

Finding and Keeping the Millennial Worker.



Job searching IS mobile for millennials.



Agenda.

- State of the hourly worker
- The millennial workforce
- Hiring and keeping the best
- Quick intro to Snagajob
- Q&A

It's a competitive hiring market.



5.4%

Unemployment rate



120%

Turnover rate*



38%

Increase in wages**

It's hard to find workers.
It's hard to keep workers.
You want to be competitive.

* Restaurant industry average

** From Wal-Mart and other retailers' recent wage announcements

Sources: Bureau of Labor Statistics, TDN2K, Nation's Restaurant News

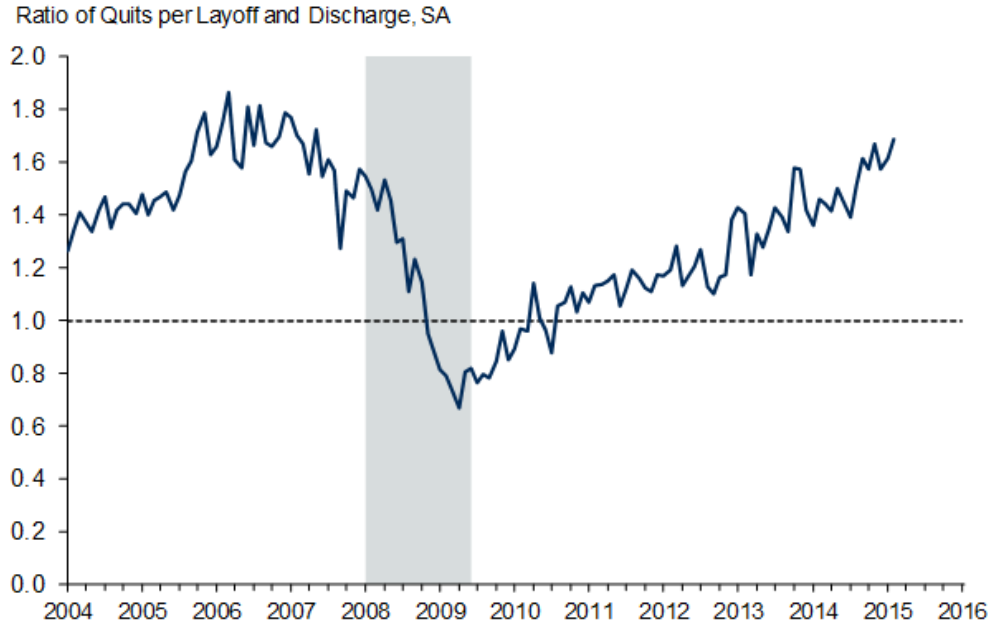
Recruiting talent is hard, and getting harder.



“The [restaurant] industry is continuing to add jobs from top to bottom, and it’s not getting any easier. **It might be a dogfight for talent in the next coming quarters.**”

- Michael Harms,
Exec. Dir. of Ops, People Report

It's increasingly difficult to keep good talent.



- 75% of restaurant hourly and management turnover was voluntary in 2014
- Quits are voluntary departures, while layoffs and discharges are not
- A ratio >1 means quits exceed layoffs and discharges

Turnover is expensive.

