



# **Recruiting and retaining young professionals**

**Educational resources  
May 2024**



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

[www.ccdi.ca](http://www.ccdi.ca)

## 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.

### Who are these young professionals?

#### Bilingual

- [what you should know about gen z workers / embaucher la génération Z: ce qu'il faut savoir pour les recruter](#), Randstad

#### English only

- [How Gen-Z is bringing a fresh perspective to the world of work](#), Forbes
- [Gen-Z Is Labeled As 'Difficult' In The Workplace, But There's More To The Story](#), Forbes
- [Understanding and engaging Gen Z in the workplace](#), Culture Amp
- [The Gen Z explainer: how well do you know your A to Gen Z?](#) HiBob

#### French only

- [Pourquoi faut-il plus que jamais recruter des jeunes diplômés?](#) DigitalRecruiters
- [Génération Z et motivation au travail : comment s'adapter?](#) Actiz
- [L'impact de la génération Z sur l'avenir de l'emploi](#), Forbes France

### Attracting young professionals

#### English only

- [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
- [How to Recruit and Retain Young Talent in 2021](#), Forbes
- [These are Gen Z's top work priorities – and remote isn't one of them](#), CNBC

## French only

- [Comment attirer et fidéliser les talents de la génération Z ?](#) Apecita
- [Recruter des jeunes de la Génération Z en début de carrière](#), Hosco
- [Recruter la génération Z : comment embaucher de jeunes talents](#), Procom
- [Votre guide pour recruter des jeunes diplômés](#), LinkedIn Talent Solutions

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

### English only

- [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
- [How to Create a Successful Internship Program](#), Business News Daily

### French only

- [Les 13 étapes pour la mise en place d'un programme de stage ou d'alternance réussi](#), Meilleur Stage
- [20 tips pour réussir l'accueil des stagiaires et des alternants !](#) LinkedIn
- [Bonnes pratiques pour une intégration réussie en emploi et en stage](#), UQAR

## Creating a youth-friendly workplace

### English only

- [Creating a Youth-Friendly Workplace: Quick Tips for Employers](#), Sacramento Employment and Training Agency
- [Things NEVER to Say to Young Coworkers](#), Diversity Inc.
- [Creating a youth-friendly workplace](#), Ako Aotearoa

## French only

- [Génération Z au travail : Comment s'adapter à leur arrivée](#), Actiz
- [Recrutement : comment attirer les jeunes générations et les garder ?](#) Visiplus Academy
- [Emploi des jeunes : tout ce que vous devez savoir](#), Agendrix
- [Votre lieu de travail est-il prêt pour la génération Z?](#) WeWork

## Current challenges in engaging young professionals

### English only

- [Young employees are losing out 'on a lot' by not going to the office, business experts say](#), CNBC
- [Challenges faced by Young Professionals](#), Warm Pathways
- [Why It's Getting Harder For Young Professionals To Stay Mentally Healthy](#), Forbes

### French only

- [Les défis associés à l'entrée de la génération Z sur le marché de l'emploi](#), Government of Quebec
- [Étude : L'impact De La Covid-19 Sur Les Perspectives D'emploi De La Génération Z](#), Change the Work
- [Relever le défi du chômage et du sous-emploi chez les jeunes au Canada](#), Our Commons

## Mentoring, training, and orientation

### Bilingual

- [Young Workers – New to the working world? / Jeunes travailleurs – Nouveau sur le marché du travail?](#) Canadian Centre for Occupational Health and Safety

### English only

- [How to Mentor Young Workers in the Remote World](#), The Atlantic
- [Learn how to be an effective mentor](#), Government of Alberta
- [Building Effective Mentorship Programs For Gen-Z Employees](#), Forbes
- [How to Mentor Gen Z](#), Placement

## French only

- [Orientation Génération Z : comment faire ?](#) Best Futur
- [Quels sont les bénéfices du mentorat pour les jeunes?](#) Academos
- [Le Mentoring des Millénials et de la génération Z](#), Wooskill

## 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



### CCDI WEBINARS

---

The following webinars were delivered previously, and recorded versions can be accessed via CCDI's Knowledge Repository. If your organization is a [CCDI Employer Partner](#), you and your colleagues can visit the [Knowledge Repository portal](#) to register for access (using a work email address) and login credentials will be sent via e-mail (check Inbox and Junk Mail folder just in case).

Log into Knowledge Repository and click on the links below to view each webinar:

#### English only

- [How to address ageism at work](#) (2021)
- [Ageism and age discrimination](#) (2020)

Please view a [schedule and descriptions of our upcoming webinars](#) to be delivered live (recorded versions will be accessible via CCDI's Knowledge Repository shortly thereafter). If your organization is a CCDI Employer Partner, you and your colleagues can register and attend for free. If your organization is not currently a CCDI Employer Partner and you are interested in joining, you can [learn more about partnership and submit an inquiry here](#).



## BOOKS

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

---

### English only

- 90 Days 90 Ways: Onboard Young Professionals to Peak Performances (Alexia Vernon)
- Answering Why (Mark Perna)
- Generation Z in the Workplace (Candace Steele Flippin)
- 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)

### French only

- Génération Z: Mode d'emploi (Georges Lewi)
- Générations X @ Z: Comment fidéliser les employés et les clients des nouvelles générations (Stéphane Simrad)
- Génération Z, L'humanité numérique en marche (Carol Allain)

## Bilingual

- [How generational stereotypes hold us back at work / Comment les stéréotypes générationnels nous freinent au travail](#) (Leah Georges)

## English only

- [Inside the Mind of a Native Digital: Unlock the Gen Z Employee](#) (Hannah Williams)
- [How to retain Gen Z talent](#) (Andrei Adam)
- [The Difference Between Gen-Z and Everyone Else](#) (Mark Zides)
- [How Gen Z is changing our future of work](#) (Frederik Fahning)
- [What Makes "Generation Z" So Different?](#) (Harry Beard)
- [How Gen Z is revolutionizing the workplace?](#) (Liana Hakobyan)



## PODCASTS

---

## English only

- [#GenZ](#)
- [From Gen X to Gen Z: bridging the workplace generation gap](#)
- [Gen Z @ Work](#)
- [The Return](#)
- [Working with Gen Z](#)

Last updated: May 2024