



Recruitment Tip

# RECRUITING MILLENNIALS: WHAT MOTIVATES THEM

1

## GROWTH POTENTIAL

Highlight to them that the AIA Philippines business offers an exciting opportunity to increase their income and gain more leadership.

2

## EDUCATIONAL OPPORTUNITIES

Focus on the world-class trainings provided by the company that will allow them to continuously grow and expand their knowledge to better serve their clients.

3

## BECOMING A LEADER

Present the fast-track leadership program offered by AIA Philippines – become a manager of manager in 5 years or faster!

Source: <https://hpuniversity.com/session/recruiting-what-drives--motivates-millennials/course/recruiting-millennials--generation-next>



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BETTER LIVES



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# HOW TO RECRUIT GEN Z

## Emphasize growth opportunities

Flashy perks mean nothing to Gen Z if a recruiter isn't catering to their basic needs— like providing sense of purpose, and clear opportunities for growth and development.

## Focus on flexibility and ownership

Since working independently is just as important to Gen Z as setting their own schedule, talk in depth about the freedom and flexibility in this business, and more importantly, about the mission of AIA Philippines.

Source: <https://business.linkedin.com/talent-solutions/blog/hiring-generation-z/2019/how-to-hire-and-retain-generation-z>



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