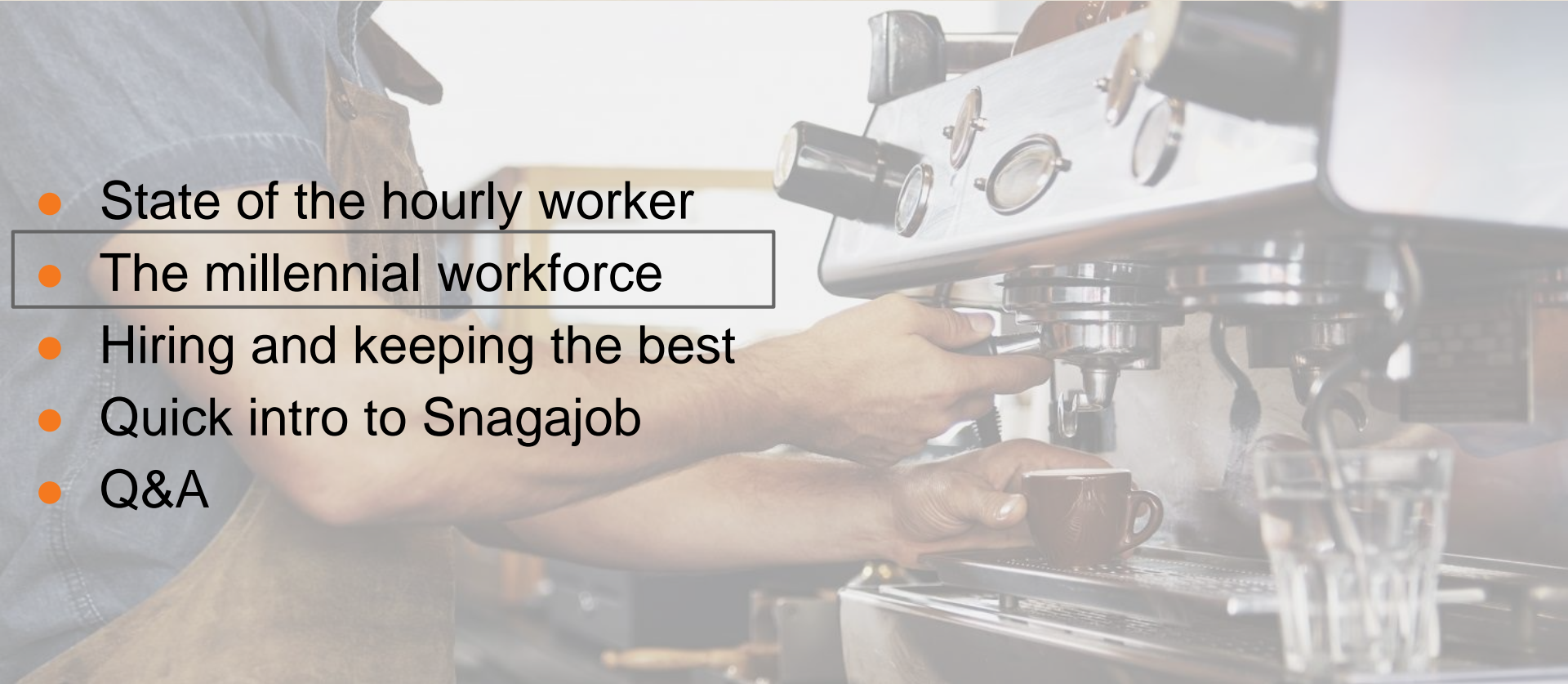
Cost of turnover per employee or manager

	2011	2014	Change
Restaurant hourly employee	\$716	\$1,157	+62%
Restaurant manager	\$10,974	\$13,947	+27%

*Includes hard costs for separation, replacement and training

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The new face of the hourly worker.

90 percent of Millennials use a smartphone to find jobs



Only 54 percent of jobs can be applied to on a smartphone



Millennials are often misunderstood.

What we **think** we know...

