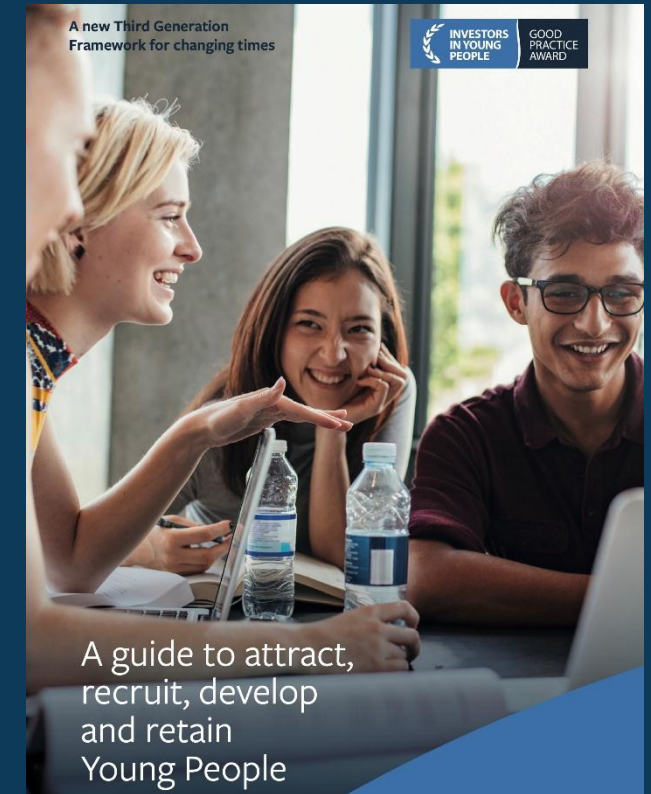


Future-Proofing Housing: Attracting and Developing Young Talent for Lasting Impact

A Keynote by Nicola Dillon,
We Invest in Young People, People & Wellbeing Practitioner
&
Robyn Collins,
Account Manager and Sales Executive

MAKE WORK BETTER 16th May 2025



INVESTORS
IN PEOPLE

Gen Z & Millennials now make up almost 66% of most workplaces. 70% by 2030 (Deloitte)

Both generations play a significant role in future-proofing our sector.



Work Place Digital Gadgets Future
Net Generation Underemployed
Technology Generation Y
Millennials Creative
Echo Boomers Confident Educated iGen
Impulsive 1980s Modern Savvy
Cultural Demanding Age
Demographic Innovative
Smart Devices Ambitious

Give young people a greater voice. They are the future and they are much wiser than we give them credit for.

Desmond Tutu

LIKESUCCESS.com

The need to continuously evolve attraction, development & retention strategies is critical, while deepening our understanding of each generation's unique needs & expectations to ensure long-term success.



Attracting & Recruiting Young People: The challenges

Best
Kept
Secret

Wide range of career
paths

**SOCIAL
IMPACT**



The Labor Force is Aging

PERCENT DISTRIBUTION OF THE LABOR FORCE BY AGE GROUP

GREAT
PLACE
TO
WORK®

CHANGING
LIVES



Education
Partnerships

Employability
Partnership



River Clyde Homes' Strategy to Attracting Young People



Use Storytelling and
Data to Attract
Purpose-Driven Candidates



Diverse audience
Stakeholder Engagement

Inspiration from the youth
forum

Power of Partnerships

Young People & Partners now
come to



CONTINUOUS
IMPROVEMENT



Continually Improving Attraction & Recruitment Practices

CV &
streamlined
online
application
process

Apprentices
involved in
interview
process for new
apprentices.

