

#PINP18



COMMUNICATE COMMIT DELIVER

2018



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INTRODUCTION

- It is all about the labor
- Long term approach vs. daily realities
- We all draw from the same labor pool
- There is a shortage of good talented workers in all aspects of our business
- We are competing with other trades, GC'S, CM'S and industries for the same talent

KEEP IT SIMPLE

- Raise standards: Upgrade your talent pool
- Understand the importance of recruiting
- We have to consistently recruit
- It is difficult to be productive if you have a inconsistent workforce
- Identify winners-find which workers will, won't or can't perform
- We have to market to get employees as well as customers

LEADERSHIP AND OUTSIDE INFLUENCES

- People are no longer meek
- Demographics drive everything

SILENT GENERATION

1927-1945

9.21%

72-90

BOOMERS

1946- 1964

23.40%

53-71

GEN X-Y

1965-1980

20.79%

37-52

MILLENNIAL

1981-2000

27.48%

17-36

GEN Z

2001-2017

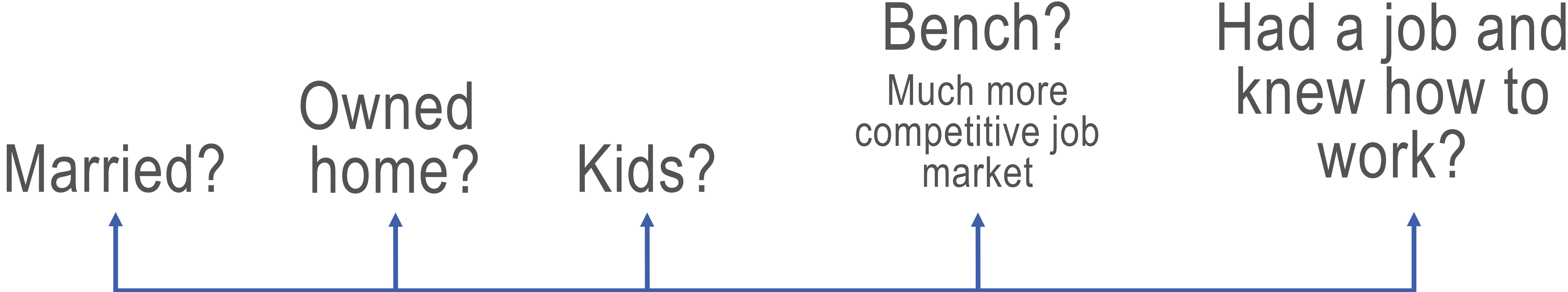
18.01%

1-16

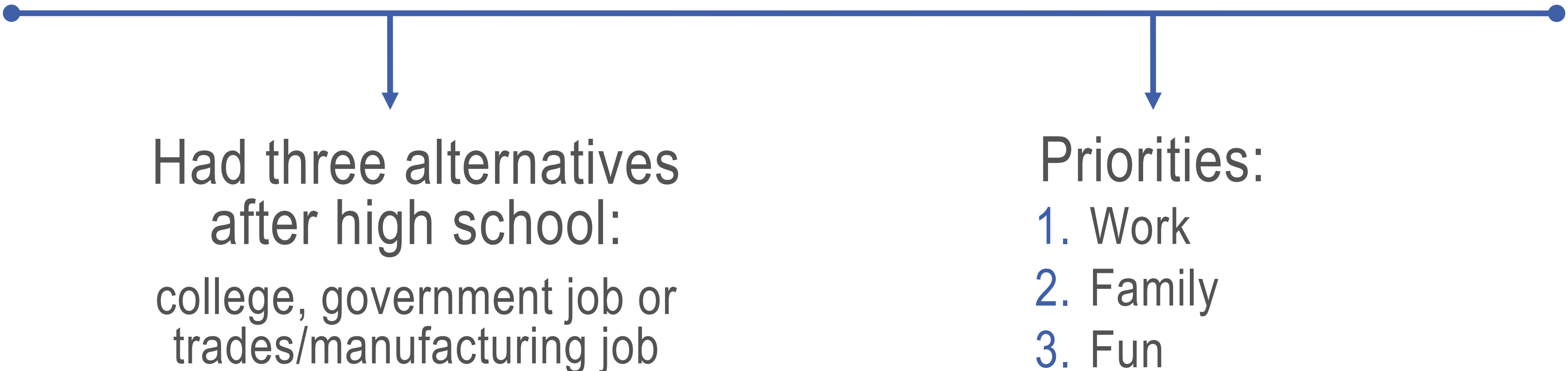
ARE WORKERS DIFFERENT TODAY

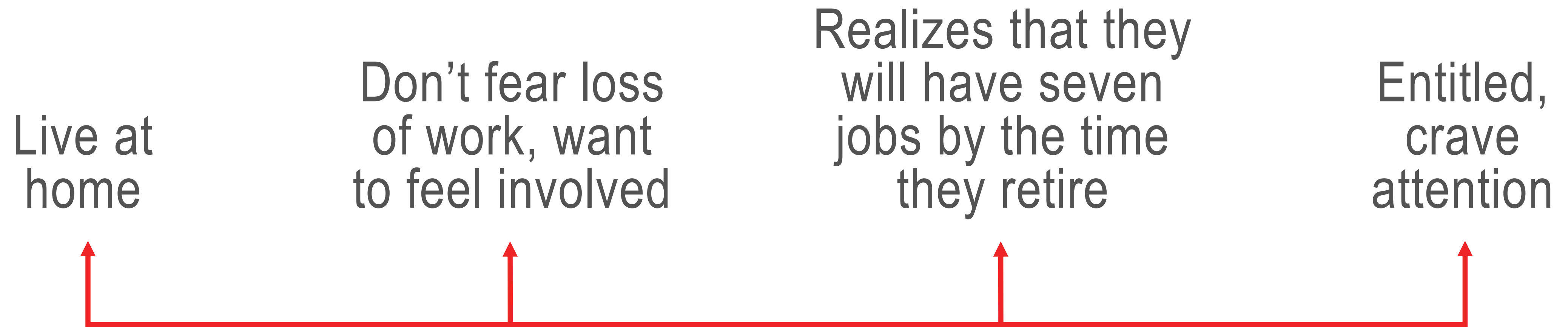
How does a 25 year old worker in 1993 compare with a 25 year old worker today?





THE WORKER IN 1990





THE WORKER TODAY - 2018


Tech savvy, very green, prefer technical communication

A horizontal red line with three downward-pointing arrows connects the text below to the central title.

Want responsibility fast

Priorities:

1. Fun
2. Family
3. Work

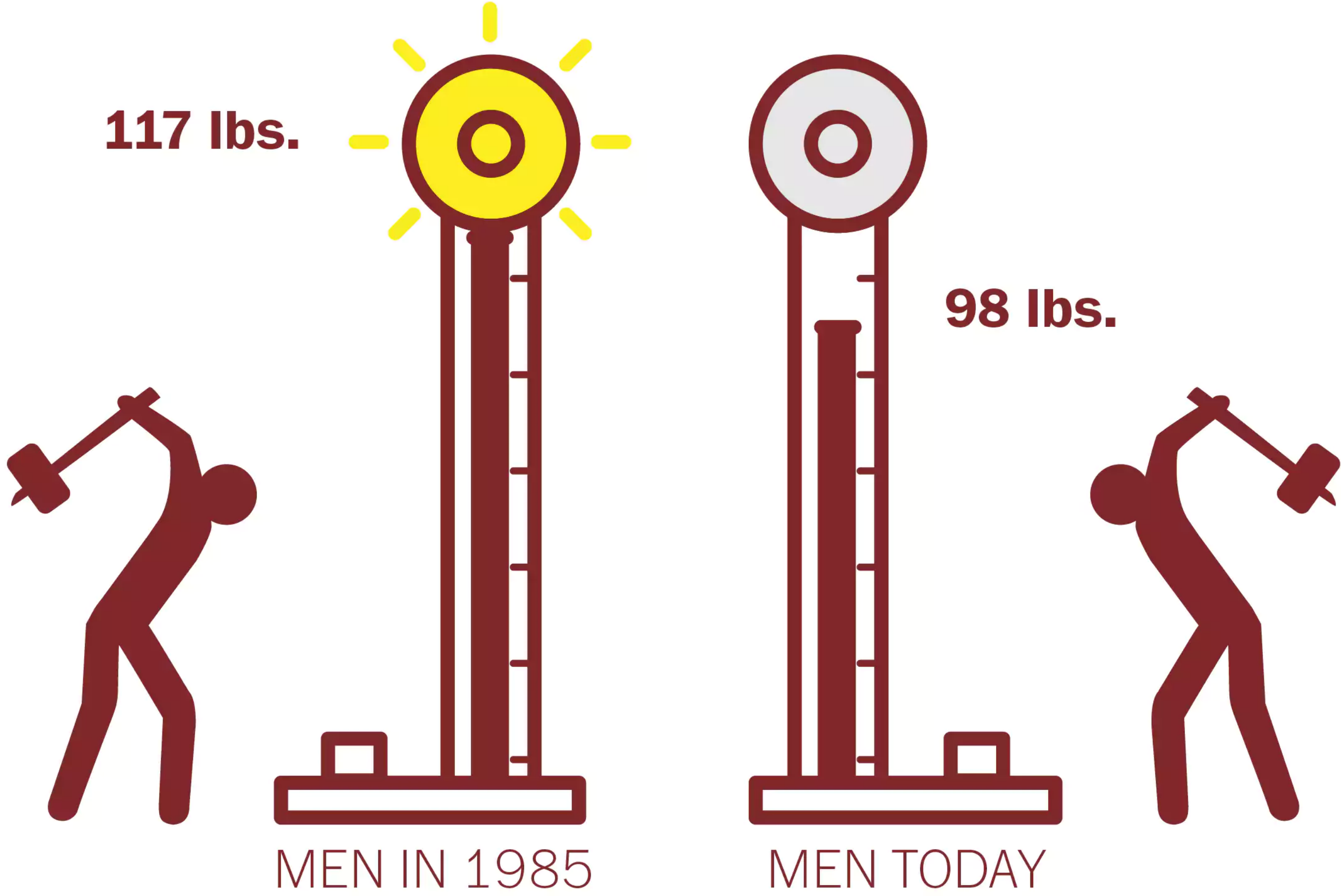


A new study in press at the Journal of Hand Therapy (yes, a real thing) finds that millennial men may have significantly weaker hands and arms than men the same age did 25 years ago.

CHRISTOPHER INGRAHAM

Today's men are weaker than their dads

Average grip strength, in pounds of pressure applied, among 20-34 year old men today and in 1985.





INSTEAD OF LOOKING AT WHAT
IS WRONG WITH THE CANDIDATES
LET'S LOOK AT WHAT IS RIGHT...

WE NEED WORKERS! “EMPLOYABLE”