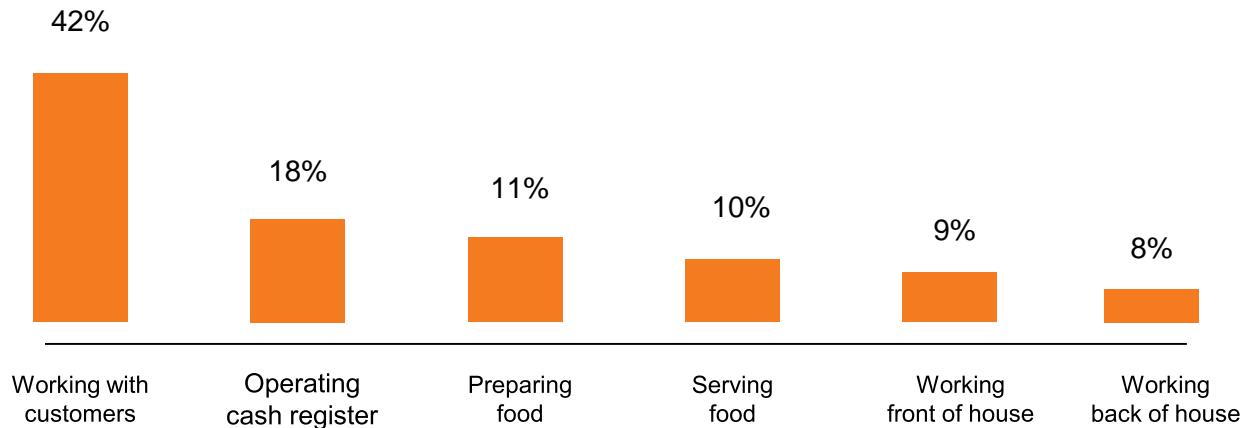


What we **need** to know...

- By 2020 Millennials will make up almost **50 percent** of the U.S. workforce
- They crave **feedback**
- Raised in a **digital age**, they are extremely **tribal**

Millennials often enjoy customer-facing roles.

What do you like most about restaurant jobs?



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Retain and you'll recruit.

ENVIRONMENT

- Promote a fun and friendly work environment

TRAINING

- Offer training to maximize full potential

OPPORTUNITY

- Provide advancement opportunities

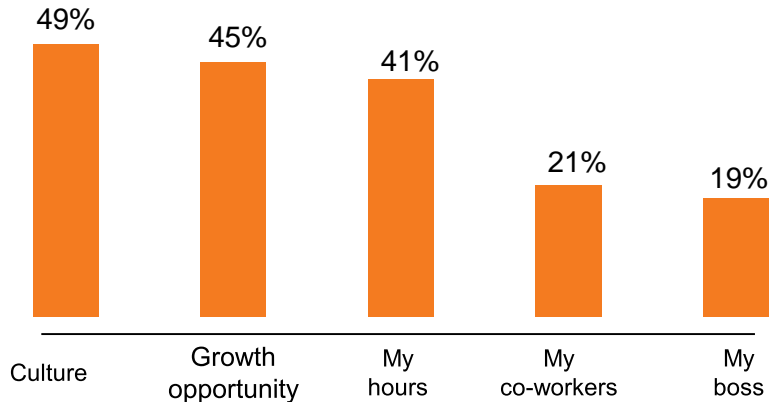
EMPOWERMENT

- Empower your employees to make decisions



Some tips for recruiting millennials.

What's important when considering a job?



SIMPLIFY THE PROCESS: You can **ask less** and still learn the same (or more)

TREAT THEM WITH RESPECT: Many of your applicants are also your **customers** - start treating them like it

GO WHERE THEY ARE: Not optimized for mobile yet? You can still engage Millennials by making it **personal** for them.

Some tips for recruiting millennials.

