THE FUTURE-READY WORKFORCE SERIES:
ENGAGING THE NEXT GENERATION OF TALENT

PRESENTED BY:

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CONTINUING PROFESSIONAL DEVELOPMENT
PRE-APPROVED
HRPA

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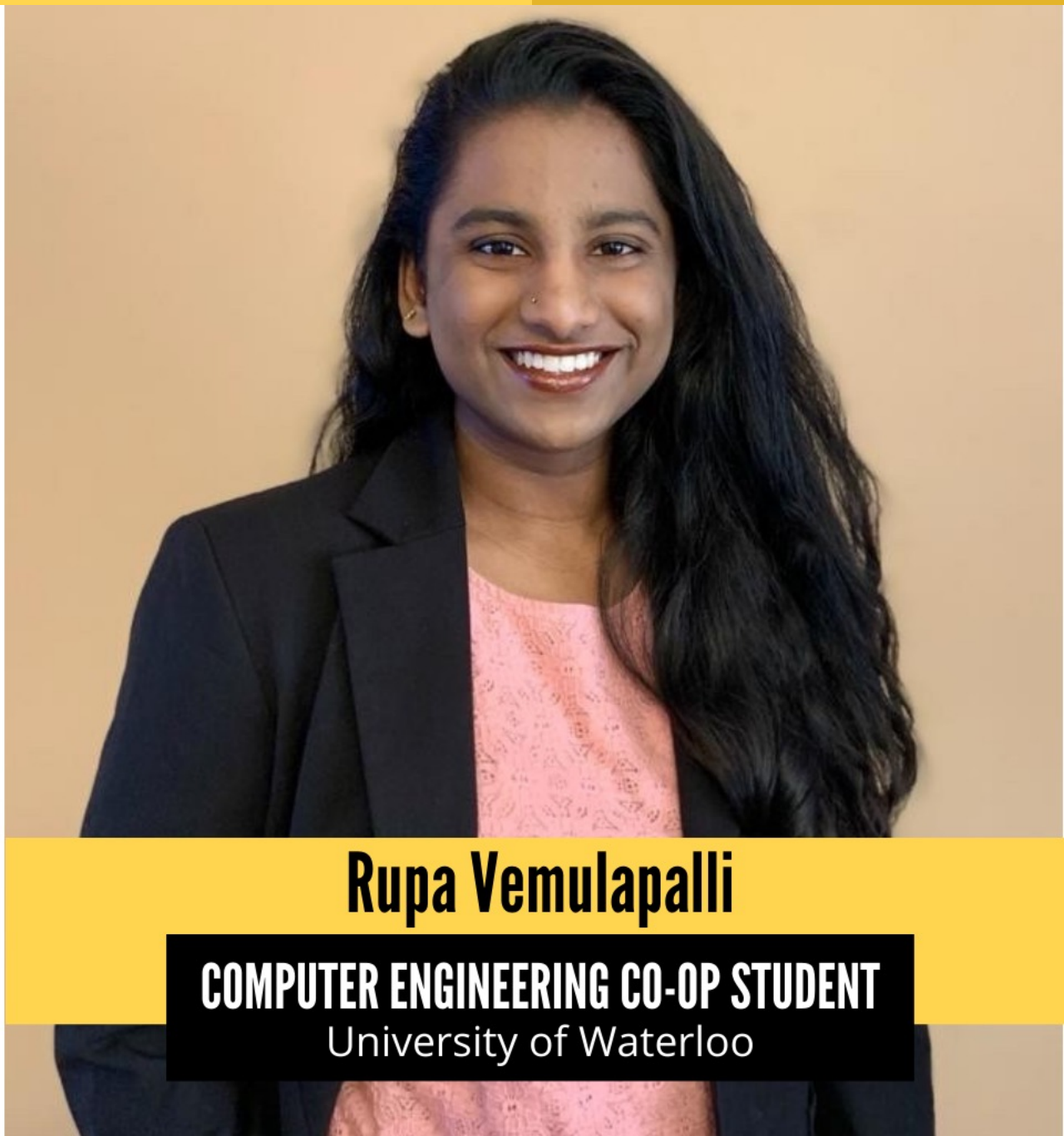
TERRITORIAL ACKNOWLEDGEMENT

The University of Waterloo acknowledges that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. Our main campus is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometres on each side of the Grand River.

