



Attracting New Talent to Print

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Goals

Statement of the problem

Review the generations

Millennials - who are they

Recruiting

Retaining or why they leave

Millennials as leaders

Options for Success

Generation Z



Perception Problems

by the numbers

33% of Americans would not encourage their children to pursue a manufacturing career.

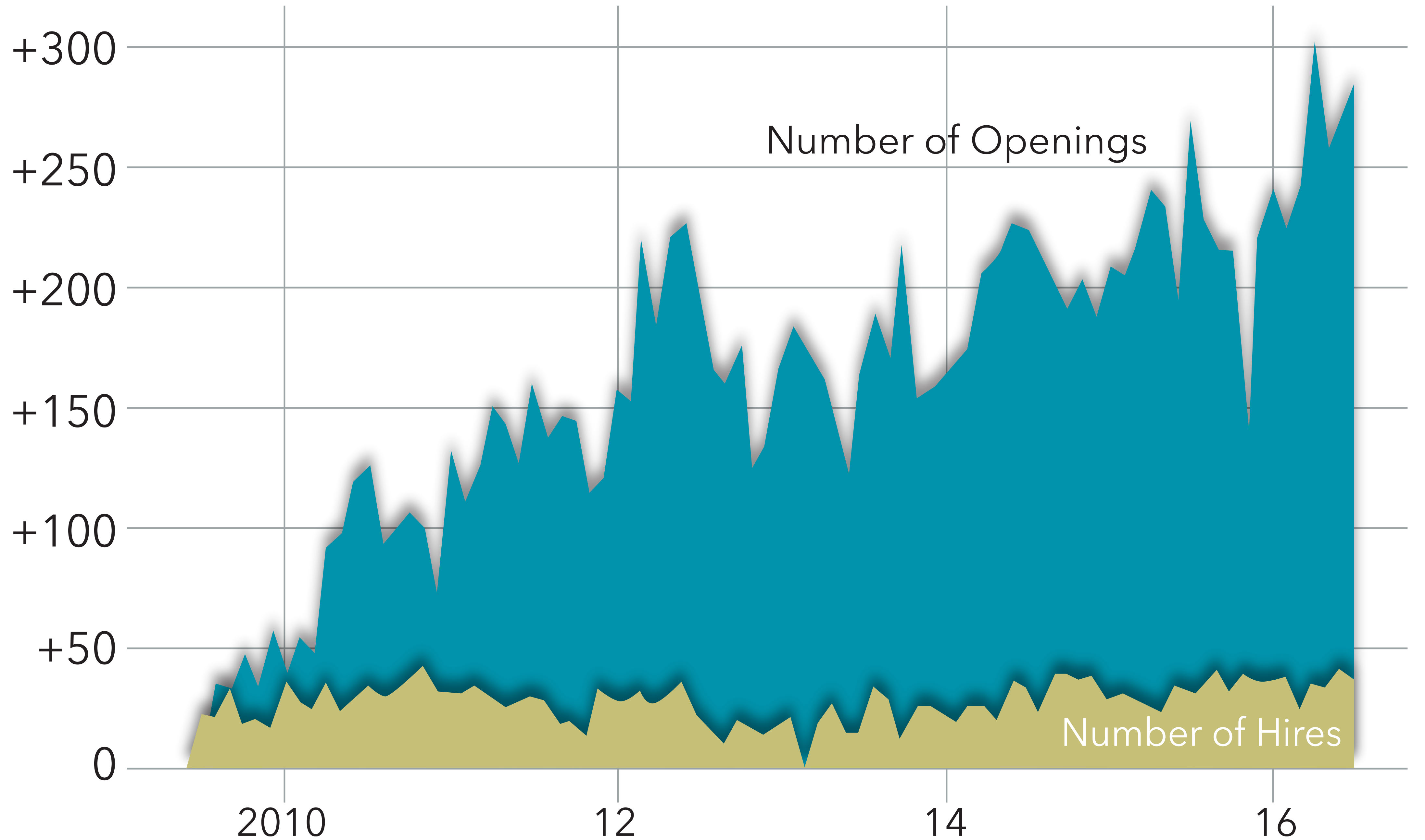
64% believe manufacturing does not pay enough.

