unemployment rates which were double that of the general population. With the advent of the Youth Employment Fund in 2014, and replaced recently by the Youth Job Connection program in 2015 focused on youth with barriers to employment, we are seeing greater uptake in employment services by youth. Still we know that many youth, those who have the most barriers often do not seek out the employment services.



Report written by Cyndi Ingle and Judy Travis

To better understand the reluctance of youth when it comes to accessing employment services Workforce Planning Hamilton worked in partnership with the Neighbourhood Action Strategy and youth from identified neighbourhoods in Hamilton, to deliver the project approach outlined below.

An additional part of this project is a partnership with the Youth Employment Network (YEN) which will soon launch a new youth focused website that will include an employment, training and wrap around youth services portal.

Due to funding constraints the limitations of this research must be acknowledged. It is hoped that the results of this report will spark further enquiry, research and ultimately help to foster increased youth friendly employment services in Hamilton.

Employment Ontario Employment service providers who would like more information on how their services ranked can contact Cyndi Ingle at Workforce Planning Hamilton.

## The Project Process

### Phase 1: Partners & Collaborators

- Establish and convene an advisory group of local youth experts (see partners below)
- Engage youth collaborators to work with the advisory team

### Phase 2: Youth Focus Group

- Hosted two focus groups with youth
- Youth provided their experience and perspective on the attributes of a youth friendly service

### Phase 3: Secret Shopper

- Engaged youth from the focus groups to become secret shoppers
- Provided training and resources to youth to visit and evaluate employment services during December 2015 and January 2016
- Youth visited all services at least once
- Gathered feedback on youth experience by way of an online survey to understand their experiences using the employment services
- Hosted a debrief meeting with youth to further explore their experiences

### Phase 4: Share results

- Hosted an event where youth have an opportunity to share their experience with service providers
- Develop a publication for service providers that highlights key findings

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## In their own words: Surveying the youth friendliness of Hamilton Employment Services

In the following section you can see the broad service areas identified by the youth as youth-friendly criteria and their evaluation of the services against these criteria. Overall, when thinking of everything that they had experienced during their visits at the various employment services the majority of youth scored the services to be “average.” Just under half scored the services as “average” and another 41% scored them as “very good.” The chart below describes in the youth’s words the positive elements of youth-friendly services and key areas for improvement when it comes to making services welcoming to youth.

The following services were visited:

- Employment Hamilton Services
  - Goodwill Employment Services
  - Mohawk College, Fennell Campus
  - Mohawk College, Centennial Parkway
  - vpi inc.
  - Wesley Employment Services
  - YMCA – Careerworx
  - YMCA – Youth Job Connect
  - College Boreal
  - PATH Employment Services
- The majority of services were visited twice.

**OFFICE ENVIRONMENT/VISIBILITY:** Employment centres need to feature clear signage outside of their location so youth understand clearly what the service is. Youth noted that they didn’t always know that this service was for them. A welcoming environment, a warm greeting and the presence of other youth signal that this is a youth-friendly service.

WHAT SERVICES ARE DOING RIGHT	WHAT THEY NEED TO IMPROVE
<ul style="list-style-type: none"> <li>• Welcoming environment as I was greeted as soon as I entered the door.</li> <li>• Very spacious and the waiting room has a centre where you can look for information. I knew right when I walked in that they were youth friendly and they were friendly for newcomers and other ages as well.</li> <li>• I liked the atmosphere, it was small but had a homey feeling. It was comfortable because it wasn’t cluttered or crowded.</li> <li>• A lot of the other people accessing the service were youth, making it feel more youth welcoming.</li> </ul>	<ul style="list-style-type: none"> <li>• When I got to the location I entered the wrong building. They do not have any signs that explain which is the resource centre and which building has the counselor.</li> <li>• It was like an office setting, not good or bad per se, just a bit dry.</li> <li>• Not having a job and searching can be a sensitive issue, therefore don’t want the name of the service to be stigmatizing.</li> </ul>

**SIGNAGE/POSTERS:** For some youth clear signage that would allow them to explore services unassisted is desired. For others, they prefer to have someone help them navigate the resources available to them. Some youth suggested that youth-friendly resources like posters could be designed by the youth themselves.

