

Attract • Recruit • Retain • Engage

# The Gen Z ARRE

# Audit™

2021



[WWW.OVERTURECONSULTING.COM](http://WWW.OVERTURECONSULTING.COM)

# Assessment Objectives

Is your business prepared to Attract, Recruit, Retain, and Engage Generation Z? And what specific areas must you focus on to remain relevant? These are the questions the Gen Z ARRE Assessment™ will answer. We will analyze these four key areas of your business:

## Attract

How well do your brand, mission, and job postings attract Gen Z? How effective is your current career advertising strategy?

## Recruit

How well is your business positioned to hire the best and brightest Gen Z employees? How prepared is your business for the changes in the talent market and new gig economy?

## Retain

How well do your onboarding, training, managing, and coaching processes retain Gen Z? Are your career pathways prepared for Gen Z's expectations? Is your firm prepared to create talent rather than simply hire?

## Engage

How enthusiastic is Gen Z about remaining at your firm based on your mentoring and leadership? How prepared is your company to give Gen Z a voice?



The Gen Z ARRE Score™ is based on our book for leaders:  
***A Leaders Guide to Unlocking Gen Z: Insider Strategies to Empower Your Team***

# Our Process and Algorithm

We will analyze 29 distinct areas of your business and determine a score based on our proprietary algorithm. Then we will recommend 2 Critical Areas of Focus for your company. You'll receive a comprehensive written report. We also recommend an in-person session to discuss the results and help you build actionable next steps to address crucial areas of need.

**1****Online Analysis**

Our team will analyze your company's online presence, employer reviews, social media, and overall engagement.

*Effort Required from You:* None. Our team will handle this portion of the assessment.

**2****Mystery Shop**

We will "mystery shop" your recruiting experience from the candidate point of view, walk through the application process, and assess the responsiveness of the team.

*Effort Required from You:* We'll need your permission to submit "dummy" applications/resumes without informing the hiring team they are coming.

**3****Employee Conversations**

5 to 50 employees will be selected at random to provide input on key areas of the company and their own experience. Key leaders/managers and recruitment staff may also be asked to provide feedback on the leadership/mentorship and career pathways process.

*Effort Required from You:* We'll need a coordinator who can help us select and schedule calls and a basic list of staff names. Calls are approx 45 mins.

**4****Policy, Procedure, Training Material, and Compensation Review**

Our team will read documentation to assess the relevance to Gen Z. We'll also speak with key leaders responsible for these functions.

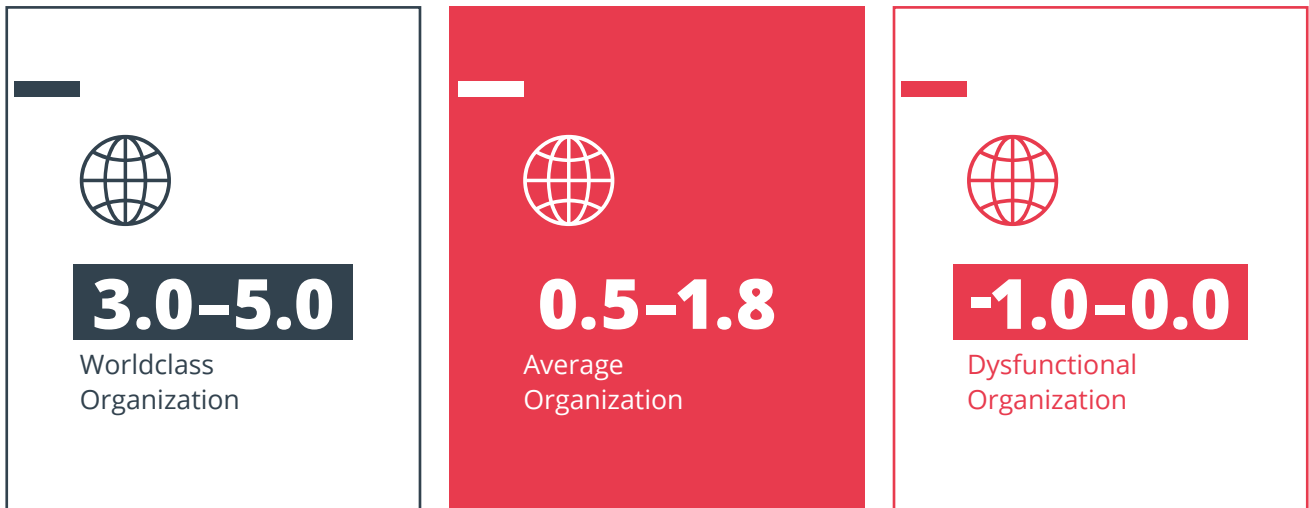
*Effort Required from You:* We'll need a coordinator with access to information plus phone time with key managers. Additionally, if there is proprietary information only the executive team is privy to, additional phone calls may be necessary.