Education
Ambassadors
Mentoring &
Employability
support

Ongoing
feedback

Engaging
Career
Collateral



Self management		Social	
Focusing		Communicating	Curiosity
Adapting		Collaborating	Creativity
Initiative		Feeling	Sense making
Integrity		Leading	Critical thinking



Improved
Accessibility,
supports
Neurodivergent
candidates

21/05/2025



*When young people are empowered to lead and shape your attraction and recruitment strategy, they don't just join your association, they transform it. **RCH is proof: driven by YP, they've gone from a handful of applicants, to over 100 applying each year for apprenticeships.***



*a youth led approach, doesn't just build an early talent pipeline; it inspires a generation. **YP are better informed, more confident and genuinely excited about choosing Housing as a career.***

Developing Younger Colleagues



**CAREER MENTORING
PROGRAMME**

SFHA/CIH-
GEM



Secondments

**FUTURE
LEADERS
PROGRAMME**

Self management	Social intelligence	Innovation
Focussing	Communicating	Curiosity
Adapting	Collaborating	Creativity
Initiative	Feeling	Sense making
Integrity	Leading	Critical thinking

PURPOSE LED PROJECTS

Digital Inclusion

PROJECT
LEAD

**EQUALITY
DIVERSITY
& INCLUSION**

CHAMPION
PROJECTS

Job Rotation



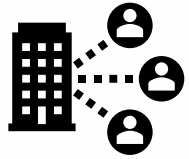
“
**FEEDBACK
IS THE
BREAKFAST
OF
CHAMPIONS**
”

Young Voices
Heard
Matters

**COMMUNITY
PROJECTS**

Wellbeing

Nicola & Robyn's Story; 2019-2025



EDUCATE

EMPOWER

ENRICH



Developing Younger Colleagues

when young people thrive, our sector survives



IMPACT

STORY

Josh's Journey: A rising star.

- **Winner the Recruit:** Inverclyde's version of TV show *the Apprentice*,
- Joined Cloch age 17, **IT Modern Apprentice**
- **Digital Innovator**
- Fast Tracked to **Cyber Security GA**
- **Digital Inclusion** lead
- Young Voice in **working groups**
- **Sector Advocate** and **sector support**
- Promotes **Housing as a career**
- **Partnership** Opportunities (Dalmuir Park & Barrhead)
- **Rising Star of the Year** Share 2025 Annual Conference
- Structured **career mentoring**
- **Long term vision: Auditor** for multiple Housing associations and sectors



Josh's journey is a blueprint for the future. When we invest in YP with trust, mentorship and meaningful opportunities, we unlock extraordinary potential and build future leaders.



The next generation is ready. Let's invite them in, develop and empower them; watch them lead, and future-proof our sector. When young people thrive, our sector survives.

Retaining Young People through culture & wider opportunities

SHARE YOUNG PROFESSIONALS NETWORK NETWORK



IYP best
practice sharing
events

Industry
EVENTS

VALUED



TRUSTED

**FEEL
HEARD**



The importance of
regular check-ins



Retaining Younger Colleagues

when young people thrive, our sector survives

Building Future Leaders through Graduate Projects

- **Digital Inclusion** University of Stirling
- More YP as **CIH** members
- **Mid-Market Rent Best Practice Guide**
- **SG Value for Money Toolkit**
- **Leadership Academy** Career Mentoring Programme



IMPACT

STORY

Liam's Leap from Trainee to Trusted Leader in 1 yr

- Started as **HR Trainee**.
- Seconded to co-lead **Fit for the Future Restructure** for final year Project
- Nominated for CIH **Apprentice of the Year**
- Progressed from Trainee to **People Advisor**
- Experience and meta skills gained from FFTF project led to being job matched into promoted role of **People Partner** in new structure.

Retaining Young People :Take away message

KHA shows us when we trust YP to lead change, we unlock potential to deliver lasting impact and shape the future of housing.





1. **Adopt a new approach to attracting and recruiting young people:** ask YP for their ideas.
2. **Try a fresh way to develop and retain young people:** consider sector-wide engagement
3. **Leave a lasting legacy for the sector:** Build a system or a culture that future generations can grow into.
4. **Strengthen your Investors in young people journey:** Whether you're just starting or ready to go further, we're here to help.
5. **Visit our exhibition stand:** Hear more stories, ask us questions, and share your reflections.

