



HIGHER EYE

Empower Locally • Perform Globally

54% of CEO's expect challenges in Recruiting and Integrating Younger workers into their Business

HigherEye Training & Consulting is a Social Responsibility firm focused on developing International Business skills for Young People; and helping organizations increase their understanding of the Youth market. Why should recruiting and retaining Young Talent be important to your organization?

- ◆ When Young talent leaves; It can cost up to **150%** of their salary & benefits to replace them
- ◆ Losing Young workers can cost Up to **25%** reduction in Productivity;
- ◆ As various industries and sector face increased retirements, the battle for Young talent will fierce in both local and global markets .

How can you Attract & Recruit Young talent at a lower cost:

- ◆ Leveraging a detailed 2 day workshop focused on issues that matter to Young People.
- ◆ Utilize Corporate Social Responsibility and Youth Advisory Boards.
- ◆ Partnering with our firm to realize reduced cost of Talent Attraction & Retention by a much as \$250,000/year.

Our Current and Past Clients span across the Globe!!

SOUTH EAST ASIA



AFRICA



AMERICAS



Outline of Youth Talent Attraction & Retention Workshop

DAY ONE

Workforce and Labour Market Trends

- * Industries and Sectors facing retirements.
- * Which Sectors & Industries appeal to Young People.
- * Skills shortages and surpluses among Youth
- * The Business Value of a Young Worker.

Cultural Diversity with the Youth Demographic

- * The major mistakes organizations make when recruiting Cultural Diverse youth.
- * The challenges facing companies when having to meet different cultural needs of Youth.
- * Determine how Youth diversity can influence the way your organization works.
- * Transforming Diversity into Opportunity.

Youth Advisory Boards and Recruiting/Retention

- * What is a Youth Advisory Board?
- * How to utilize the intelligence received from this Board.
- * Practical Board initiatives that reduce recruiting and retention costs.
- *

Group Work: develop outline and design of Youth Advisory board

Youth Recruitment Strategies in Global Markets

- * Discover how to adapt your youth marketing plan for youth in different geographies.
- * Grasp a total understanding on how to meet the needs of youth in different parts of the world.
- * Understand the challenges faced by youths as consumers from developing countries.
- * Find out what are the opportunities for Youth Marketing in developing nations.

DAY TWO

Corporate Social Responsibility's role in Recruiting and Retaining Young Talent

- * What is Youth focused Social Responsibility?
- * Using Social Responsibility to recruit young talent in Post Secondary by engaging the community
- * Examples of how Social Responsibility can help you retain your best young employees.
- * Review examples of companies who fail to use Social Responsibility to Recruit/Retain Young Talent—and how to learn from those mistakes

Using Social Networking to Recruit/Retain Young People

- * Biggest myths about Social Media.
- * Review & discuss trends in Social Media recruiting
- * Untapped Social Media strategies that can help you retain Young talent.
- * Effectively using Social Media within Office environment.

Building Partnerships and Alliances to Recruit/Retain Young Workers

- * Why partnerships are important in Recruiting/Retaining Young Talent.
- * Analysis of potential partnerships to consider.
- * How to evaluate potential partnerships in Recruiting/Retaining young talent.
- * How to find partnerships.

Building a 360 Degree Young Talent Recruiting and Retention Plan

- * Linking Diversity, Youth Advisory Board, Global Markets, Social Media, Partnerships and Social Responsibility.
- * Participants will put together an high level Youth Recruit/Retain strategy leveraging concepts taught in Workshop
- * Finding will be shared, discussed with participants.



Why HigherEye?

1) Real Youth Experience

Impact: Youth are at the core our business. With interactions with thousands of young people; plus a Youth Advisory Board; we understand youth wants, needs and trends. This translates to improved efficiency of your marketing campaigns.



2) Results Driven

Impact: Since 2002, we have helped organization increase revenues in the Youth Market by up to \$13 Million across an array of industries and sectors.

3) Strong Partnerships

Impact: Partnerships with organizations in Education, Technology, Global Trade and Entertainment ensure that your organization will receive the most practical, up to date material. Saving you money on research and marketing.

Participant Feedback

“ We are finally aware of how to cut out the fluff and get serious about retaining our best Young Talent”

Executive Officer - Tourism Sector

“In a fiercely competitive global market for Talent, this workshop has positioned us to attract and retain the talent we need to meet our growth targets. ”

Gold Mining Company — Canada

“The information presented during this workshop is timely , relevant and practical.”

Marketing Manager — Malaysia Banking Sector

Recruit and Retain Youth Talent, before your Competitors do!

Email: vision@highereye.com

Internet: <http://www.highereye.com>

Phone: 416-855-0072

International Phone: 00-1-416-855-0072

