

Tips to **Onboard** Recent Grads

May 24, 2022

with Allie Danziger, CEO



Email Etiquette

Social Media Content



Goal Setting

Conflict Resolution

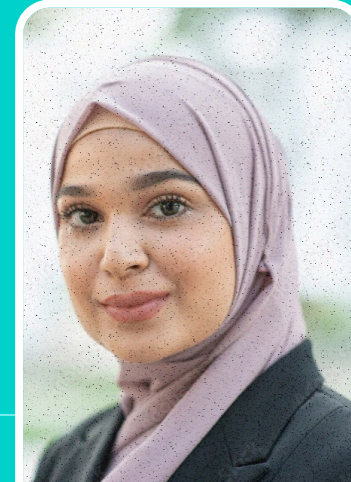
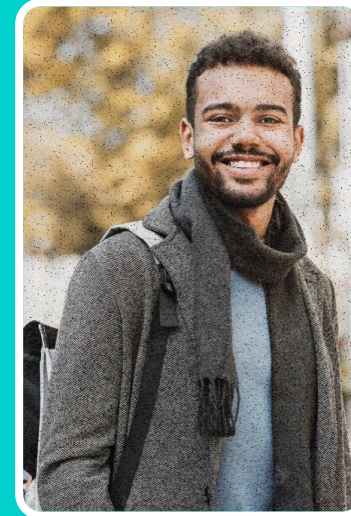
Public Speaking



Sales 101

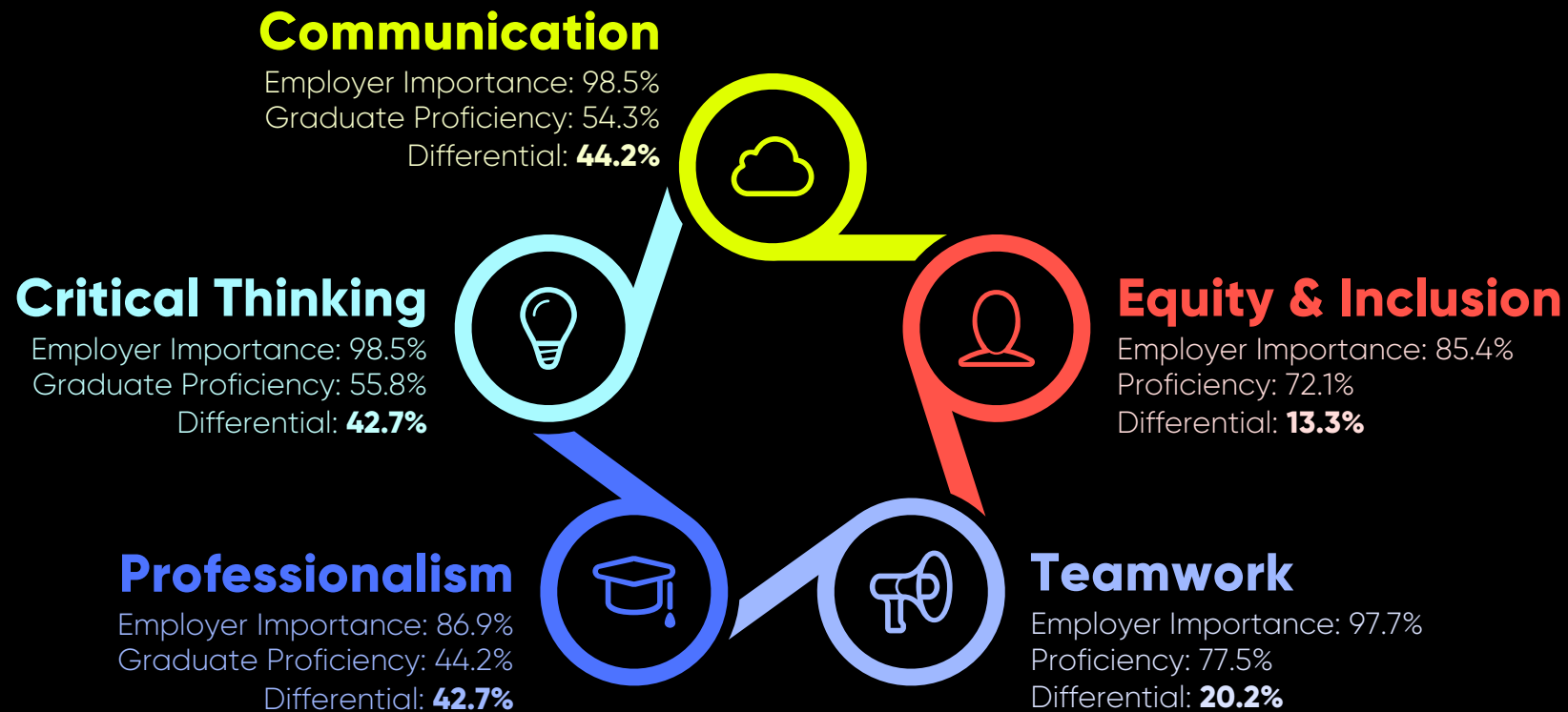
Professional Writing

Today's
grads are
not prepared
for the
workforce.