79% believe it doesn't offer a strong career path.

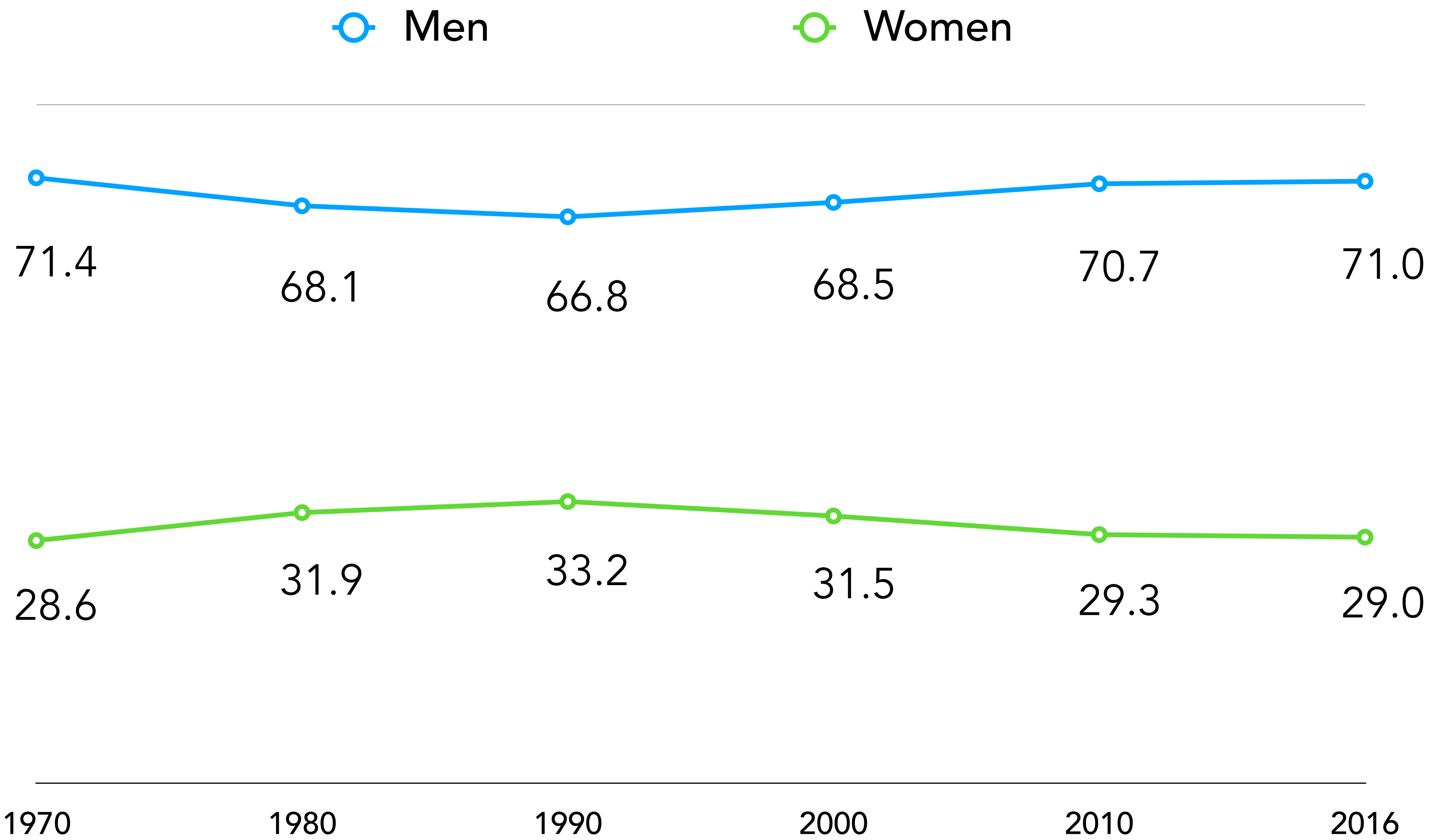
77% worry about security and stability.