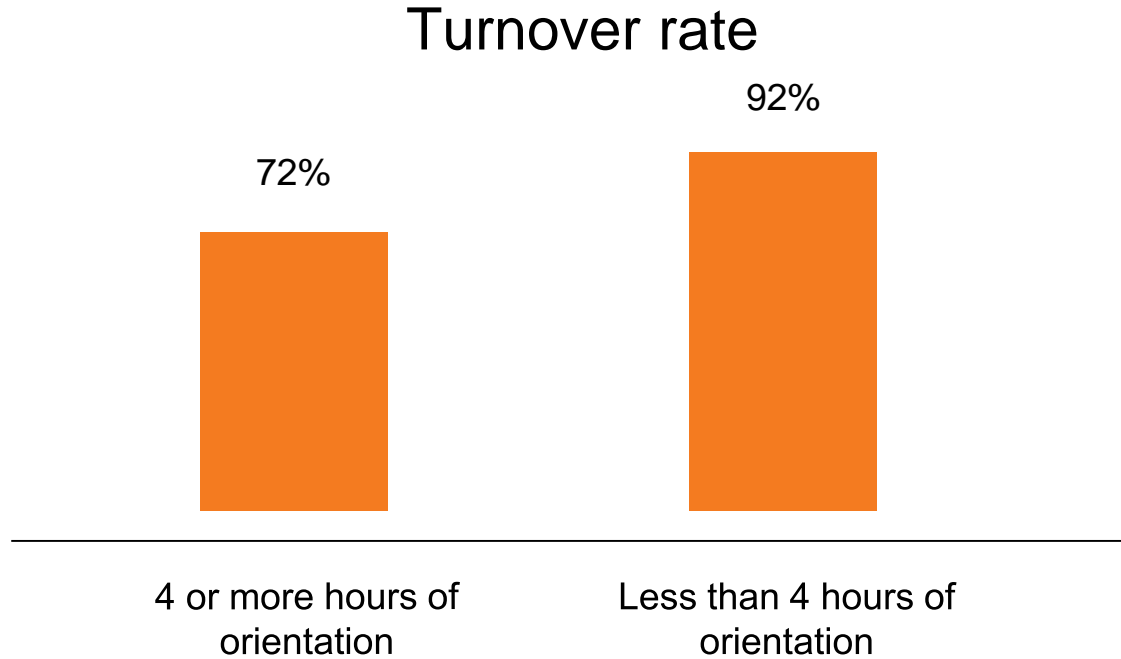


- Host a networking party
- Clearly define and communicate your hiring criteria
- Encourage current employees to refer friends
- Sell yourself to the potential new hire - what truly makes you different?

Focus on improving every step of the worker lifecycle.

- Calculate your turnover today
- Create a people strategy that's tied to your business strategy
- Build your own brand
- Advertise career opportunities/advancement
- Leadership responsibilities without leadership title
- Develop a top-notch training program
- Focus on talent sourcing, talent management, and talent development

Reduce turnover through early engagement.