the challenges

40% of college graduates say they **occasionally or rarely use skills** they learned in college and another **20%** say they **lack basic skills** to compete in the job market



AmpHQ

80+ asynchronous lessons

13 online modules

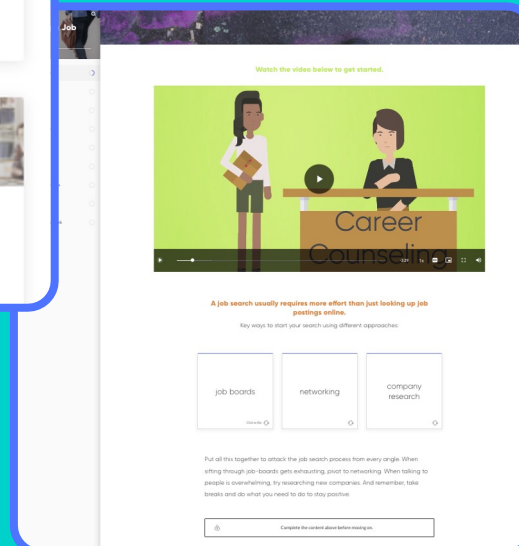
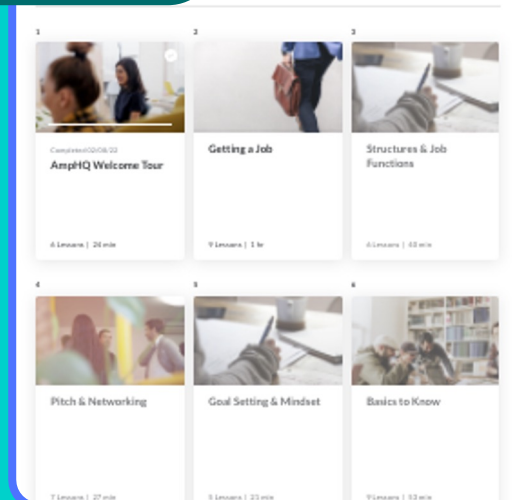
50+ hours of content

Daily 1x1 & group mentoring opportunities

Paid internship opportunities



Asynchronous training solving the education to employment skills gap for Gen Z audiences, gamified with animation, short-form text, max 3-minute videos and 1x1 coaching throughout.



the curriculum

e-learning platform



80 lessons

13 modules

12 guest speakers



AmpHQ **welcome tour**

Program Overview
Personality Assessments



Kicking off your **Internship**

How to not be THAT employee
Professional Writing
Confidentiality & Security



Skill Building

Email Best Practices
Calendar Management
Presentation Skills
Microsoft Office



Working with Managers

360-degree Feedback
Conflict Resolution
Proactive Communication



Professional **Development**

Goal Setting
Fixed/Growth Mindset
Performance Reviews



The Job Search

Resumes
Cover Letters, Portfolios
LinkedIn, ATS
Interview Best Practices



Personal Branding

Informational Interviews
Networking



Job Functions

Corporate Structure
Industry Overview (marketing, sales, HR, design, PM, etc.)



Employee Rights

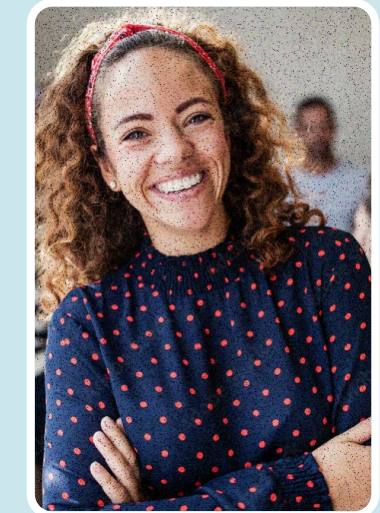
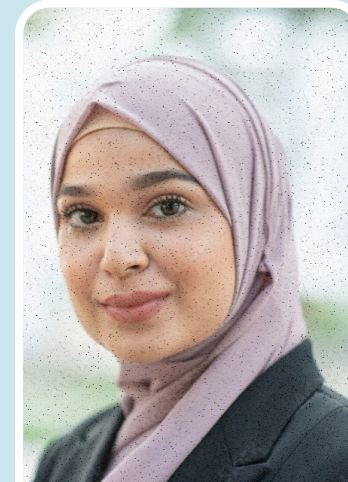
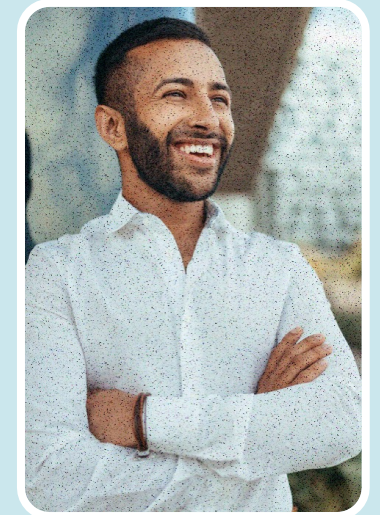
Mental Health
Bias in the Workplace
Employee Rights