Labor Statistics



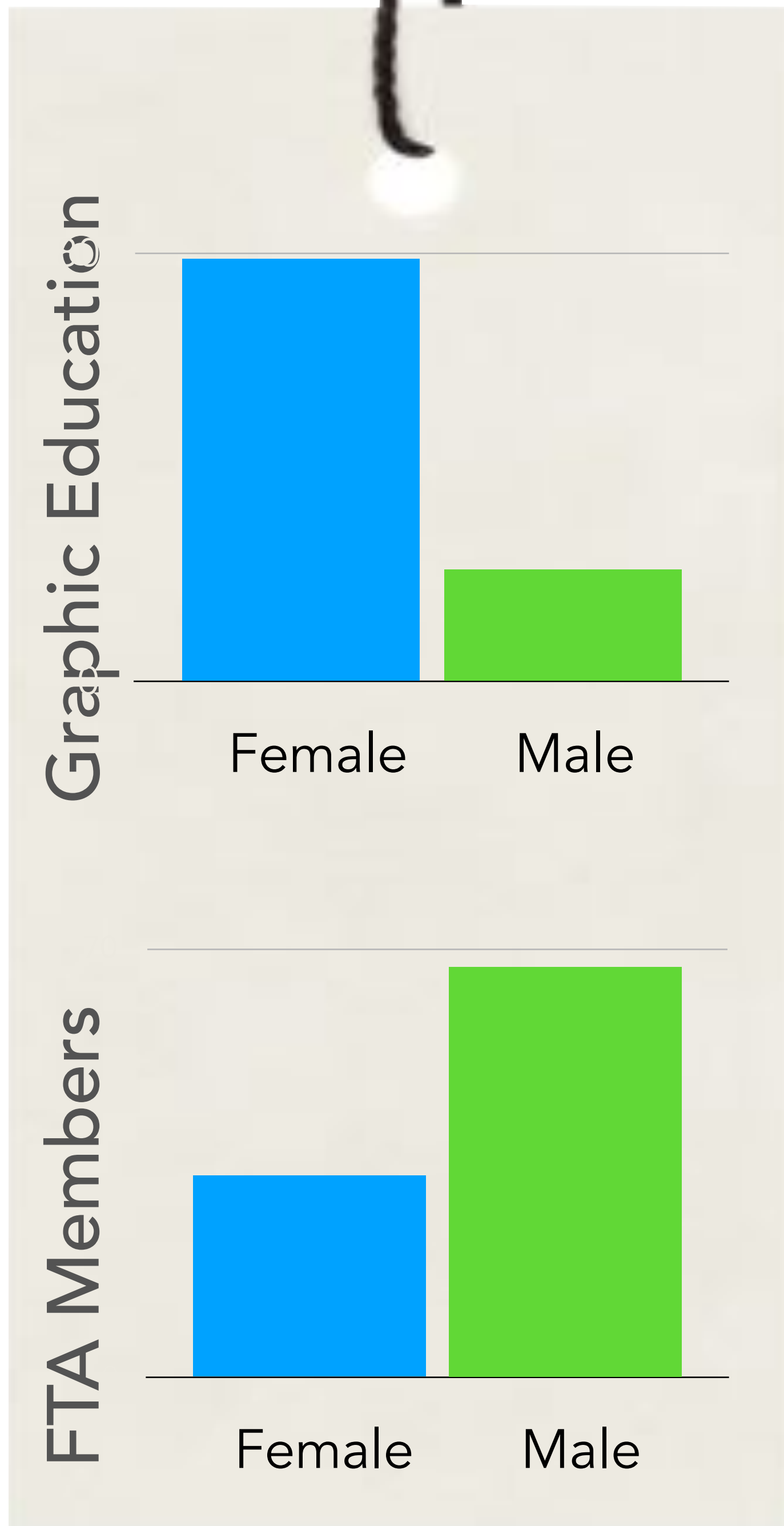
Source: Bureau of Labor Statistics



Manufacturing Industry Workers by Sex: 1970-2016

Source: U.S. Census Bureau, 1970, 1980, 1990, and 2000 and Decennial Censuses: 2010 and 2016 American Community Surveys.

Gender



Recruitment Problems

Print is dead

Dirty, low tech, ...

Boring

Parental Influence

Cool Factor

Recruiting Process

Dull “Warehouse”

No one like me

“Old” Company



Just a few...



