



# **Recruiting and retaining young professionals**

**Educational resources  
August 2022**



**Canadian Centre for Diversity and Inclusion  
Centre canadien pour la diversité et l'inclusion**

## Educational resources on recruiting and retaining young professionals

Young professionals are often seen as the future of work. As these young employees enter the workforce, employers have the potential to support and promote the launch of their careers. This educational guide provides employers with resources to better understand the values young people bring to the workplace. This guide also illustrates the steps you can take to encourage and nurture the development of young professionals.

## Incentives to recruit young professionals

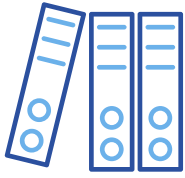
Who are these young professionals?

- [How Gen-Z is bringing a fresh perspective to the world of work](#), Forbes
- [Move over millennials, generation z workers are coming to town / Restez aux aguets, milléniaux : la génération z arrive en ville](#), Randstad
- [Pourquoi faut-il plus que jamais recruter des jeunes diplômés?](#), DigitalRecruiters
- [Welcome to Generation Z](#), Deloitte
- [Youth Hold the Key: Building your Workforce Today and in the Future](#), The Rockefeller Foundation

Funding opportunities for hiring young professionals

- [Canada Summer Jobs / Emplois d'été Canada](#) offers wage subsidies for not-for-profit organizations, the public sector, and private sector organizations with 50 or fewer full-time employees, to create quality summer work experiences for young people aged 15 to 30 years.
- [Industrial Research Assistance Program - Youth Employment Program / Programme d'aide à la recherche industrielle – Programme emploi jeunesse](#) offers to pay a portion of wage related costs for incorporated and for-profit businesses in Canada to create business or technology jobs for youth.
- [TECHNATION Career Ready Program / Le programme Career Ready de TECHNATION](#) offers wage subsidy for Canadian businesses and non-profits who can provide a meaningful, tech-focused work placement opportunity to a student. Subsidy amounts are higher for employers hiring students from under-represented groups.
- [Young Canada Works / Jeunesse Canada au travail](#) offers subsidies to employers in the fields of heritage, arts, culture and official languages.
- [Youth Employment and Skills Strategy / Stratégie emploi et compétences jeunesse](#) offers funding to help youth, particularly those facing employment barriers, obtain job related information and gain the skills, work experience, and abilities they need to make a successful transition into the labour market.

## Other resources



### ARTICLES, REPORTS, AND TOOLS

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#### Attracting young professionals

- [10 Ways to Attract Young Talent to Your Company, Forbes](#)
- [Building Trust And An Inclusive Culture For Youth Into The Future Of Work, Forbes](#)
- [Campus Recruitment: A Guide for Hiring Young Talent in 2022, Toggl Hire](#)
- [Comment attirer et fidéliser les talents de la génération Z ? Apecita](#)
- [Connecting Young Adults to Employment, the Aspen Institute](#)
- [How to Recruit and Retain Young Talent in 2021, Forbes](#)
- [Recruter des jeunes de la Génération Z en début de carrière, Hosco](#)
- [Recruter la génération Z : comment embaucher de jeunes talents, Procom](#)
- [These are Gen Z's top work priorities – and remote isn't one of them, CNBC](#)
- [Votre guide pour recruter des jeunes diplômés, LinkedIn Talent Solutions](#)

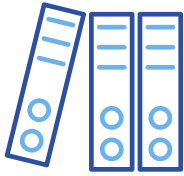
#### Best practices for setting up internship and work-study programs

- [15 Best Practices for Internship Programs, National Association of Colleges and Employers](#)
- [Creating a Youth-Friendly Workplace: An Employers Guide to Building a Quality Internship, Sacramento Employment and Training Agency](#)
- [Guide de rédaction d'objectifs de stage, CÉGEP Trois-Rivières](#)
- [How to Create a Successful Internship Program, Business News Daily](#)
- [Les 13 étapes pour la mise en place d'un programme de stage ou d'alternance réussi, Meilleur Stage](#)

#### Creating a youth-friendly workplace

- [5 ways to promote a youth-friendly culture in the workplace, World Economic Forum](#)
- [Ce qui motive les jeunes travailleurs partout dans le monde, Les Carrières](#)
- [Creating a Youth-Friendly Workplace: Quick Tips for Employers, Sacramento Employment and Training Agency](#)
- [Engaging Young Association Members: A Strategic White Paper for the Association Industry, Association Laboratory Inc.](#)

## Other resources



### ARTICLES, REPORTS, AND TOOLS

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#### Creating a youth-friendly workplace

- [Génération Z au travail : Comment s'adapter à leur arrivée, Actiz](#)
- [How to Cultivate Young Professionals: A Manager's Guide, Temple University's Fox School of Business](#)
- [Recrutement : comment attirer les jeunes générations et les garder ? Visiplus Academy](#)
- [Things NEVER to Say to Young Coworkers, Diversity Inc.](#)

#### Current challenges in engaging young professionals

- [La carrière des jeunes bouleversée par la COVID-19. Voici comment les aider à améliorer leurs perspectives, Adecco](#)
- [Why Intrapreneurial Programs are more Important Than Ever, Readwrite](#)
- [Young employees are losing out 'on a lot' by not going to the office, business experts say, CNBC](#)

#### Mentoring, training and orientation

- [How to Mentor Young Workers in the Remote World, The Atlantic](#)
- [Le mentorat : un acte de générativité, CRHA Québec](#)
- [Learn how to be an effective mentor, Gouvernement de l'Alberta](#)
- [Young Workers – New to the working world? / Jeunes travailleurs – Nouveau sur le marché du travail? Canadian Centre for Occupational Health and Safety](#)



## BOOKS

CCDI encourages you to check with your local bookstore or municipal library for availability of these publications.

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- 90 Days 90 Ways: Onboard Young Professionals to Peak Performances (Alexia Vernon)
- Answering Why (Mark Perna)
- Generation Z in the Workplace (Candace Steele Flippin)
- Génération Z: Mode d'emploi (FR - Georges Lewi)
- Générations X @ Z: Comment fidéliser les employés et les clients des nouvelles générations (FR - Stéphane Simrad)
- iGen (Jean Twenge)
- Marketing to Gen Z (Jeff Fromm and Angie Read)
- Potluck Culture: Five Strategies to Engage the Modern Workplace (Dr. Ranjit Nair)
- The Care and Feeding of Your Young Employee (Jamie Belinne)
- The Gen Z Frequency: How Brands Tune In and Build Credibility (Gregg L. Witt and Derek E. Baird)
- Génération Z, L'humanité numérique en marche (FR - Carol Allain)



## TED Talks

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- How Gen Z is revolutionizing the workplace? (Liana Hakobyan)
- How generational stereotypes hold us back at work / Comment les stéréotypes générationnels nous freinent au travail (Leah Georges)
- What Generation Z can teach adults in the new World of Work? (Lisa Gunnarsson)
- What makes “Generation Z” so different? (Harry Beard)

Last update: July 2022