Adulting

Negotiating your job offer
Benefits/401K/Insurance
Personal finances

We hear the
same from all
frustrated
managers



Step One: Understand Gen Z

Diverse

Crave **Human** Interaction

Pragmatic

Entrepreneurial



Marzan Tasmia

Marketing Major
Rutgers. Class of 2023



What motivates them?

(hint: it's not ping pong tables)

Purpose-driven work

Work-life balance

Paid time off & flexibility

DEI&B – and not just saying it

Clear understanding of impact

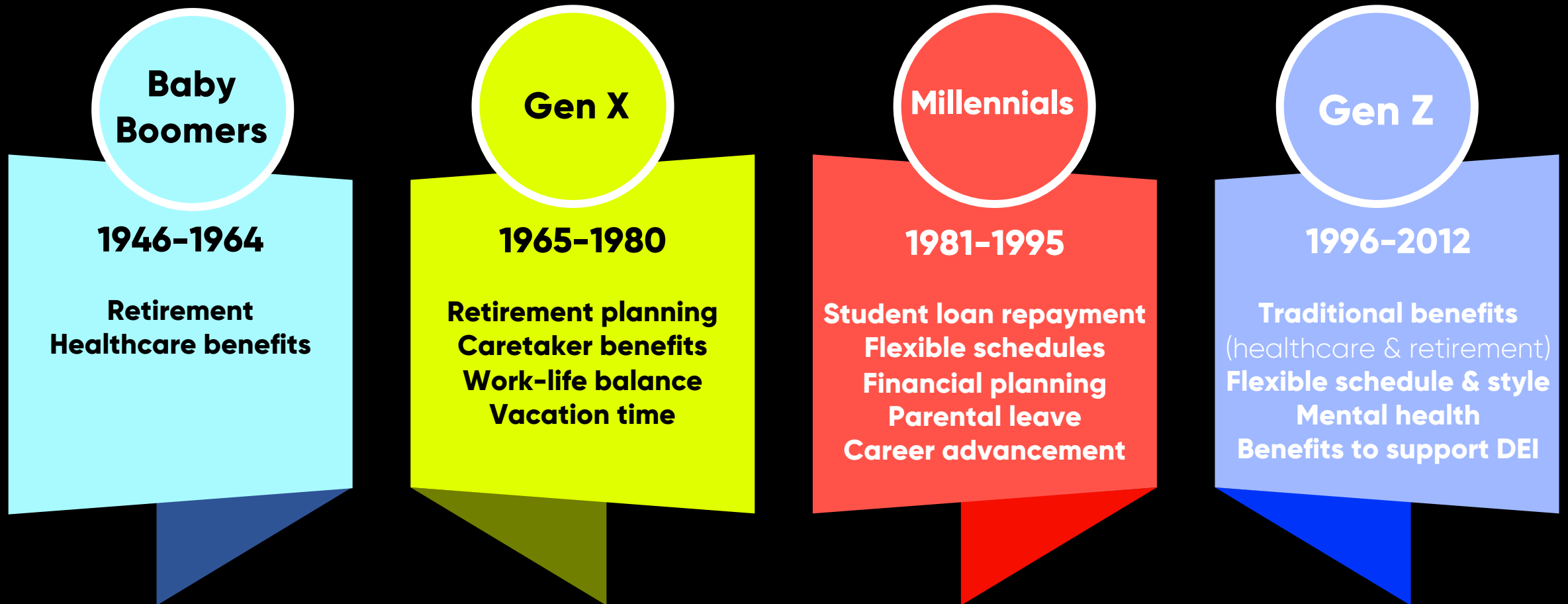
Support the side hussle



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Marketing Major
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benefits, by each generation



Tips for Working with Gen Z

Clear Work **Schedule**

- A set daily routine
- Clear location expectations

Communicate **Deadlines** Clearly

- Eliminate “ASAP” from your vocabulary

Shift from **“I” to “We”**

- A natural transition

Offer guidance, then **let it go**

- My way first, then let’s see what new ideas you have

Clear Communications

- Establish expectations EARLY
- Expect mistakes and work through them
- Encourage dialogue, feedback and brainstorming
- Be direct, share examples
- Be open to questions, and listen
- If you cannot be present, reschedule

Successful Onboarding Tips

Keep Interviewing

- Why did you join?
- How do you prefer to receive feedback?
- What motivates you?
- How do you decompress?
- What are you most excited to learn?
- What are you nervous about?