Traditionalist
before 1945



Baby Boomers
1946-1964



Generation X
1965-1980



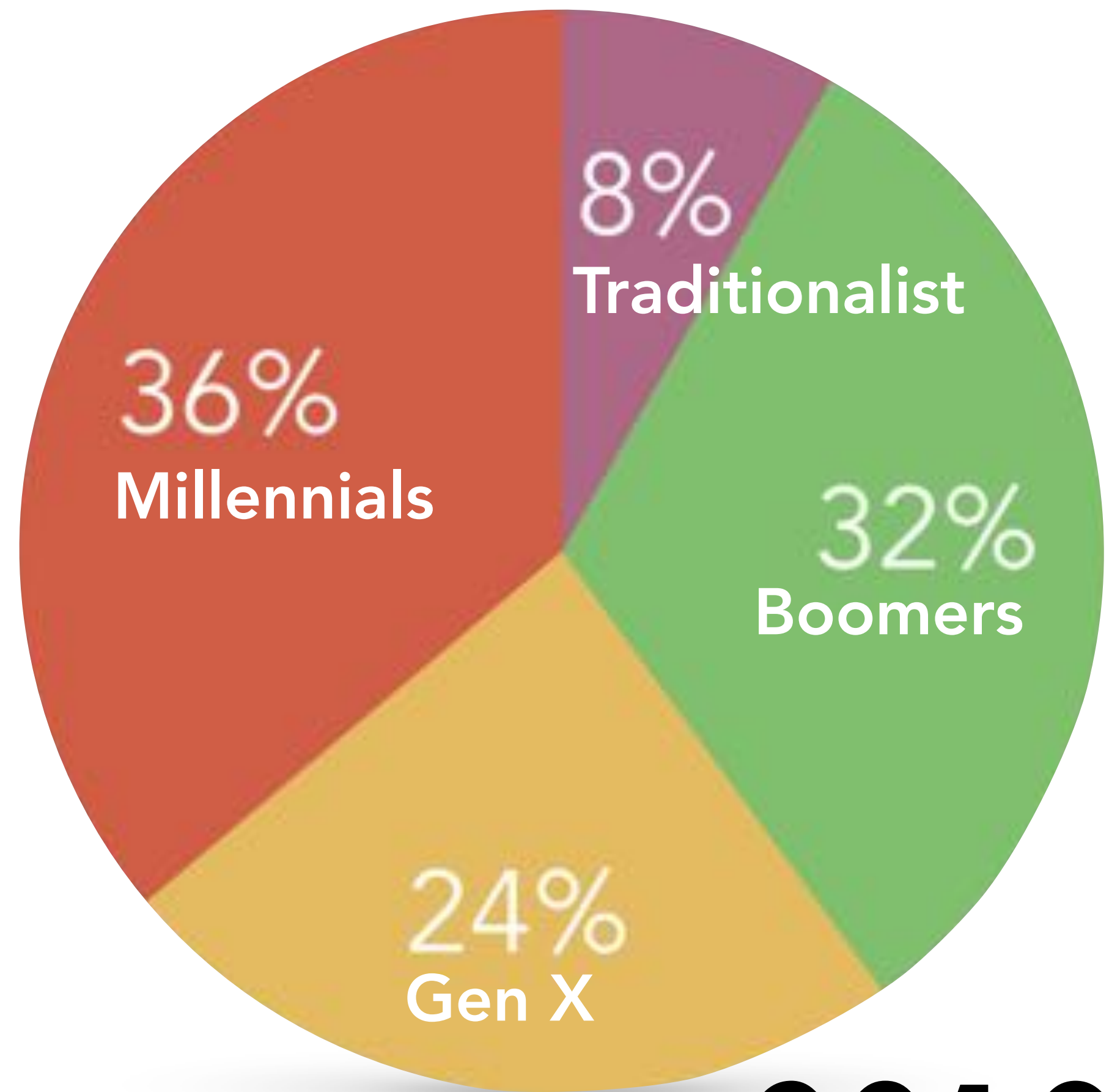
Millennials