Our active work toward reconciliation takes place across our campuses through research, learning, teaching, and community building, and is centralized within our Indigenous Initiatives Office.

Chaitanya Bhatt

DIRECTOR OF INNOVATION
Loblaw



Rupa Vemulapalli

COMPUTER ENGINEERING CO-OP STUDENT
University of Waterloo

60+ years
of innovation & growth in co-operative education

25,000+
co-op students enrolled in
120+
programs

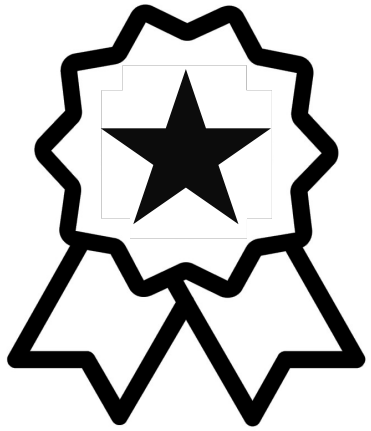
#1 in Canada
for employer-student connections with a global network of
7,100+
employers

home of the
Work-Learn Institute (WxL)

ABOUT WxL & THE FUTURE-READY WORKFORCE SERIES

The Work-Learn Institute (WxL) is committed to supporting industry partners and students in three key areas:

QUALITY STANDARDS



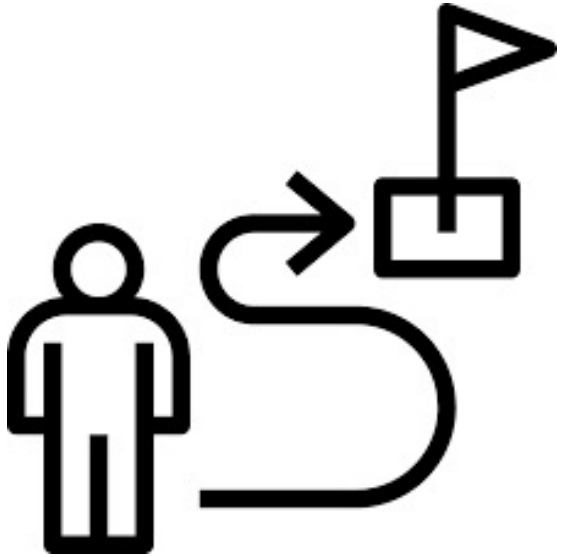
RESEARCH

INNOVATION

Our **future-ready workforce series** is designed to share insights about the future workforce that can influence how organizations build their talent pipeline through five key themes: recruiting, engaging, converting, retaining, upskilling and reskilling.

ENGAGEMENT INCLUDES...

INFORMAL CONNECTIONS & SOCIAL INTERACTIONS



MEANINGFUL WORK

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IMPROVE HOW YOUR ORGANIZATION ENGAGES THE NEXT GENERATION OF TALENT

CONSIDER YOUR STRATEGIES FOR:

1. ONBOARDING YOUNG TALENT IN A REMOTE WORKFORCE
2. MAXIMIZING ENGAGEMENT THROUGH MEANINGFUL WORK
3. TAPPING INTO GEN Z'S CAPACITY FOR INNOVATION