FIELD

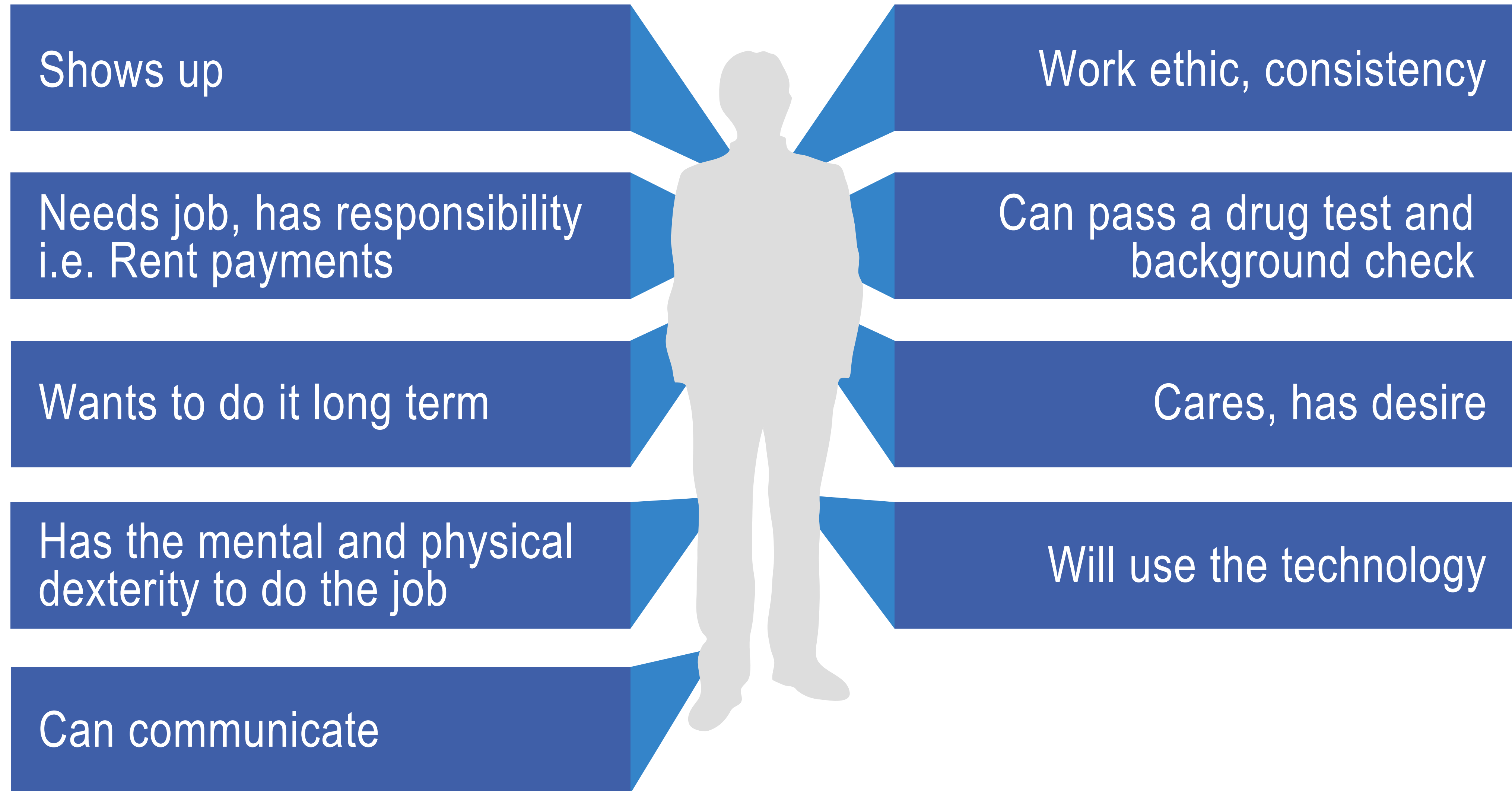
- apprentices
- journeyman
- helpers
- foreman

OFFICE

- project managers
- engineers
estimators
- administrative



IDEAL CANDIDATE



**ARE SHEET METAL
WORKERS HAPPY**



ARE SHEET METAL WORKERS HAPPY?