1981-1995

Generations

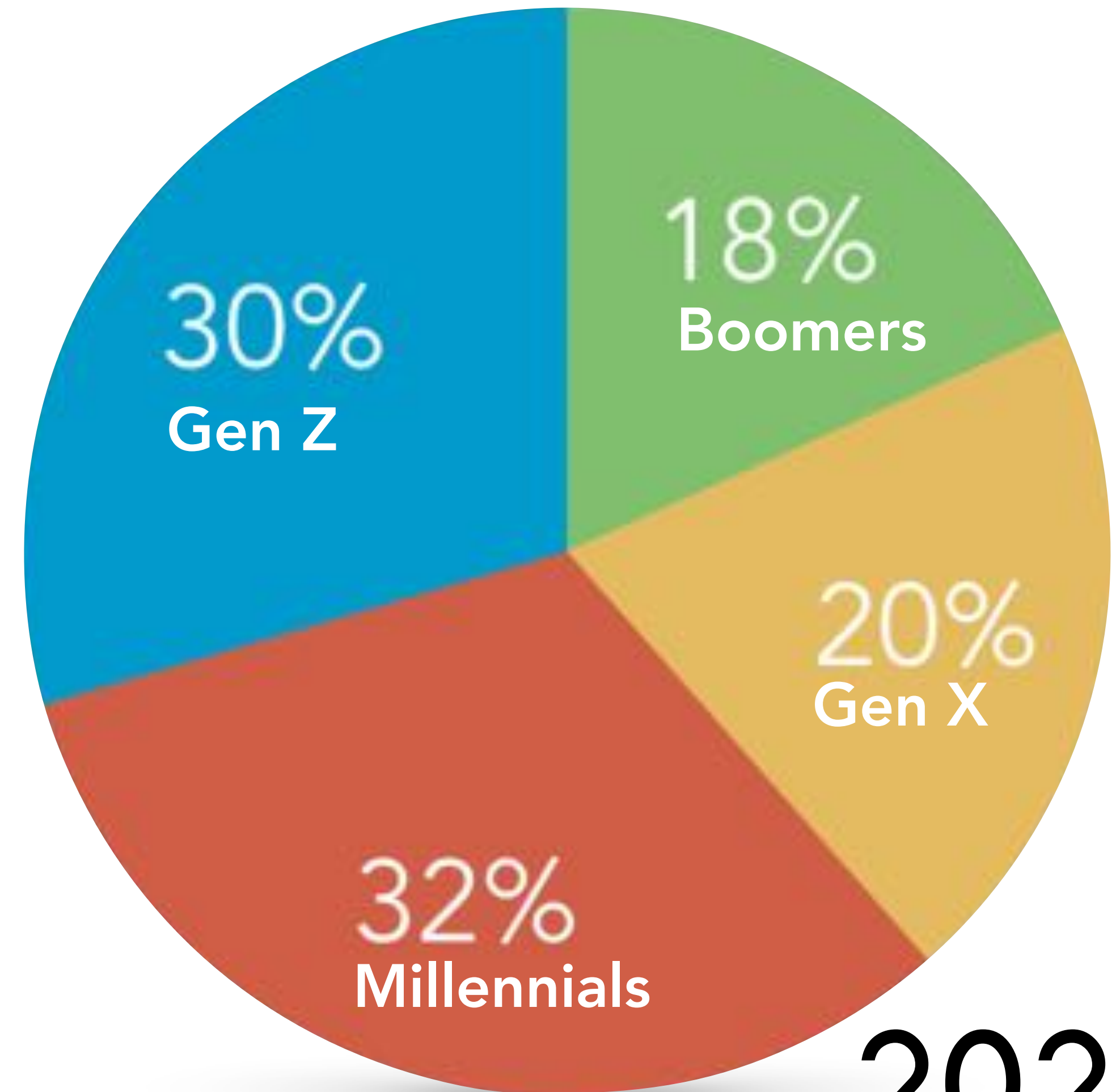


Soon to be Five Generations

Another way of looking at it...



