

TURN
THE PAGE
TO BEGIN

RATE YOUR FIRM

1. A = 1, B = 2, C = 3, D = 4
2. A = 1, B = 2, C = 3
3. A = 1, B = 2, C = 3
4. A = 1, B = 1, C = 1, D = 2, E = 3
5. A = 1, B = 2, C = 3
6. A = 1, B = 1, C = 1, D = 0, E = 2, F = 3
7. A = 1, B = 1, C = 2, D = 2, E = 3, F = 3
8. A = 1, B = 2, C = 2, D = 2

6 – 10 points

Why change what isn't broken? Because you are still living in the Stone Age and life is so much better now. We need to get you a computer instead of that early 20th century typewriter you are still working on.

10 – 18 points

You're on your way but you are still being overlooked by top talent in your field. While you have the basics down and have updated from the typewriter to the personal computer you are still missing out on great opportunities. The World Wide Web is calling you to chat, IM, Facebook, LinkedIn, blog, YouTube or Skype and get connected with the great talent that is out there!

18 + points

Congratulations. You have received Ingenuity Marketing Group's "Best Places to Work" award. You rock. Your firm is progressive and knows what young professionals want when looking for new career opportunities. We want to reward you by adding you to our website. Send us an email and we will add you to our Power Up! Blog (www.powerupblog.com) for professionals age 35 and younger as a great place to work.

NEXT STEPS

The 3 most important things to do when I get back to work:

- 1)
- 2)
- 3)

Millennial Map

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Don't forget to check out our free resources!

Power Up! Blog

Like most pubs, the Power Up! Blog (the PUB) is a great venue for opinions, debate and life-changing insight. We serve professionals 35 and younger who want great information on how to become dynamic and successful. Consider The PUB your "happy hour" online. Become a regular. And share this hot spot with other professionals.

Power Up! Mini Conference

Power Up! is a specialized networking event structured for professionals age 35 and younger in knowledge-base careers – legal, accounting, insurance, financial and other service professionals. Contact us to find out when our next event is scheduled and how to sign up.

START
HERE



Do recruits find your firm attractive?

1 TALENT

When trying to recruit smart new talent, what do you do?

- A. Place an ad in local papers.
- B. Career Fair: We send the least interesting people we have to represent us.
- C. Career Fair. We send our HR person, a firm partner and vibrant new staff members.
- D. We know technology rules. Update the website, make a firm Facebook page and add videos to YouTube.

2 ONLINE

You are in charge of the new firm website. What do you include?

- A. Website? The one we created in '98 still looks okay.
- B. Budget baby. Our careers page says something like, "We are always seeking talented professionals. Send your resume to our HR department..."
- C. Our website rocks with great bios, a careers page with testimonials from younger team members, service/specialties pages, links/resources and a new blog.

3 OFFICE SPACE

What will recruits see when they take a tour of your office space?

- A. Return to the 80's - since that is the last time we updated our space. The cubicles are functional and the space works. What is wrong with mauve anyway?
- B. Like new. Our firm's offices were recently remodeled. We even have updated computers and software programs.
- C. The environment is relaxed. Office spaces are personalized. Employees can listen to iPods and surf the internet. Work schedules are flexible. People seem friendly and happy to be at work.

4 BENEFITS

What benefits does your firm offer new staff as incentive to join your firm?

- A. Competitive salary, 401(k) plan and paid time off.
- B. Flexible work schedules and training.
- C. Team/firm events, bonuses for continuing education and mentors.
- D. Some of the above.
- E. All of the above.

5 ONLINE COMMUNITY

More resources are online today than ever before. The internet is much more than just search engines and email. What are your firm policies regarding social networking sites (LinkedIn, Facebook, MySpace, etc.)?

- A. Do not disturb. Social networking sites are a waste of time and disturb productivity. We have blocked access to these sites internally.
- B. We don't know what to think of online social networking sites. They seem like they are for disturbed 14-year-olds.
- C. The internet is great! Social networking sites can be great for marketing, business development and creating online communities. We offer key messages and firm templates to assist our professionals when using these sites.

6 BALANCE

What does your firm offer professionals looking for work / life balance?

- A. Telecommuting.
- B. Flexible hours.
- C. Part-time work.
- D. Sabbaticals.
- E. None of the above.
- F. Some of the above.
- G. All of the above.

7 PART OF A TEAM

Does your firm help young professionals feel like they are part of a team?

How do they know your firm cares about them?

- A. There must be a policy for that in the Employee Manual.
- B. We have a wide variety of social events ranging from partner-only lunches to a once per year holiday party.
- C. We have an open door policy with our partners to encourage younger professionals to build relationships with them and ask questions.
- D. We have a wide variety of social events ranging from sports teams, networking events, happy hours, family picnics and other events.
- E. Young professionals are each given a mentor. These mentors are there as a resource for them, a person they can rely on and a person who takes an interest in them personally.
- F. More than two of the above.

8 MOVING UP

What does your firm offer professionals who want to make partner but don't have the right leadership skills?

- A. A one-time training hour over lunch with a motivational speaker.
- B. Resources – Access to money, time, people/coaches, etc. to support them in reaching goals.
- C. Outside educational programs.
- D. An organized mentorship with a partner or senior team member.