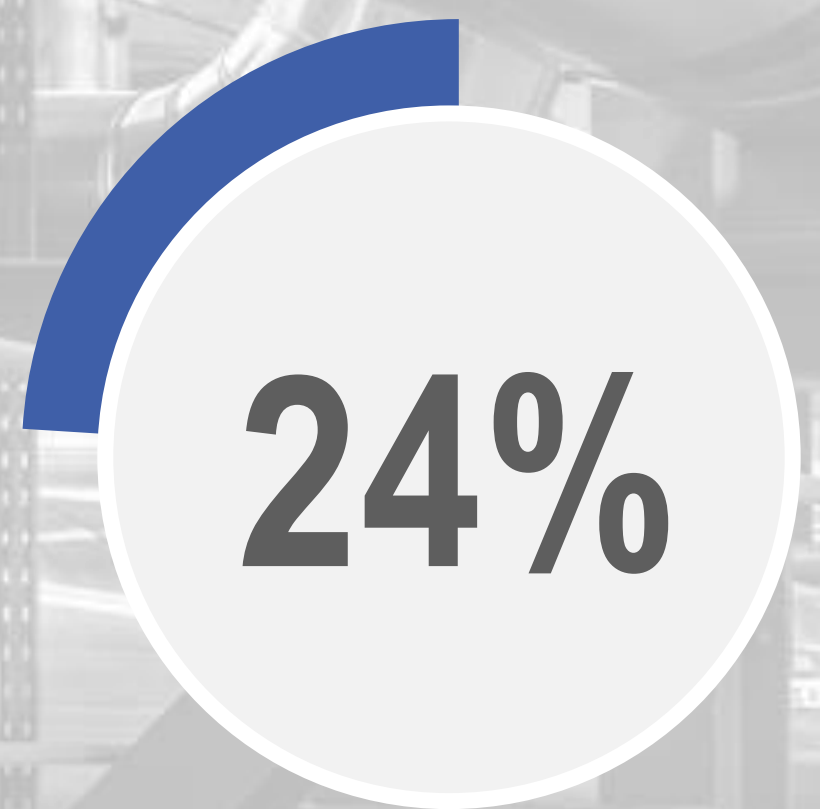


Sheet metal workers rank among the least happy careers.

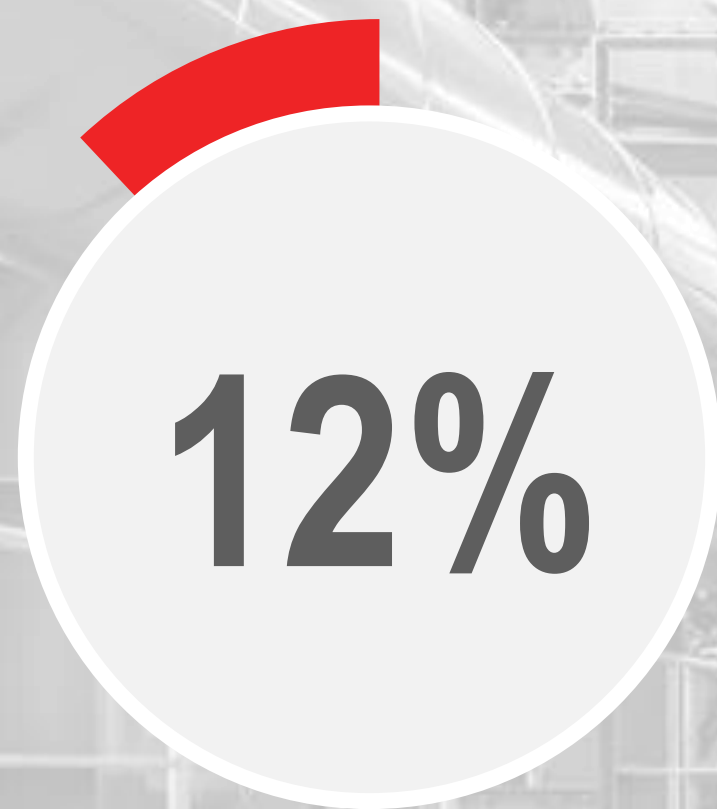
Overall they rank in the 20th percentile of careers for satisfaction scores.

