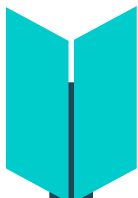


MULTI- GENERATIONAL RECRUITING

TIPS FOR MULTI-GENERATIONAL RECRUITING

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Finding the right talent means understanding what different generations value in a job and where to reach them. Use this guide to tailor your recruiting strategy for each generation.

BABY BOOMERS

(Born 1946-1964)

What They Value:

- Stability and job security
- Strong leadership and clear expectations
- Respect and recognition for their experience
- Competitive pay and benefits (including retirement plans)
- Opportunities to mentor and share their knowledge

Where to Find Them:

- LinkedIn
- Industry-specific job boards (e.g., Indeed, Glassdoor, CareerBuilder)
- Professional networking groups
- Community organizations and trade associations
- Referrals from existing employees

Gen X

(Born 1965-1980)

What They Value:

- Work-life balance and flexible schedules
- Professional development and career growth
- Financial stability and benefits (retirement plans, health insurance)
- Autonomy and minimal micromanagement
- Recognition for their contributions

Where to Find Them:

- LinkedIn
- Indeed, Glassdoor, ZipRecruiter
- Facebook groups for industry professionals
- Alumni networks
- Local business events and networking groups

Millennials

(Born 1981-1996)

What They Value:

- Purpose-driven work and company values alignment
- Career advancement and continuous learning opportunities
- Work-life integration and remote/hybrid work options
- Collaborative and inclusive work environments
- Competitive salary with student loan assistance or wellness perks

Where to Find Them:

- LinkedIn and Indeed
- Social media: Instagram, Twitter, TikTok (for employer branding)
- Specialized job platforms like Handshake (for early-career roles)
- Meetup groups and industry conferences
- Employee referrals and networking events

Gen Z

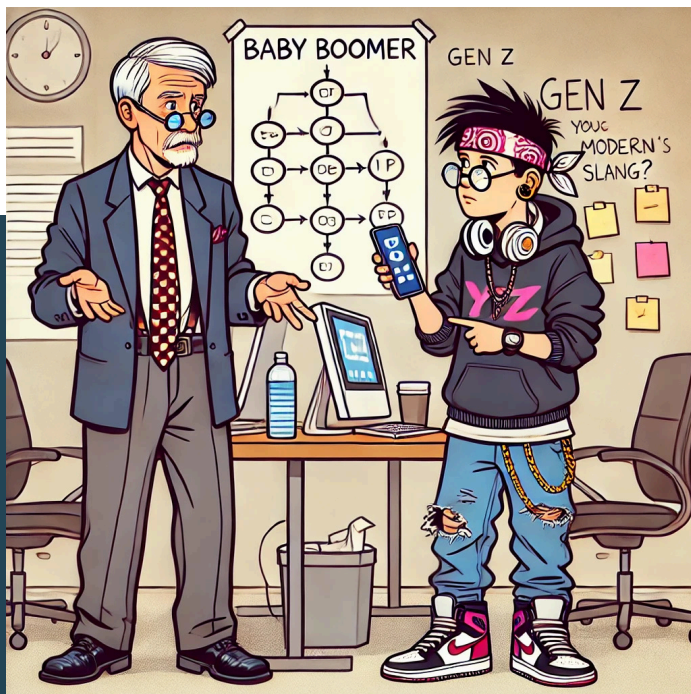
(Born 1997-2012)

What They Value:

- Diversity, equity, and inclusion in the workplace
- Flexibility, remote work, and gig opportunities
- Career growth and mentorship programs
- Transparent and authentic company culture
- Social responsibility and sustainability efforts

Where to Find Them:

- TikTok, Instagram, and YouTube for employer branding
- LinkedIn and Handshake for professional networking
- Job boards like Indeed, WayUp, and Angellist (for startups and tech roles)
- Discord and Reddit communities related to their field
- Campus recruitment events and internships



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