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1. ONBOARDING YOUNG TALENT IN A REMOTE WORKFORCE

REMOTE ONBOARDING

WELCOME MESSAGES

SCHEDULED MEETINGS

INTRODUCTORY SESSIONS

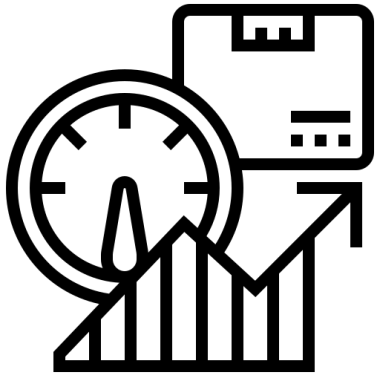
RESOURCES

SPECIFIC ONBOARDING TACTICS – BY ORG. SIZE

Remote Work Onboarding Tactic	1 – 10	10 – 100	100 – 1,000	Over 1,000
Personalized welcome from manager	82%	79%	78%	83%
Uninterrupted 1:1 time with manager and new hire	87%	81%	76%	80%
Discussion with manager about student's goals	60%	70%	64%	58%
Job-specific training	42%	69%	78%	75%
Orientation with other new hires	38%	56%	68%	76%
Online event to meet fellow employees	44%	58%	67%	74%
Online orientation program	42%	52%	71%	82%
Received a list of names and contact information of important people within the organization	45%	65%	69%	63%
Assigned a co-worker as a mentor to answer questions	36%	61%	64%	67%

CONNECTION TO PERFORMANCE & COMMITMENT

ONBOARDING



PERFORMANCE

COMMITMENT

INTERACTIONS OVER PROCESSES

INSIGHTS FROM RUPA

QUESTIONS:

How did onboarding virtually compare to onboarding in-person? How can organizations ensure that the onboarding process is engaging for their co-op students?

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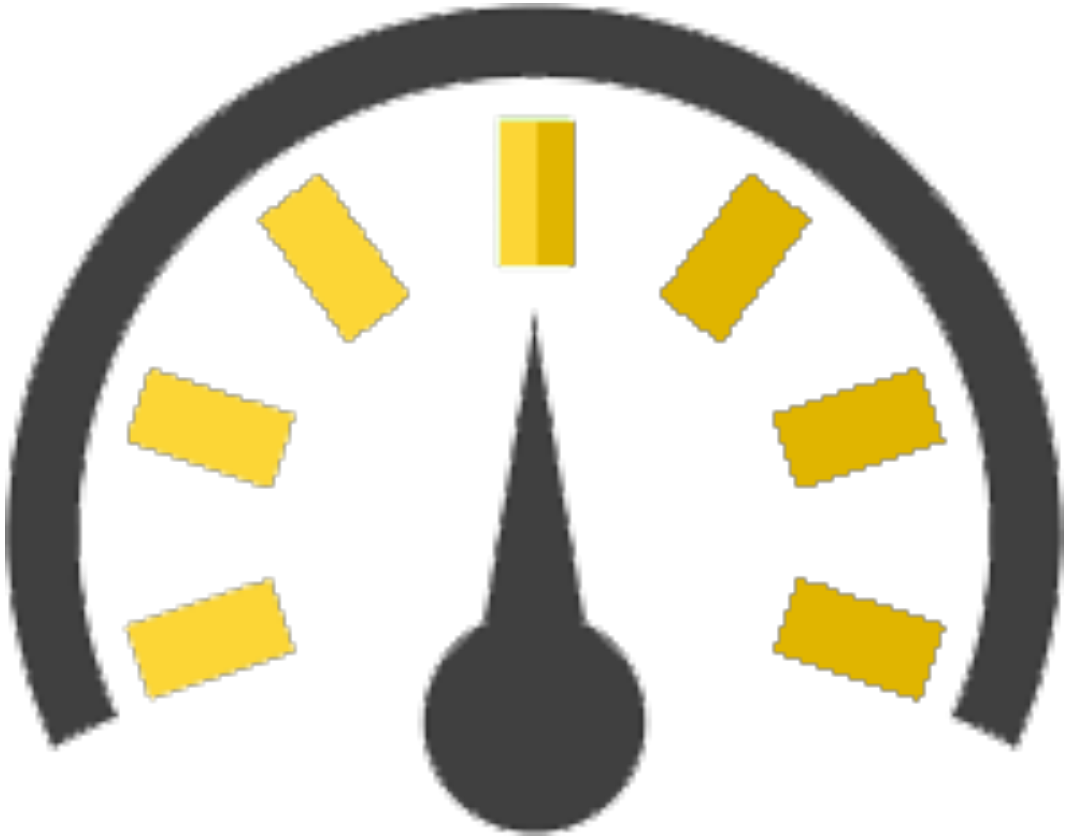
2. MAXIMIZING ENGAGEMENT THROUGH MEANINGFUL WORK