2018



2028



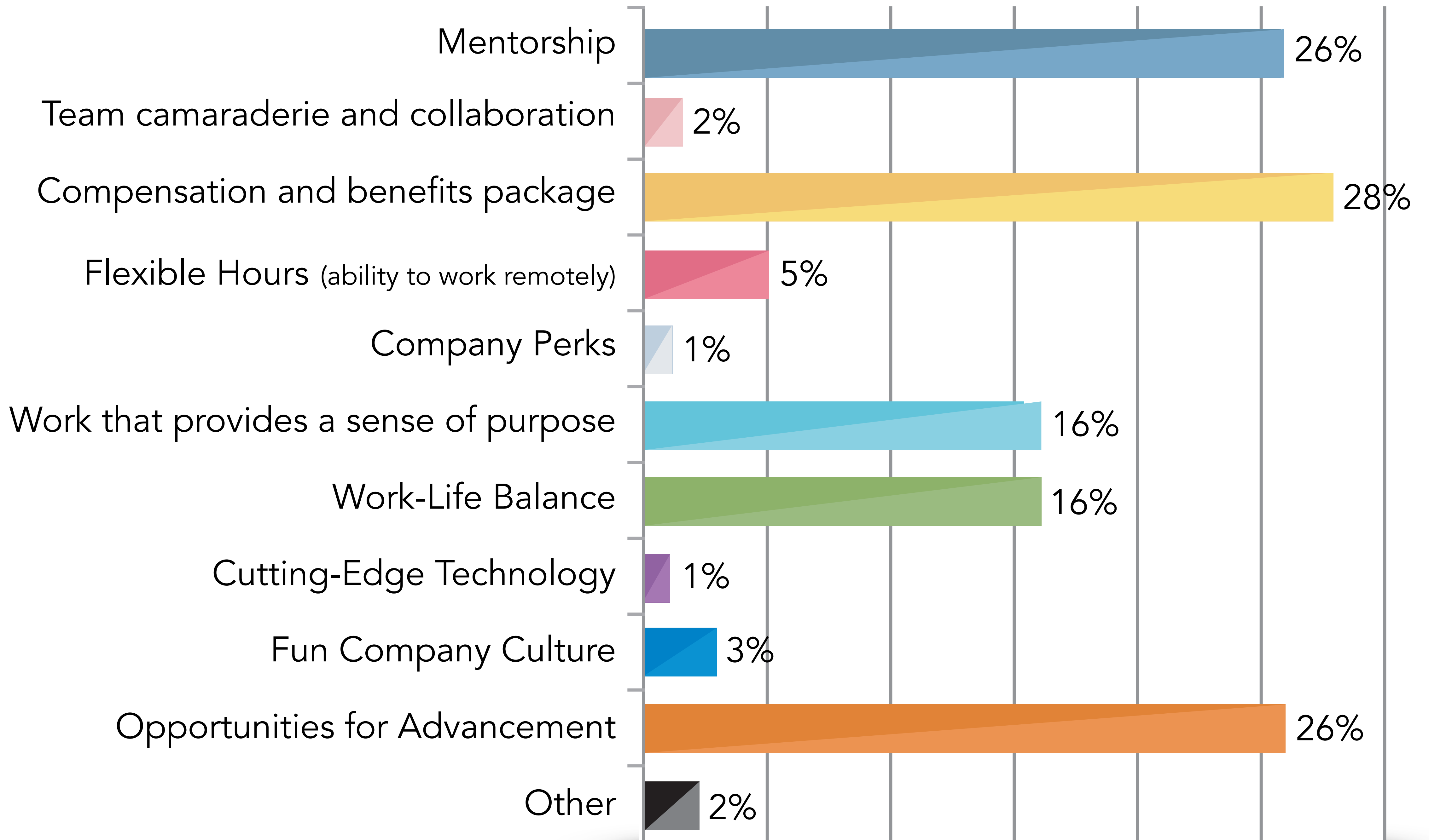
Millennials & Gen Z Characteristics, Recruitment & Retention

Millennials - Seven Characteristics



Special • Sheltered • Confident • Team-Oriented • Conventional • Pressured • Achieving