WHAT SERVICES ARE DOING RIGHT	WHAT THEY NEED TO IMPROVE
<ul style="list-style-type: none"> <li>• I knew right away that there were different services offered there. I could tell from the posters and lay out of the waiting room.</li> <li>• Most of their materials were public friendly, meaning they weren’t specifically designed for youth but the general public so everyone can grasp the information.</li> <li>• They weren’t designed for youth, but they were easy enough to understand and used youth friendly words.</li> </ul>	<ul style="list-style-type: none"> <li>• There are a lot of information posters and in my opinion there is just too much going on in that room. The workshops are not posted anywhere... I would have liked to be able to access workshops without going through the process of connecting to a counselor ...</li> <li>• They need more youth friendly posters with a bit more attention to detail.</li> </ul>

**CUSTOMER SERVICE:** Everyone likes good customer service. For youth that good customer service is non-judgmental and respectful. They want more personalized services and want to be supported. They would like to be more than a number or a case. Listen with undivided attention and hear what they have to say. Be honest and if you don’t have the answer let them know you will find out.

WHAT SERVICES ARE DOING RIGHT	WHAT THEY NEED TO IMPROVE
<ul style="list-style-type: none"> <li>• The receptionist was nice and treated me like an adult... If I didn’t understand she would slow down ... and go into further details, and ask me if I understood.</li> <li>• The staff are amazing. Super supportive and very understanding... My employment counselor seemed very happy to help me.</li> <li>• The counselor was soft spoken and kind and treated me like a friend rather than a number.</li> <li>• I felt little judgment. The staff smiled and kept the conversation light.</li> <li>• The employment person was really nice and respectful towards me.</li> <li>• I was able to drop in ...and didn’t have to fuss about scheduling.</li> </ul>	<ul style="list-style-type: none"> <li>• The counselor was very rude and didn’t seem interested in me, just the work he needed to do with my file.</li> <li>• The services need to be more personalized so that we don’t feel that we are on a conveyor belt.</li> <li>• The person I spoke to was vague during our conversation and didn’t tell me properly where to start or go. A little stuck up, in my opinion.</li> <li>• I would have liked to have felt as important as anyone else.</li> </ul>

**PRIVACY:** This area was of the utmost importance to youth. In all cases youth wanted the option of meeting and talking to an employment counsellor in a private room.

WHAT SERVICES ARE DOING RIGHT	WHAT THEY NEED TO IMPROVE
<ul style="list-style-type: none"> <li>• If requested you can speak to an employment counselor one on one in a room.</li> <li>• Whenever I spoke to someone within ear shot of another person the staff made sure to speak very quietly so it was private.</li> <li>• I was offered privacy and felt that my case was kept confidential.</li> <li>• They kept it very professional and private.</li> </ul>	<ul style="list-style-type: none"> <li>• The room was shared with another counselor... I could hear two conversations at the same time.</li> <li>• I was talking in the earshot of others. There should be a place for privacy just in case people are more comfortable with that.</li> <li>• Staff started discussing another client’s business in front of me. It made me a little uncomfortable because I would prefer not to hear that.</li> </ul>

**PROGRAM AND SERVICE RELEVANCY:** All of the employment services scored quite well in this area. One suggestion that came up several times in the course of our consultation was the suggestion that the employment services have a youth specialist on staff, someone who has training and a background in working with youth.

WHAT SERVICES ARE DOING RIGHT
<ul style="list-style-type: none"> <li>• The thing that was most valuable to me was that the employment counselor was making sure that everything would work for me. Workshops are flexible, you work at your own pace. She was very youth friendly.</li> <li>• They offered help getting positions that I would actually very much enjoy, which surprised me.</li> <li>• They have services for not only me, but my friends in my age group.</li> </ul>

**FOLLOW-UP:** Maintaining relationships and follow-up is very important for youth. They expressed their need for on-going support. They were clear in many instances about the fact that even after they have been successful in getting employment that they would like to continue their connection to their counsellor.