POSSIBLE TENSION WITH WORK GIVEN TO STUDENTS

STUDENT LEARNING & ORGANIZATIONAL SUPPORT

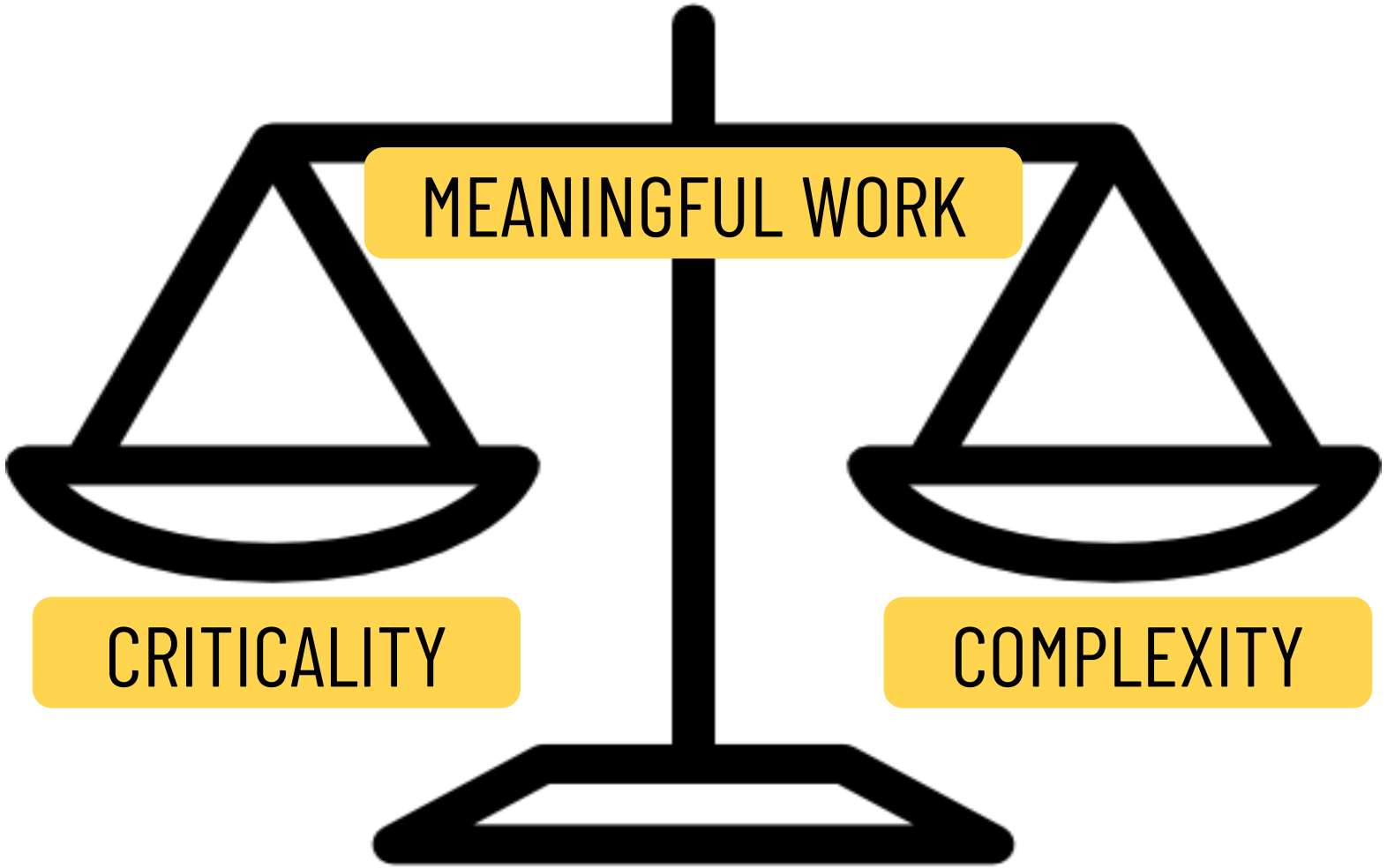


ORGANIZATIONAL PRODUCTIVITY

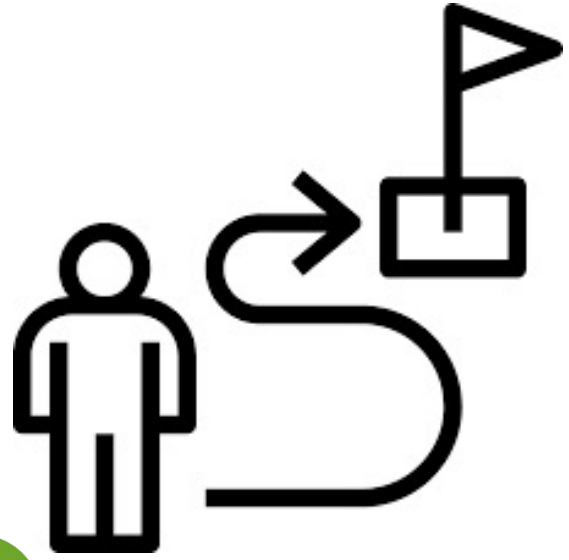
TENSION

HOW TO CREATE A WIN-WIN?

IMPROVE ENGAGEMENT BY OFFERING MEANINGFUL WORK

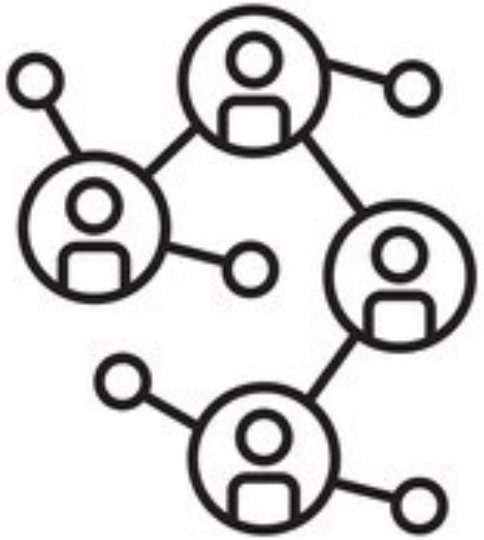


RATE MY WORK TERM RATINGS (IN PERSON vs. REMOTE)



OPPORTUNITY TO MAKE A MEANINGFUL CONTRIBUTION

OPPORTUNITY TO LEARN



OPPORTUNITY TO BUILD PROFESSIONAL NETWORK

EXPLORE AND DEFINE 'MEANING'

Grunt work

Great work

Your work matters!

Find Value

Let's be real!

INSIGHTS FROM RUPA

QUESTIONS:

What type of projects or work have made you feel like you're making a positive and meaningful contribution to your employer?

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3. TAPPING INTO GEN Z'S CAPACITY FOR INNOVATION

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Source: uwaterloo.ca/future-ready-talent-framework

FUTURE READY TALENT FRAMEWORK

Expand and transfer expertise

- Discipline and context specific skills
- Information and data literacy
- Technological agility

Develop self

- Self-management
- Self-assessment
- Lifelong learning and career development

Build relationships

- Communication
- Collaboration
- Intercultural effectiveness

Design and deliver solutions

- Innovation mindset
- Critical thinking
- Implementation

YOUTH ARE "WIRED FOR INNOVATION"