What Millennials say

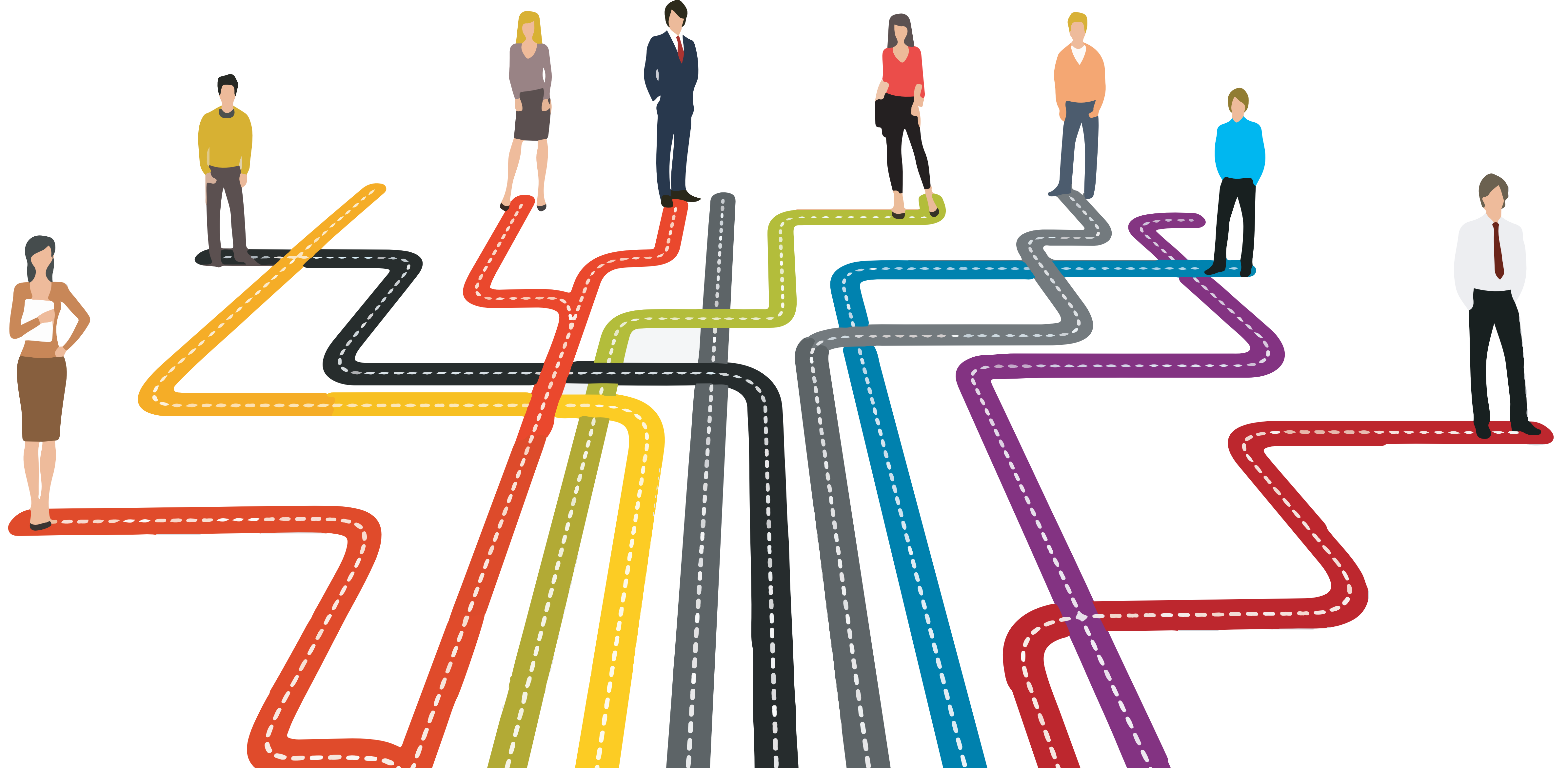


Recruiting & Hiring

Soul of a business lies in its people, not in the bricks and mortar of the building

Replacement cost is between 50%-200% of a worker's annual salary





While in a Job

Management Engagement
Career Pathing





Leaders - Millennials

Retention - why they quit





Generation Z what do we know about them?

Characteristics

TRUE digital native

Images

Realists

Work hard for success

Flexible Stability


Giving Back



Good News!
They appear
to be a group
that wants to
work hard and
learn




Image via Adweek

A man with glasses and a beard is holding a green sticky note. The sticky note contains a list of five items. The man is smiling slightly and looking towards the camera. The background is plain white.