**5****Mentorship, Culture, and Management Review**

We'll look at employee feedback from surveys, understand onboarding, and unpack how well your staff is using talent resources in the new economy.

*Effort Required from You:* Effort will vary, depending on the organization of your company. Once we begin, we'll determine if phone conversations or simply a review of documentation will be necessary to complete this step.

**The best news? Your effort and time commitment is minimal. We'll do the heavy lifting.**



## The ARRE Score

The ARRE Score represents a company's performance across the four key areas. Scores range from -1 to 5 with average organizations scoring between 0.5 and 1.8. Scores above 3.0 are truly exceptional.



## How Will Results Be Presented?

Results will be compiled into a comprehensive report which will be delivered to your team with findings and recommendations. The score will take approximately 4-6 weeks to generate.

Hannah will then visit your location to present the findings of the assessment in-person. She'll offer recommendations and via a full-day workshop, equip your leadership team with specific next steps to move the needle in the 2 Critical Areas of Focus. Plus, your team will get a chance to pound a Gen Z'r with questions relevant to your unique business challenges.

## Pricing

We are committed to providing you with a honest, personalized assessment. Our pricing reflects the time our team will devote to understanding your business and building custom suggestions.

### Audit + Executive Workshop



\$10,500 US



\$14,500 US



\$22,500 US

*If your organization (or division) has more than 1,000 employees, contact us for custom pricing*

*\*Travel expenses billed separately*

### Live Presentation of Results and Executive Workshop

- Training for up to 25 executives (workshop will be most insightful if it's small and focused)
- 4-hours of live presentation of results + insights on Gen Z, as well as Q&A time with Hannah
- Deep dive into two critical areas of focus, as determined by the Gen Z Workplace Score™
- Follow-up coaching call 90 days later
- Copy of Hannah's recent book for all participants: ***A Leaders Guide to Unlocking Gen Z: Insider Tips to Empower Your Team***

Outcomes: All leaders in the session will not only understand Gen Z more deeply, they will also leave with specific next steps to implement within the two critical areas of focus. During the follow-up accountability call, we'll touch base on progress made and any challenges that have arisen.



## About Hannah Grady Williams, Founder

Hannah was only 12 years old when her dad took her to work at his start-up one day each week. Usually, they would visit properties, collect rent, and file paperwork, but one afternoon was different. "Hey Hannah, the phone is ringing. There's a guy on the other line with a house for sale and you're going to close the deal." Hannah took the phone and fumbled through the call, but sure enough, within weeks, they owned the property.

Before long, Hannah was devouring business books. The oldest daughter of seven children, she enrolled in college at age 14 and graduated with a degree in international business by 18.

Since then, Hannah has consulted Fortune-500 companies and boutique luxury brands, such as Chick-fil-A franchises, 9Round, and Oakland Spine & Physical Therapy and has had the pleasure of working with some of the best and brightest leaders across the globe.

Today at 23 years old, Hannah is on a mission to help companies connect with her generation, and her book, ***A Leader's Guide to Unlocking Gen Z***, will be published in the Summer of 2021. In a time when the world is increasingly divided, Hannah has made it her goal to foster #RadicalEmpathy in the workplace - helping people in every generation gain a voice.

*"Thank you, Hannah, for opening my eyes to Gen Z. As a leader, with so many generations to manage, this information is critical in how to understand the team and motivate them."*

**~Suzanne Premo, Director of Sales, Magaritaville Lake Resort, TX**



Listen to Hannah's podcast features on *The Business Mastermind Podcast*, *Hire A Future*, and the *Expert Authority Effect*, among many others by visiting her [LinkedIn page](#).



+1 828-407-3995

[www.OvertureConsulting.com](http://www.OvertureConsulting.com)

[hannah@hannahgwilliams.com](mailto:hannah@hannahgwilliams.com)

329 Haywood Rd Suite 3  
Asheville NC 28806



consulting  
**OVRTURE**