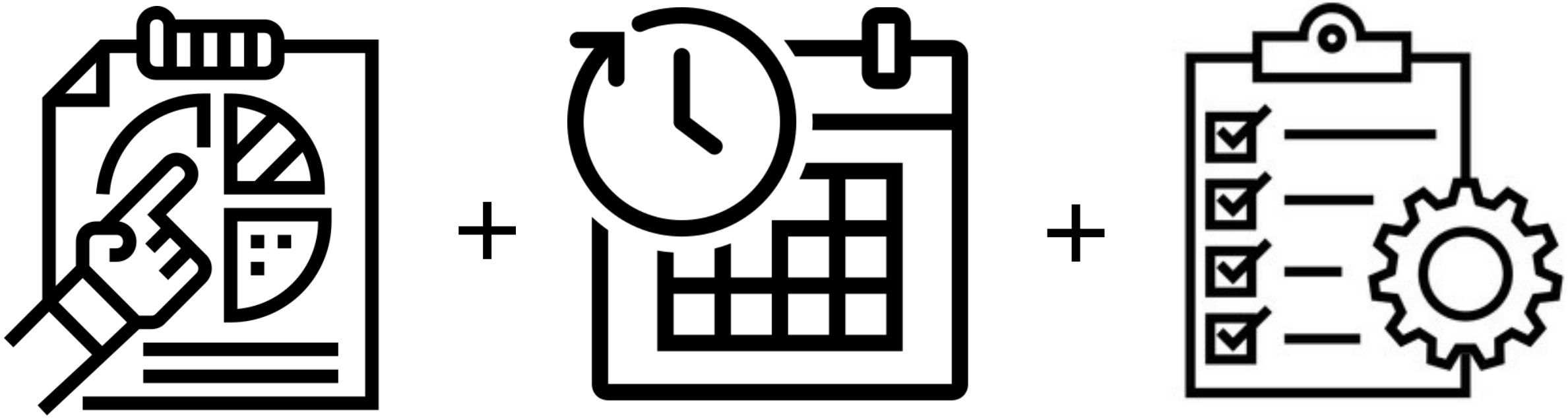
CREATIVE

OBSERVANT & CURIOUS

EXPERIMENTATION & QUESTIONING THE STATUS QUO

Dougherty, I., & Clarke, A. (2018). Wired for innovation: Valuing the unique innovation abilities of emerging adults. *Emerging Adulthood*, *6*(5), 358-365.