Build a Strong Employer Brand
Experiment with Social Media Channels
Compete on Pay and Benefits
Onboard Employees Thoroughly
Streamline the Process

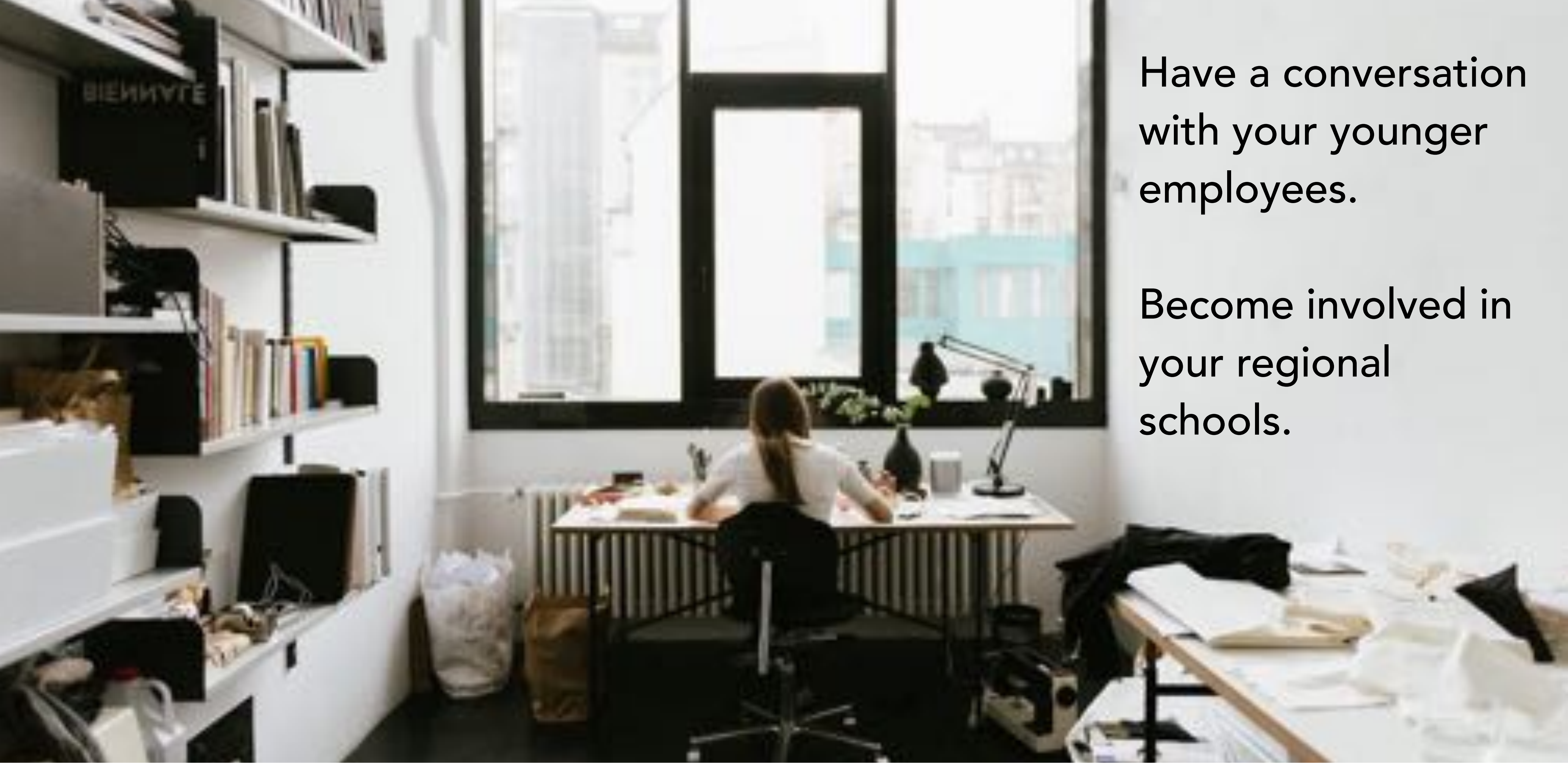
Your Brand



It's a worker's market and will continue to be one.

It's time to humanize an industry that has long been equipment centric.

If you only remember two things from my presentation, they should be...



Have a conversation with your younger employees.

Become involved in your regional schools.

When you get back to your office, the two things you should do are...