WHAT SERVICES ARE DOING RIGHT	WHAT THEY NEED TO IMPROVE
<ul style="list-style-type: none"> <li>• There was no follow-up appointment but she let me know that she is here when I need to speak to her and that if I have any questions I can contact her.</li> <li>• I went there three times and they always offered me a next appointment.</li> <li>• Offered phone and email and I was allowed to choose whichever one was most convenient for myself.</li> </ul>	<ul style="list-style-type: none"> <li>• The good thing is that the counselor explained he wants to keep in contact. And the bad thing is that once you get a job he wants you to call if you no longer need the services. ...it does not allow for me to build rapport with the counselor and I will not want to continue if they just want to close my file when they are done. Seems like they do not care.</li> <li>• Was just told once I get a job to call them or let them know.</li> </ul>

**WEBSITE:** Online is a critical communication mode for youth therefore agencies online presence should be strong.

WHAT SERVICES ARE DOING RIGHT	WHAT THEY NEED TO IMPROVE
<ul style="list-style-type: none"> <li>• Although not specifically youth oriented they had an easy to use, well laid out website.</li> <li>• It was a website made for youth, so very youth friendly.</li> </ul>	<ul style="list-style-type: none"> <li>• Colourful, but for youth there are only 3 tabs you can go to: services, summer jobs, link. Not youth friendly.</li> <li>• They have a nice banner of employed young people on their home page but very little information. You need to surf around to find whatever it is you are looking for.</li> <li>• There were too many layers to get to what you were looking for and it wasn’t updated in a while.</li> <li>• Too much wording and very little pictures and other arrangements.</li> </ul>

**SOCIAL MEDIA:** Like the website, social media is also an important tool. A review of social media usage by employment service providers suggests that they need to brush up their skills particularly in this area.

WHAT SERVICES ARE DOING RIGHT	WHAT THEY NEED TO IMPROVE
<ul style="list-style-type: none"> <li>• They have an active Facebook page. The page is targeted to all but most definitely has a youth friendly feel. They engage the followers by asking them questions and posting surveys.</li> <li>• They are going out of their way to engage their followers and I think it’s working a great deal for them.</li> </ul>	<ul style="list-style-type: none"> <li>• No social media, so that is not youth friendly</li> <li>• They mainly post about their events instead of youth employment related material.</li> <li>• Didn’t have a Facebook update for over a year.</li> <li>• They need a page or group on Facebook specifically for their employment services.</li> </ul>

**OVERALL IS THE SERVICE YOUTH FRIENDLY?:** Youth were generally positive about the youth-friendly nature of services. Key learnings overall:

- Youth are looking to launch their careers. They are excited about the opportunity to find employment and want to feel empowered in their job search.
- Youth are looking for personalized service. They would prefer to work with a youth specialist.
- Youth want follow up and to build a relationship with their counsellor. They often need a supportive person in their world.
- Social media and online presence matter to youth. Service providers need to pay attention to this as part of their promotional strategy.

WHAT SERVICES ARE DOING RIGHT	WHAT THEY NEED TO IMPROVE
<ul style="list-style-type: none"> <li>• I felt very welcomed and not judged because I was young. The staff was friendly and it seemed as if they actually cared about me and getting me a job. I would recommend this service to any fellow youth who needed it.</li> <li>• I found the whole experience enjoyable and informative and I feel they were very youth friendly. I felt the most comfortable there over all the other services.</li> <li>• I was very comfortable while using the service and I would go back to use the service whenever I needed it.</li> <li>• I liked being there to do a job search in a pleasant environment.</li> <li>• They most definitely made an effort to be youth friendly, but more effort is needed to make the office have a youth friendly feel. But they are on the right path.</li> </ul>	<ul style="list-style-type: none"> <li>• Overall the service effectively did what they are supposed to do. I think they can work on being a bit more youth friendly.</li> <li>• They are youth friendly when you go in, but not online.</li> <li>• The office location and staff itself are youth friendly, but their website and social media could use a little bit of work.</li> <li>• Not youth friendly at all.</li> </ul>