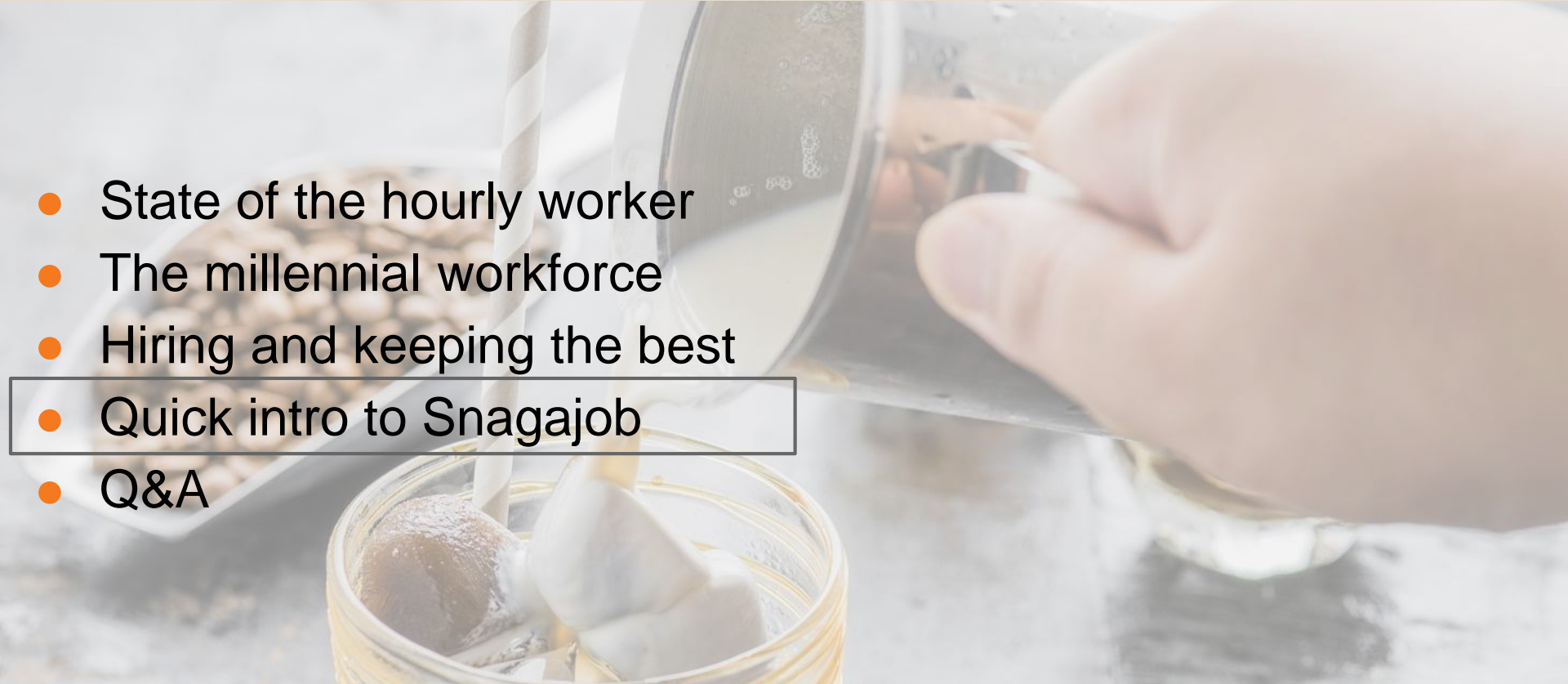


Keep your best workers by showing you care.



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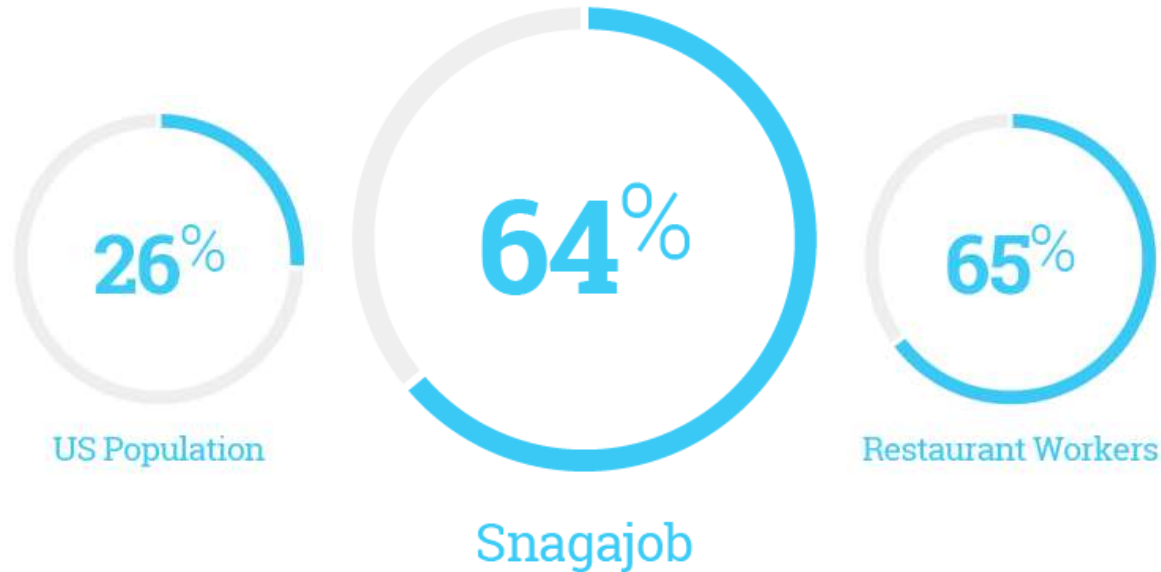


We're Snagajob.
What we do is simple.

