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REPORT, VISIT

[www.marsdd.com/
impacteconomy](http://www.marsdd.com/impacteconomy)

If you're looking for
MEANINGFUL WORK

the guide will help answer questions such as:

- What exactly is the impact sector?
- How do I discover my career options and find a job?
- How can I stand out from the competition?

If you're looking for
TOP TALENT

the guide will help answer questions such as:

- What factors influence top talent's career choices and how will these affect your organization?
- What does top talent value in a job?
- What can I do to more effectively attract, engage and retain Millennials?

EXECUTIVE SUMMARY:

The Impact Economy:

THE INSIDER'S GUIDE TO FINDING MEANINGFUL WORK AND ATTRACTING TOP TALENT

There is a growing interest in having careers that allow you to do good and make money. While interest is on the rise, there remains a disconnect between people's desire to have an impact and their actions to pursue an impact career. Understanding what it would take to encourage more top talent to commit themselves to impact careers is taking on greater importance and urgency as we need the best and brightest working to solve the world's toughest problems. MaRS and Bmeaningful explored the barriers that make it difficult for talented people to identify employment opportunities, and for organizations to recruit, engage and retain top talent. The insights and information provided in the guide draw from sector research and the experience and advice of impact professionals.

Highlights from the Insider's Guide

LOOKING FOR MEANINGFUL WORK?

An impact job is any role that strives to fulfill an explicit social or environmental purpose.

KEY STEPS IN FINDING AN IMPACT JOB



TIPS FOR GETTING JOBS THAT ALLOW YOU TO USE YOUR SKILLS FOR GOOD

1. Start with yourself

- Before beginning your job hunt, you have to clearly identify your values and interests and how those will align with your impact career. For example, are you interested in sustainability and in working with a focus on environmental issues, or would you like to work in poverty relief, with a focus on helping improve an aspect of society that is overlooked or de-emphasized?

2. Get to know the impact economy landscape

- Having a meaningful job can mean working at a charity, but there are other opportunities as well. Learn about the different career opportunities available in the impact sector.

3. Get talking

- Start talking to the people who are doing the jobs you want or working for the companies you want to work for.

4. Practice what you preach

- If you want to have a job with impact, you have to prove it! What are you currently doing that indicates your commitment? Do you have a blog or are you an active volunteer?

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LOOKING FOR TOP TALENT?

These are individuals who have the skills, capabilities and passion to affect positive social change.

KEY EXTERNAL FACTORS THAT ARE ALTERING THE RECRUITMENT LANDSCAPE WITHIN THE SECTOR



Demographic
changes



Job hopping



Talent gap



Compensation
constraints

INTERNAL DRIVERS* THAT AFFECT CAREER DECISIONS

- Contribution • Perception • Compensation
- Workplace culture • Career growth • Information

RECOMMENDATIONS* ON ATTRACTING, ENGAGING AND RETAINING TOP TALENT

1. Rethink your recruitment strategy and start early

- Prioritize top talent acquisition and be present (where possible) during campus recruitment season just like other sectors. Start competing for top talent early.

2. Show the big picture when hiring

- Most job descriptions are position-centric but companies are missing an opportunity to showcase their social impact, their unique work culture and career development opportunities – key factors that influence top talent and will help prime future employees to know what it's really like to work there.

3. Create a retention strategy

- Attracting top talent is just the beginning. It's critical to focus on strategies to retain and engage top talent.

** The drivers and recommendations are in large part drawn from research conducted by the Aspen Institute Careers Initiative paper "Winning the Talent War, for Good: A Call to Engage, Retain, and Build the Market for Top Talent in Impact Careers."*

Looking for

MEANINGFUL WORK? Get insider tips on:

- How to self-assess your skills, competencies and purpose
- Where to find impact jobs
- How to switch into a career in social impact

Looking for

TOP TALENT? Get insider tips on:

- Government programs that provide hiring subsidies
- Recruitment strategies that appeal to Millennials
- Employee engagement strategies



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