INVESTORS[®] IN PEOPLE

*We have one mission: to make
work **better.***

- *Helping > 50,000 organisations, our
impact reaches 11 million people
globally*
- *3 accreditation frameworks,
enabling more productive
workplaces*

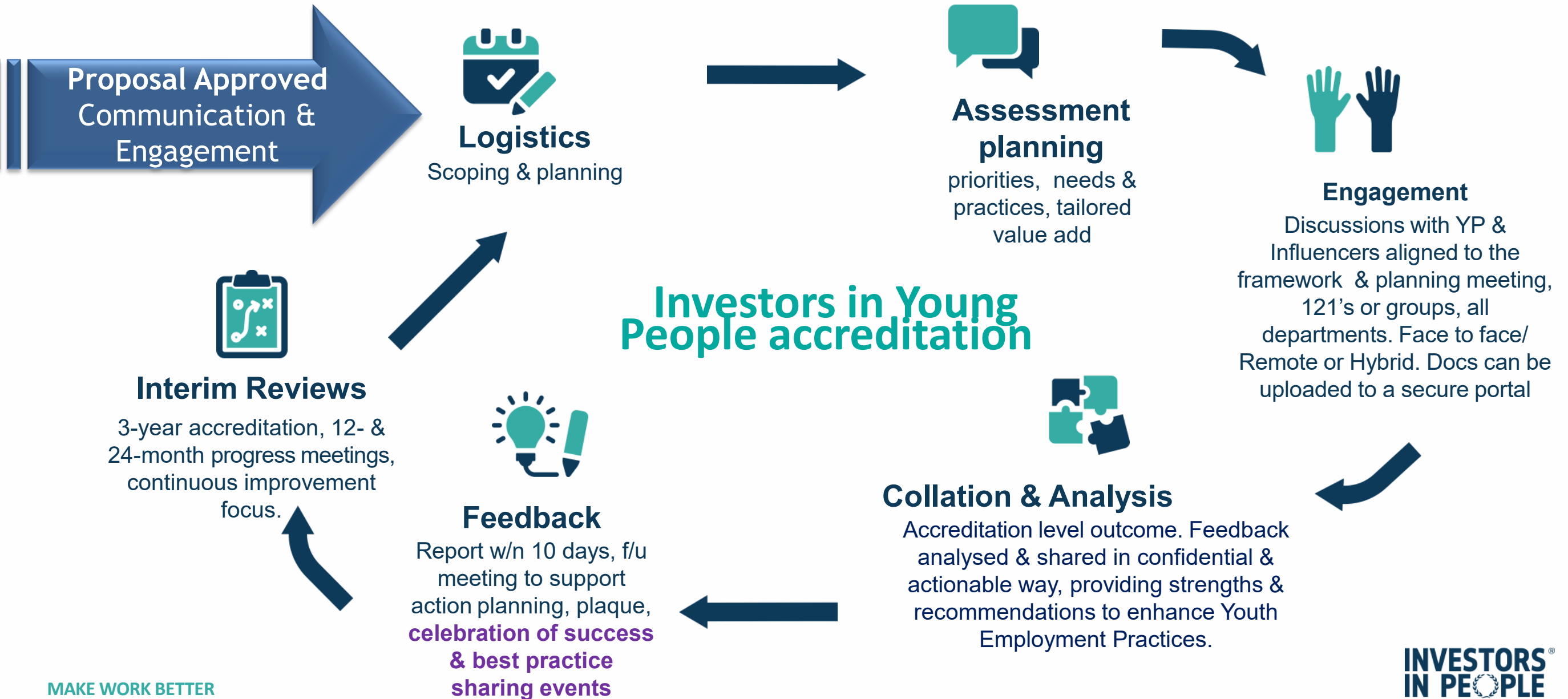


INVESTORS IN PEOPLE™
We invest in people Standard

INVESTORS IN PEOPLE®
We invest in wellbeing Silver



How can we support you?



Consultancy Support





We are **passionate** about young people and their **development**.

We can **work** with you to **evaluate** your current practices, **help** prioritise **future** development needs, and create meaningful **change** to build **resilience**.

A new Third Generation
Framework for changing times



A guide to attract,
recruit, develop
and retain
Young People

MAKE WORK BETTER

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