**We connect workers with
hourly jobs and employers
with hourly workers.**

Snagajob's demographics match the workers you're looking to hire.

16-34 year olds as percent of total



Millennials know us.

2.5x

higher awareness vs. LinkedIn
among 16-24 year olds

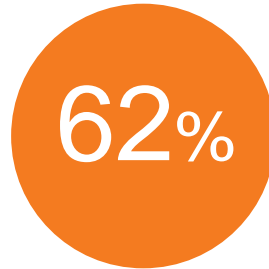


LinkedIn

snagajob



of Snagajob's workers
did not visit Monster



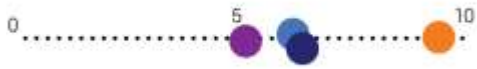
of Snagajob's workers
did not visit CareerBuilder

Source: Loyalty Survey, 4/14

snagajob

Our audience engages with and relies on us for their jobs.

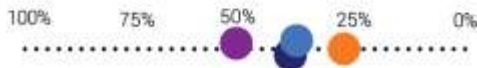
Time on Site (minutes)



Page Views (page numbers)



Bounce Rate (percentage)



Engagement with Facebook fans per week



Engagement with Twitter followers per month



Comparison of YouTube subscribers



48
MILLION
TOTAL ANNUAL
APPLICATIONS

Legend ● Snagajob ● Job Board 1 ● Job Board 2 ● Job Board 3

Snagajob offers a complete suite of products tailored to every hourly employer.



Talent Sourcing



Hiring Manager



ReadyHire



Employer Branding



Promoted Framework

Thank you and Q&A.



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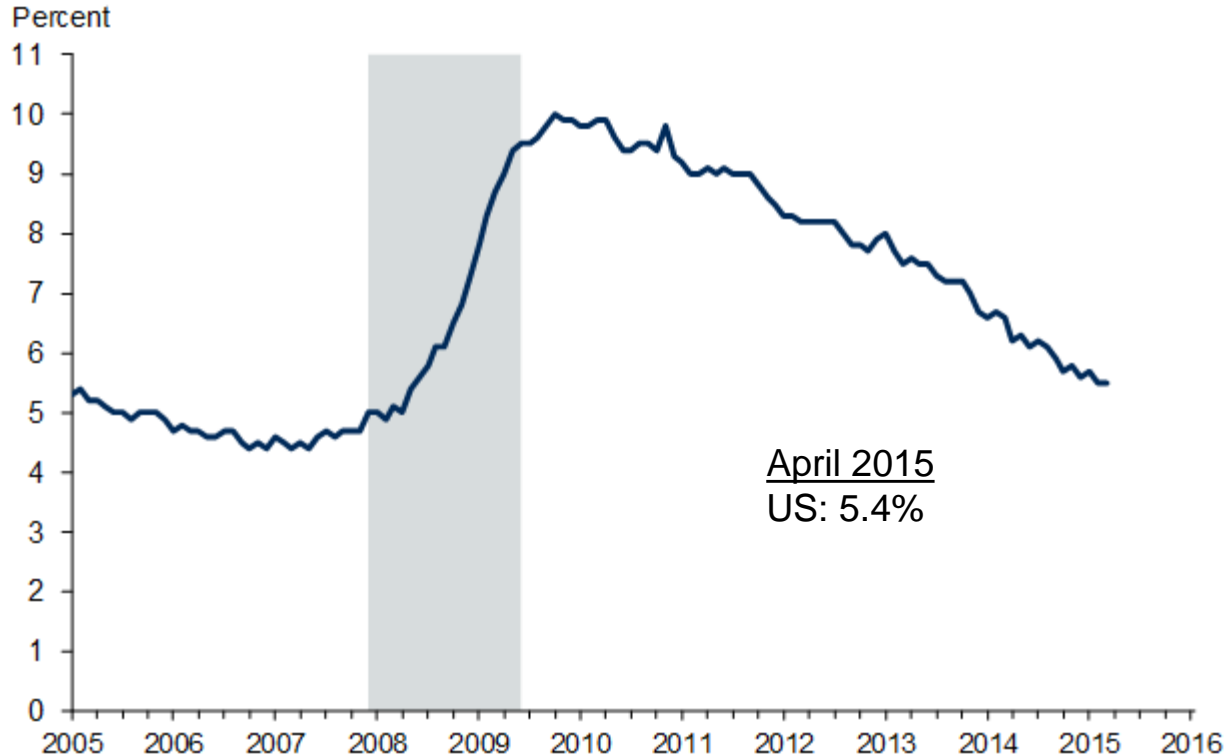
- America's number one **spot** for hourly
- **60+** million registered workers
- Founded in **2000**

