

- Q 1 - Mindset of Younger Gen?

- Don't see benefit in advocacy
- Difficult to find / see a starting point / opportunity
- Assumption of their ability to adapt
- Don't see themselves in industry always - not a long-term career → need short-term benefits vs. long-term.
- Burden of ownership - financial responsibility
- Focus of organisation vs young pharmacists not yet owners; eg penalty rates.
- Our young members are 'older' = 30s+

- Q2 - Opportunities

- Convincing value of their involvement + opinion — shape industry
- Ad hoc volunteering with organisation + interaction with members (eg surveys)
- Training reflective of learning level / uni year
- Free events/educations
- Demonstrating value of advocacy + how decisions are made and influenced — political mtgs.
- Career paths and opportunities available
- As org, different way to approach younger generation / communication
- Review + refresh purpose of organisation / relevancy vs. market + future
 - relevance of policies + positions

Diversity of thought + experience

STEP 1

"WHAT ARE YOU GOING TO DO FOR ME"

- FINANCIAL — BARRIERS + INCENTIVES
- INFO HAS TO COME 'TO' THE PERSON RATHER THAN THEM GOING TO LOOK FOR IT;
USE APPROPRIATE MEDIA CHANNELS
- DON'T KNOW WHAT YOU DON'T KNOW → DON'T KNOW WHO, WHERE TO ASK FOR GUIDANCE ETC
IN SOME CASES
- UNDERSTANDING THE ROLE OF AN ASSOCIATION → EXPLAINING/ENGAGING W/ YOUNG PEOPLE
TO SEE WHAT THEIR NEEDS ARE
- PURPOSE OF BEING PART OF AN ASSOCIATION IE. ^{CAREER} PROGRESSION; BUILD ON PROFESSIONAL
DEVELOPMENT AS PART OF CONTRIBUTING TO THEIR ASSOC.

STEP 2:3: OPPORTUNITIES

- OPPORTUNITIES FOR ENGAGEMENT
- OPPORTUNITIES TO DIVERSIFY BUSINESS OFFERINGS + OFFER NEW PRODUCTS
- CHANGING MINDSETS OF 'OLDER GENERATIONS' → YOUNG PPL NOT 'LAZY', JUST DO
THINGS DIFFERENTLY
- SOCIAL MEDIA / ACCESS TO KNOWLEDGE IS A GAME CHANGER
- LEARNING ENVIRONMENTS HAVE CHANGED
- OPPORTUNITY FOR 'FRESH EYES' + NEW IDEAS
- BRANDING → INCREASES AWARENESS OF SERVICES
- CONSIDER APP DEVELOPMENT AS AN ENGAGEMENT TOOL

Q1: Mindset of Young Gen?
Why should I join?

What do I get?

How quick a response

- application process
- on the weekend
- click a button
- instant info back
- ease
- efficiency

Is it free?

- cost?
- who pays? Me or my employer

Do I have to?

- Is there a need to?

Who else is in it?

What's the point? Will I make a difference?
Is it just a committee? Outcomes?

OPPORTUNITIES PRESENTED

- Easier to 'mould'
- New ideas
- Better ways of doing things
- Look through a 'fresh lens'.
- New events
 - social
 - pub / breakfast

— event at a site
ie site-visit.

MINDSET

- Why bother -
they won't
listen anyway

- Intimidated by
the leaders

- Not sure that
this is my
career.

- "I know everything
anyway".

- I have a life -
why do I want to
'study' at night.

①

Is it fun?

Are there drinks/food?

Who will I meet?

How long will it take?

Is it ongoing? One off

Mentoring / connections / establishing career

Going into unis

Follow up / strategy after initial engagement
- continuity

Scheduling communication in feed

Understanding career trajectories → target communication

- Key dates in uni/graduation cycle.

- where to?

- info on CPD

- ment only

- registration/
training

Q1
(without generalizing....)

- they don't know what they want
- short attention span: get bored easily, impatient
- Fearful, insecure
- Cause-driven: socially aware
- Demand recognition: ego-driven, unrealistic expectations, assumption
- Overlook consequences of digital footprint

Q2: Create visible pathways of career progression

- Attend university events to speak to young members directly.
- Transition to practice programs
- Develop relationship with student bodies
 - ↳ sponsorship, events
- Mentoring initiatives
- Online (FB) support groups/forums

- What's in it for me?
- Value for money - what do I get???
- Career mobility - why be locked in?
- Brand awareness.
- Don't differentiate between personal & professional when it comes to social media.

- Social events
- Career pathway assistance.
- Leadership dev opportunities
- Get to them early! Younger.

Opportunities

- Be brief / targeted comm S
- language used / snapshots
- different platforms / same info
- engage them at their level
- provide a trusted safe space / mentoring
- provide open opportunities to meet industry / assoc /

Committee members

- making connections with people with experience
- connecting businesses with students / grads
- Reach out to grads who might feel lost

SEEKING
INNOVATION
IN
TECHNOLOGY

SEEK
PRACTICAL
OR
HANDS-ON
EXPERIENCE

DISINTERESTED
IN
ATTENDING
MEETINGS

GET
BURNT
EARLY OUT
& DROP OUT

ENTITLED TO ASPIRATIONS
VS
EARNING / REALITY

SUPPORT SERVICES
NEEDED

OPPORTUNITIES
TO
UPSKILL/
TRAINING

TAKE APPLICATIONS
FOR SPONSORED
YOUTH-RUN
PROGRAMS

→ PROVIDES
BRANDING,
WEB CONTENT,
FURTHER
REACH

- DIGITAL -
ENGAGE WITH
YOUNG MEMBERS
THROUGH
SOCIAL MEDIA
+ WEBINARS

OFFER
MENTORSHIPS,
OBSERVATION
OPPORTUNITIES
INC. BILLETED
PLACEMENTS FOR
REGIONAL
MEMBERS.

Younger generation mindset

- More opp/choices for involvement
- Don't understand ~~ing~~ learning from experience is valuable.
- Career support / feeling lost.
- Oversupply of grads.
- Not realising value of free membership.
- Seek connections / feed back / encouragement