Connect

- Company directory
- New Hire Buddy
- Shadowing
- Social media welcome (something they can share)
- Ask more questions!

Expectations

- Both share short and long-term goals for the role
- 30-day priorities
- Your communication style/preferences (be honest!)
- Clear check-back-in plan

30/60/90 Day Plan

- 30-days: understand the company and people
- 60-days: understand the processes and tasks
- 90-days: autonomy

Great Project Ideas

Marketing

- Content creation
- Website user testing
- Competitive analysis
- Editorial calendar
- Newsletter list scrub
- Photo organization
- Website audit
- Media list creation
- Blog writing
- Email automation

Business

- Data analysis
- Market research
- Sales calls
- Research tools
- Compare vendor costs
- Revamp presentations
- Secret shopping
- Database management
- Industry news scan
- User testing

Administration

- Spreadsheet optimization
- Internal communications
- Standardize systems
- Organize HR resources
- Note taking
- Data hygiene
- Training documents
- Price shop
- Plan/coordinate meeting
- Employee manuals

sharing feedback

real time feedback

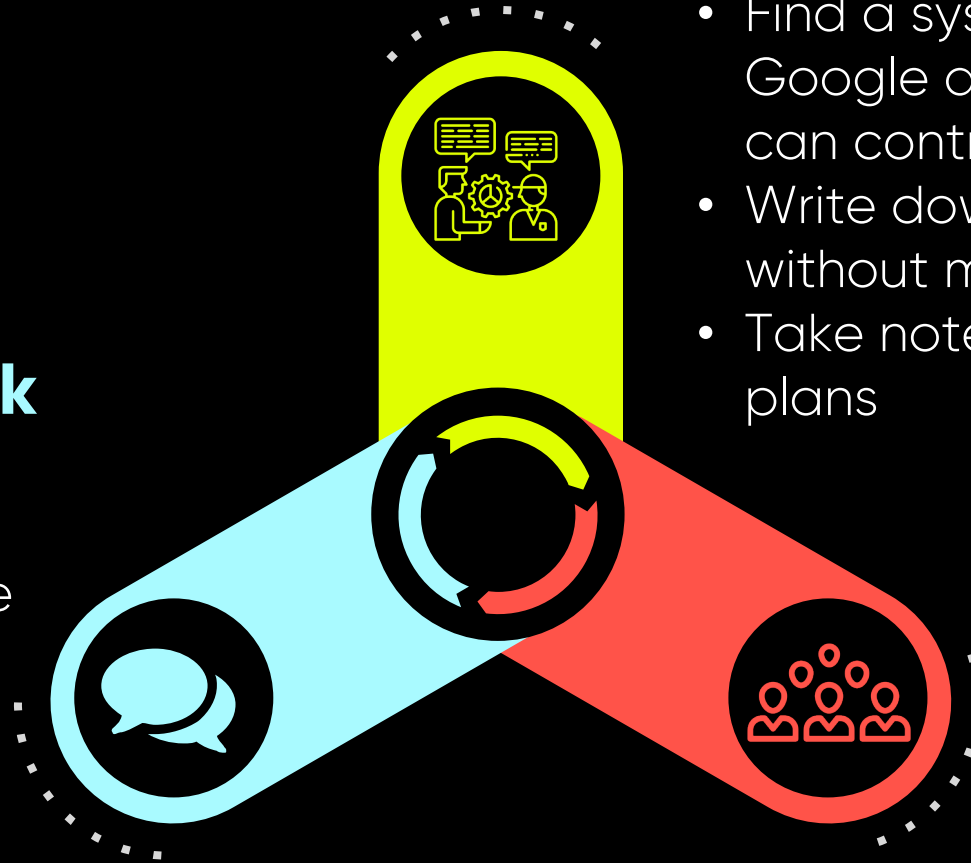
- Start with a positive
- Identify your purpose
- Set aside enough time
- Self reflect
- Offer results and be transparent with qualitative data

documentation

- Get in the habit of documenting frequently (we like weekly)
- Find a system and stick to it (we like a Google doc so different team members can contribute!)
- Write down specifics (i.e. Ryan found X without much direction on 8/10)
- Take note of conversations and action plans

give kudos for progress

- As you see improvements, give them the pat on the back
- Take note of personality style and what would be most meaningful



45%

of **entry-level**
employees leave their
first jobs in the
first 6 months.