“We connect **workers with hourly jobs and **employers** with hourly workers.”**



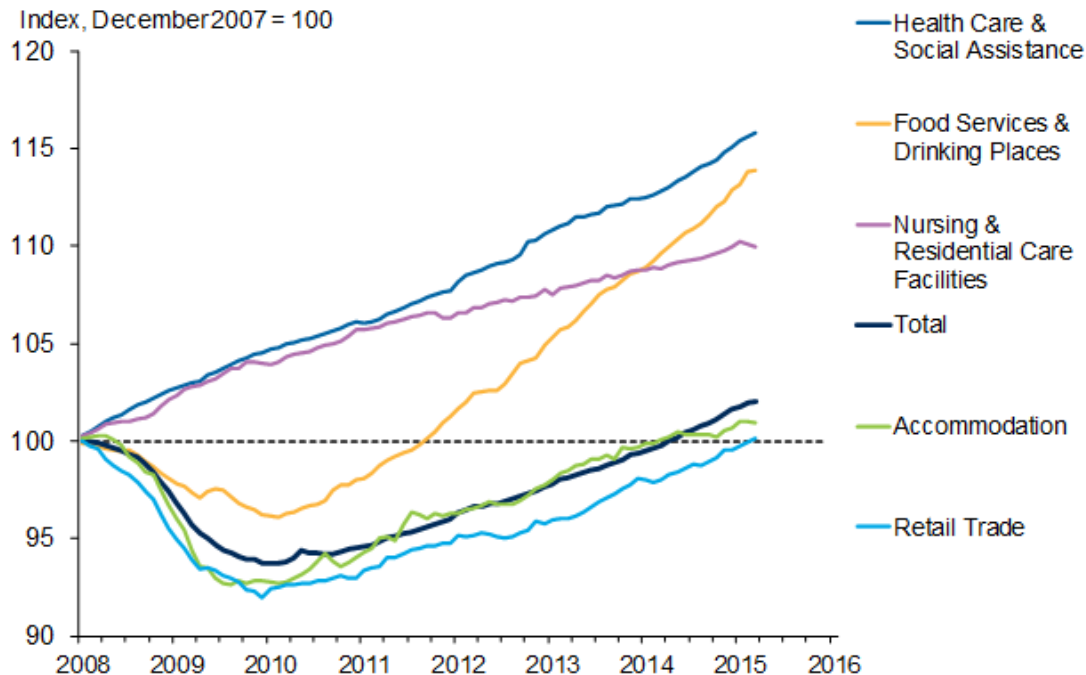
Appendix.

We are approaching full employment levels.



- The unemployment rate has declined over the past year
- A year ago (March 2014) it was 6.6%
- Expected to decline at a slower pace going forward

Payroll employment is picking up in all sectors, especially in restaurants.



- Total employment grew about 2.3 percent over the past year
- Restaurant employment is up nearly 15% since 2008

Turnover is >100% for QSR and fast casual, and rising

Hourly Turnover

