

# How the 'Afrillennial' wants to be recruited

*Student Village CEO Ronen Aires, talks about how trends such as the rise of the African Millennial, the 'Afrillennial', will fundamentally change the workplace.*



Ronen Aires



@guasor via [123RF](#)

## **Q: What is the biggest trend that will change organisations by 2020?**

**A:** It's becoming more about the flexible workforce where more people will work flexi time and the use of conveniently advanced technology will allow it. Large corporations could potentially need less office space as a result. Another consideration is the advancement of software where professions could potentially be replaced. Examples include law, auditing and engineering. This will of course disrupt industries and affect the white collar workforce.

## **Q: How have you had to change your processes to keep pace with change?**

**A:** It's important to hire for attitude. Do thorough reference checks and avoid losing scarce skills by doing what it takes to promote retention. Skype interviews and a general increase in the speed of appointments can be observed, not only for convenience, but to secure talent fast in a scarce skill pool.

## **Q: The top attributes that employers are demanding today?**

**A:** Emotional Intelligence (EQ), accountability, being a self-starter, versatility, resilience and positivity.

**Q: Please highlight additional noteworthy trends in South Africa.**

**A:** New technologies, changes in the economy, demographic shifts and other disruptive elements are all combining to change the world around us. Foremost however, businesses are desperate to understand the 'Afrillennial' (African Millennial) workforce because it's not an option anymore, it's essential for their success.

This generation will soon make up the majority of the South African workforce, so we need to learn from them, teach them and accommodate them in order to ensure success and bridge the gap that exists.

Afrillennials will play a major role in shaping the future of work. Taking both a quantitative and qualitative approach, the Afrillennials study conducted by Student Village with its research partner Amoeba Insights, revealed some interesting insights:

- Afrillennials describe themselves as self-loyal, confident, positive, opinionated and expressive individuals.
- They are more educated and qualified than previous generations.
- They are looking for more in life than just a job they want to find a job that is an extension of who they are.
- They are the first generation digital natives and technology saves them time while improving their efficiency.
- They strive for flexibility and see the concept of working a '9 to 5' job as a thing of the past.

Even though the country faces clear challenges, this generation will influence the way things are done and will shape the work environment, ethics and practices for years to come.

**Q: How do Afrillennials judge work opportunities?**

**A:** By a good reputation; a 'millennial' work environment; rapid career growth and development; feedback and recognition; and international exposure and experience.

**Q: What are some of the most desired companies Afrillennials want to work for?**

**A:** These include: PWC; Google; Unilever; Standard Bank; and Investec.

*\*The Afrillennials study conducted by Student Village and research partner Amoeba Insights incorporated 10 two hour student focus groups in three main metro regions of South Africa. The research continued with seven one hour long in-depth interviews with prospective employers and industry specialists, as well as a further sample of 1275 students completing a nationwide online survey that tapped into key findings from the qualitative interviews.*

*Ronen Aires was interviewed by Louise Marsland.*

## ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).

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