CO-OP ROLE DESIGN AND INNOVATION



HIGHLIGHT PROJECT

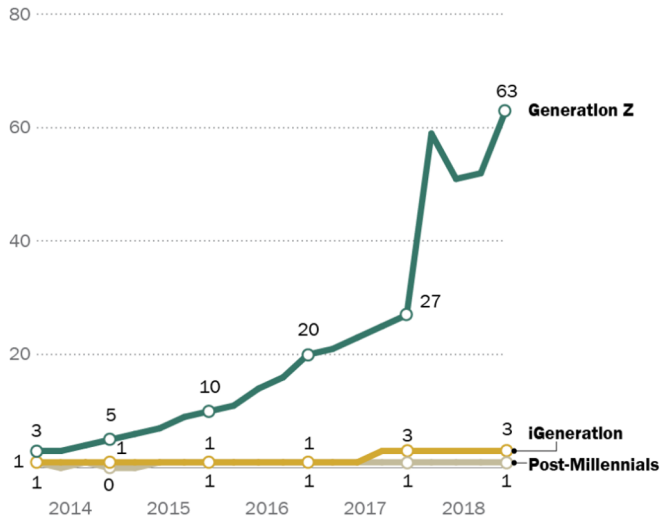
DAILY & ROUTINE TASKS

SIDE PROJECTS

DIGITAL NATIVES HAVE AN UNPARALLELED CAPACITY TO INNOVATE

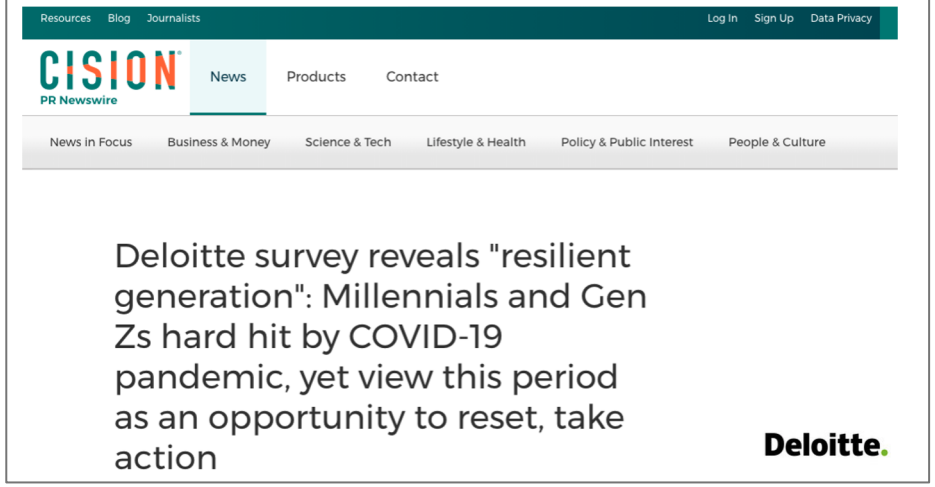
Generation Z dominates online searches for information on the post-Millennial generation

Relative U.S. search volume of generation terms (Google Trends)



Note: Google Trends data are based on weekly query volume for a given query relative to the highest weekly volume of any queries being compared within the time period and geographic region examined. The maximum relative search volume in the period is 100. The trends above are quarterly averages of weekly relative search volume and include shortened versions of search terms (for example, "Generation Z" also includes "Gen Z"). Values do not reflect the absolute number of searches.
Source: Pew Research Center analysis of Google Trends (accessed Jan. 8, 2019).

PEW RESEARCH CENTER



1. Creativity
2. Resilience
3. Open minded

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INSIGHTS FROM RUPA

QUESTIONS:

How have your academic and work term experiences helped you develop an innovative mindset?

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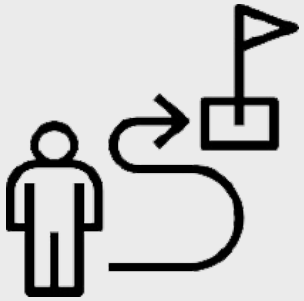
IMPROVING WORKPLACE ENGAGEMENT WITH GEN Z

BUILD & MAINTAIN STRONG RELATIONSHIPS

Offer a mix of social and professional connections at work



ENABLE CONTRIBUTIONS TO MEANINGFUL WORK

Provide tasks that balance higher complexity, lower criticality and lower complexity, higher criticality

PROVIDE OPPORTUNITIES TO INNOVATE

Enable young talent to experiment, solve complex, real-world problems and identify solutions

STAY CONNECTED...

WORK-LEARN INSTITUTE (WxL)

Learn more about developing and managing your talent pipeline through exclusive access to research and expertise:

UWATERLOO.CA/WORK-LEARN-INSTITUTE
@WxLInstitute
linkedin.com/company/worklearninstitute
worklearn@uwaterloo.ca

UWATERLOO CO-OPERATIVE EDUCATION

Learn more about the flexibility and funding available to help you bring co-op student talent into your organization:

UWATERLOO.CA/HIRE
@HireWaterloo
linkedin.com/showcase/uwaterloocoopcee
hire.talent@uwaterloo.ca

The next online event in **the future-ready workforce series: converting & retaining the next generation of talent** is happening on July 14, 2021, at 12:00 p.m. ET.

