

Are You Hiring Candidates from the Kiddie Pool? – Maybe You Should Be

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In a US economy with a current unemployment rate of 9.1%, (as of May, 2011) any law firm seeking a new employee literally has fields and fields to pick from. It's an over-saturated market with qualified candidates. Do you currently have a **Recruiting and Hiring Policy** in place that allows you to use this leverage to *your* advantage?

You should.

For the first time, in a long time, law firm employers can get excellent candidates at a remarkable price. This begs the question, "Who is worth *more* to a small / medium size law firm these days?!?!?" –(i.) a recently out of work attorney and/or paralegal or (ii.) a recent college graduate? Until recently the college grad wouldn't stand a chance. Now, they are a hot commodity **worth your effort to snag**. They make can make an excellent addition as a Legal Assistant and/or Paralegal.

Here's a glimpse of this unique Gen Y and why it may be beneficial for your firm to start pulling candidates from the kiddie pool.

WHO ARE THEY?

- Born 1978-1989 (currently 16 years old – 27 years old)
- 76 million members
- They grew up in the age of the internet and can launch a viable online business at anytime
- They can't recall a time without computers, dvd players, and Ipods
- They make things happen fast, 'now', and with little effort
- They are creative, innovative, out of the box thinkers who won't stop at boundaries and limitations
- They believe in their own-worth and have the highest confidence of any generation
- They are financially savvy

BENEFITS LAW FIRMS CAN REAP WHEN EMPLOYING A GEN "Y" ACTIVIST:

- **They just 'get' social media... all of it.**

If asked for their opinion they will lead your company in the right direction for social media and marketing. You won't have to pay an additional salary for a Marketing Manager. You can instead, simply delegate the task as a subsidized job responsibility. This generation is obsessed with marketing guru's like [Seth Godin](#) and [Gary Vaynerchuk](#),

- **They are confident.**

*They'll offer opinions, give suggestions, and extend insight when perhaps other generations prefer to remain silent. They welcome any forum and/or opportunity to speak up. If you want discussions initiated – this generation will give you just that. Once the conversation is over, **they'll go home and tweet about it.** Which means, they'll come back tomorrow with twice the insight after having polled your audience (FOR FREE).*

- **Independent and Drama-Less**

They require little supervision, direction, and follow up. Once their headphones are in -you'll soon forget they are even there. This generation can type out petitions all day long, without little interruption.

- **Virtual Problem Solving**

As a result of being Tech Savy, you'll begin to experience virtual problem solving by email – skype – and/or youtube. Say good bye to one on one meetings and countless hours of project management updates.

- **Team Expectations Will Get Higher**

They welcome change. In fact, they'll most likely initiate it *before* you can even suggest it. They are high performers who require high-maintenance but **they'll make your team and your company better and more efficient.**

- **Going Green Just Got Easier**

You'll be hard pressed to find a Gen Y'er who doesn't recycle. If given the freedom, they'll turn your law firm into a going green icon. More so, they'll lead the charge in becoming [paperless](#) and as a result, will drastically decrease your overhead improving your bottom-line. They just need the go ahead. So what are *you* waiting for? – **Give it to them.**

- **People are Their 1st Priority**

This generation is more concerned with people than ever before! (Have you noticed the uprising of non-profits organization and local advocacy events??!?) They seek constant feedback with real-time results and it is because of *this* they are great with clients. They extend quality service with ease and then request immediate feedback. They are anxious to improve without waiting for a six-month review full of suggestions. Does that sound like the current DNA of *your* staff?

SO WHAT ARE THEY LOOKING FOR IN A JOB? – AND HOW CAN YOU BUY ONE?

Generation Y's want flexibility and they want to enjoy what they are 'choosing' to do. **They are more concerned with the vibe of an office and the 'coolness' of a staff than the benefits package and 401K option.** Show off the teamwork of your staff and the collaboration efforts between employees & top Exec's and you'll be sure to land a Gen Y'er with ease. Here's the

best part, Gen Y'ers don't expect the big bucks. Your firm will pay less for higher quality in work.