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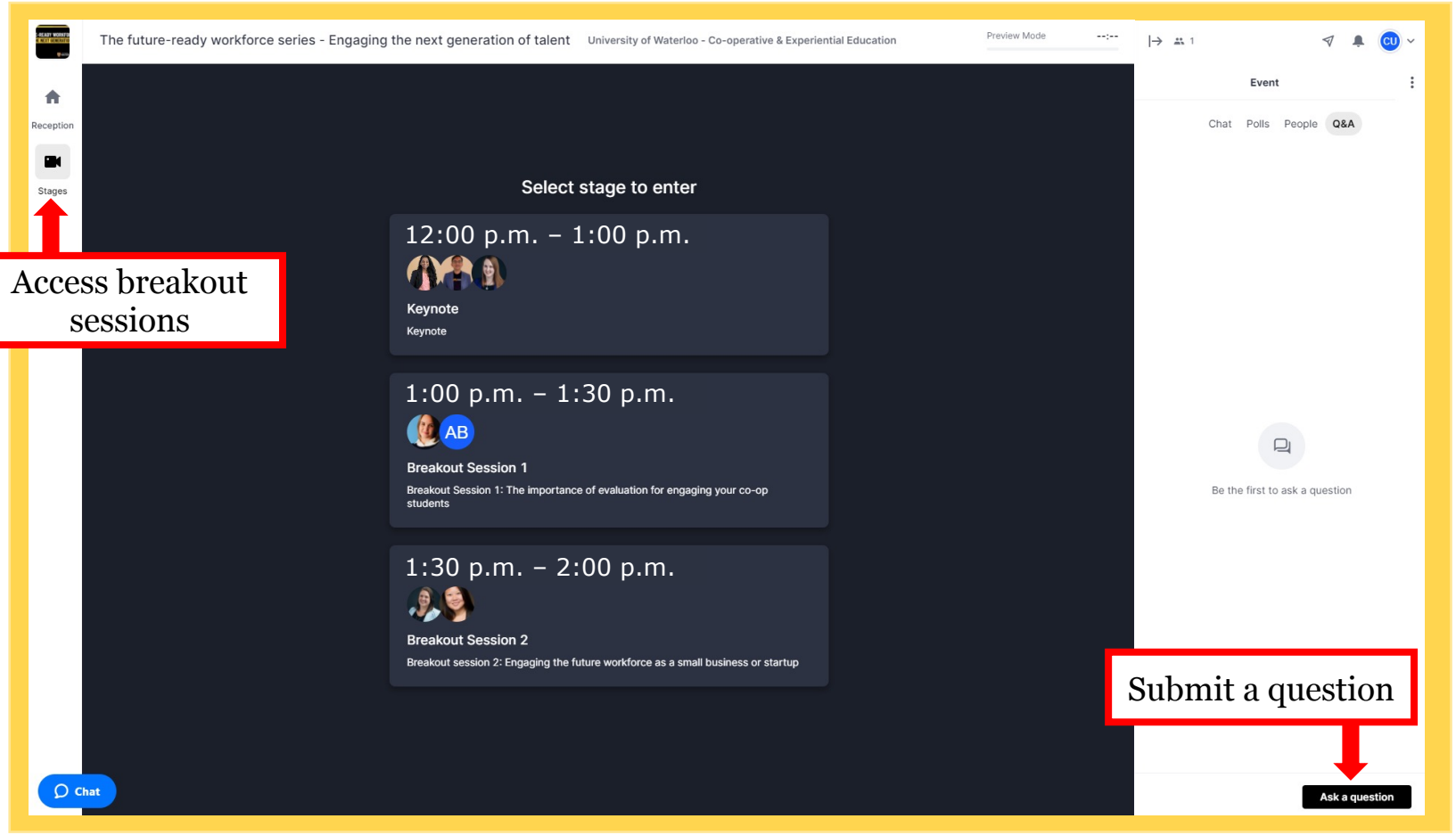
BREAKOUT SESSIONS



NAVIGATING TO THE SESSIONS:

In your left-hand navigation, click on "Stages" then select the session you would like to attend

SESSION SCHEDULE:

1:00 p.m. – 1:30 p.m. | The importance of evaluation to engage your co-op students

1:30 p.m. – 2:00 p.m. | Engaging the future workforce as a small business or startup

ASKING QUESTIONS:

In the right-hand "Event" pane, click on "Q&A" then click "Ask a question"

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QUESTIONS?

Share your questions using the “Event” pane on the right side of your Hopin window. Simply click “Q&A” then click “Ask a question.”

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