Sheet Metal Worker Career Satisfaction based on SOKANU surveys

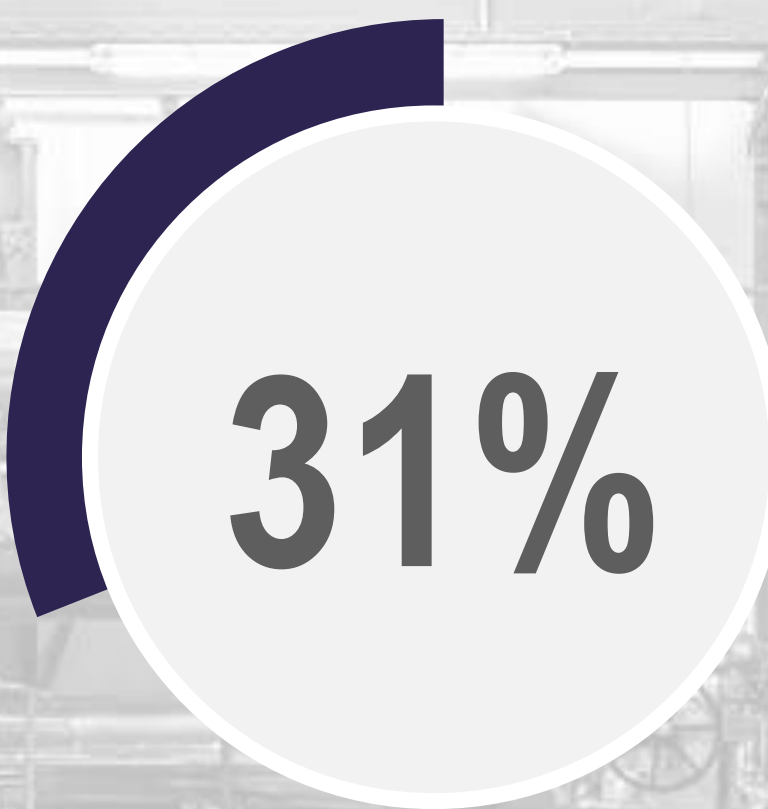
SHEET METAL WORKERS MAKE-UP



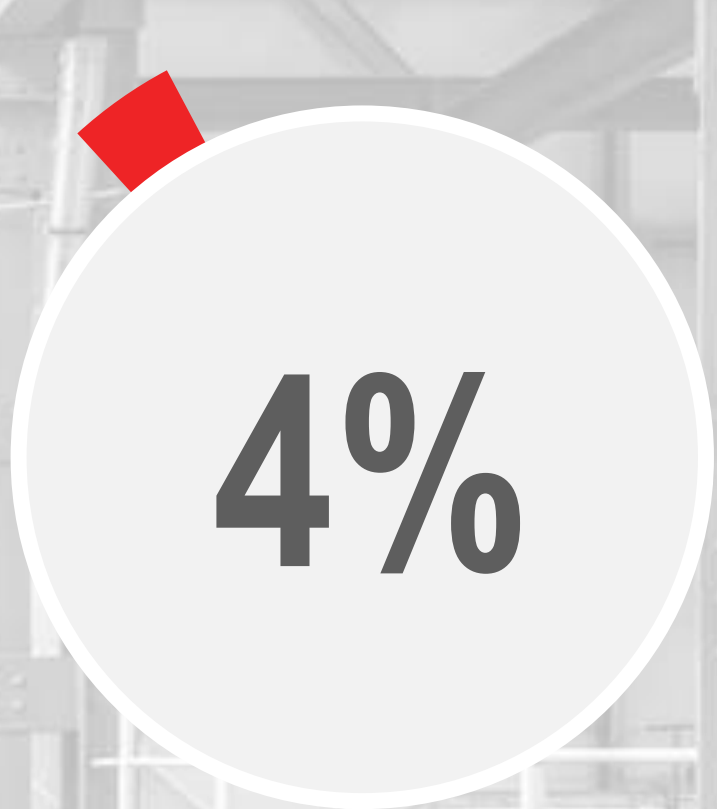
REALISTIC



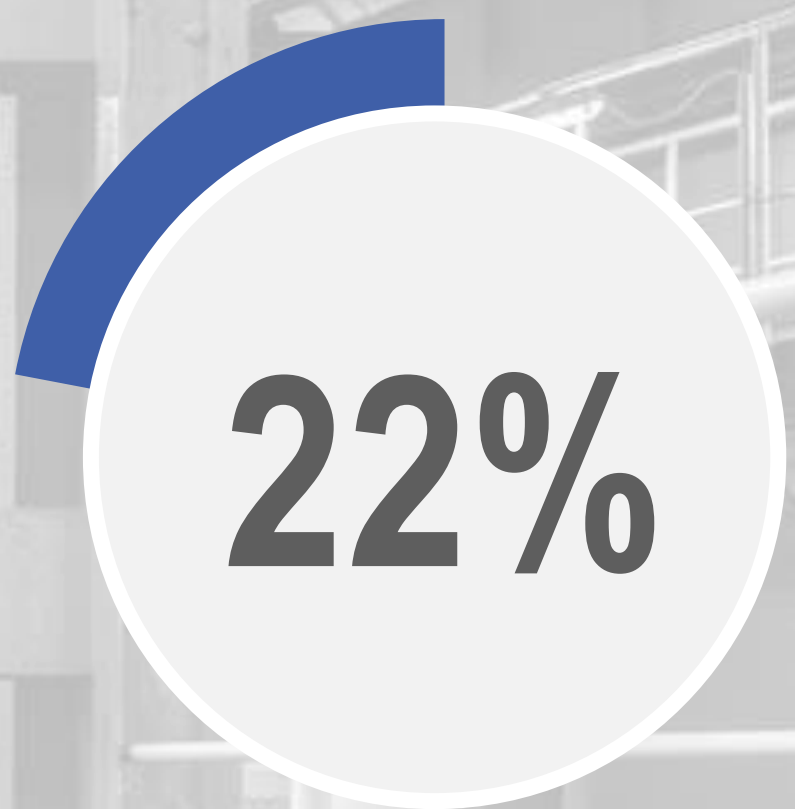
ARTISTIC



INVESTIGATIVE



SOCIAL



ENTERPRISING

THE COST OF COLLEGE

The national average cost of attending a four-year public college is **over \$28,000** per year, and the average cost of attending a four-year private college is now **over \$59,000**

PUBLIC COLLEGE
4-year degree

\$112,000

PRIVATE COLLEGE
4-year degree

\$236,000

COLLEGE GRADS ARE MAKING MORE

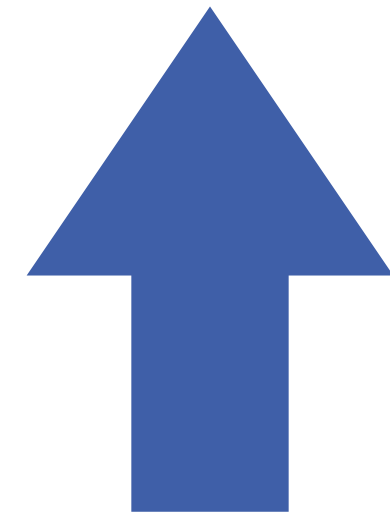
2017
COLLEGE GRAD

Starting salary

\$49,785

After inflation

+14%

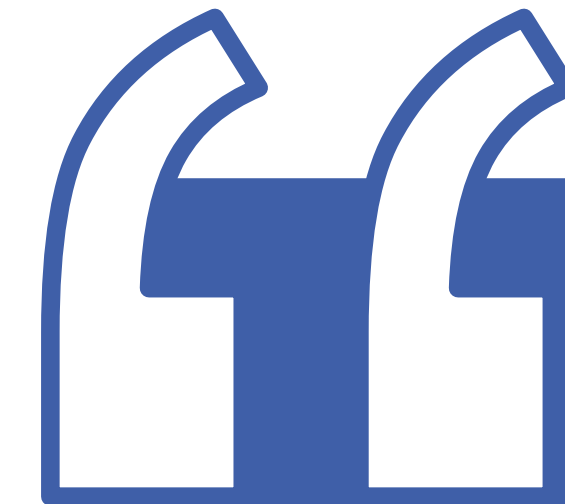


3% LY

VS.

2007

COLLEGE GRAD



...average salaries
for 2017 grads are at
an all-time high.

KORN FERRY

WHY CAN'T WE FIND WORKERS?

The U.S. Army is having trouble recruiting the 80,000 new soldiers it needs this fiscal year because most people don't meet the requirements to join or are misinformed about the military, according to its chief recruiter.





The biggest challenge right now is the fact that only three in 10 can actually meet the requirements to actually join the military. We talk about it in terms of the cognitive, the physical and the moral requirements to join the military, and it's tough.

MAJ. GEN. JEFFREY SNOW
*COMMANDING GENERAL,
UNITED STATES ARMY RECRUITING COMMAND*



AGING WORKFORCE

MEDIAN AGE

TODAY

44

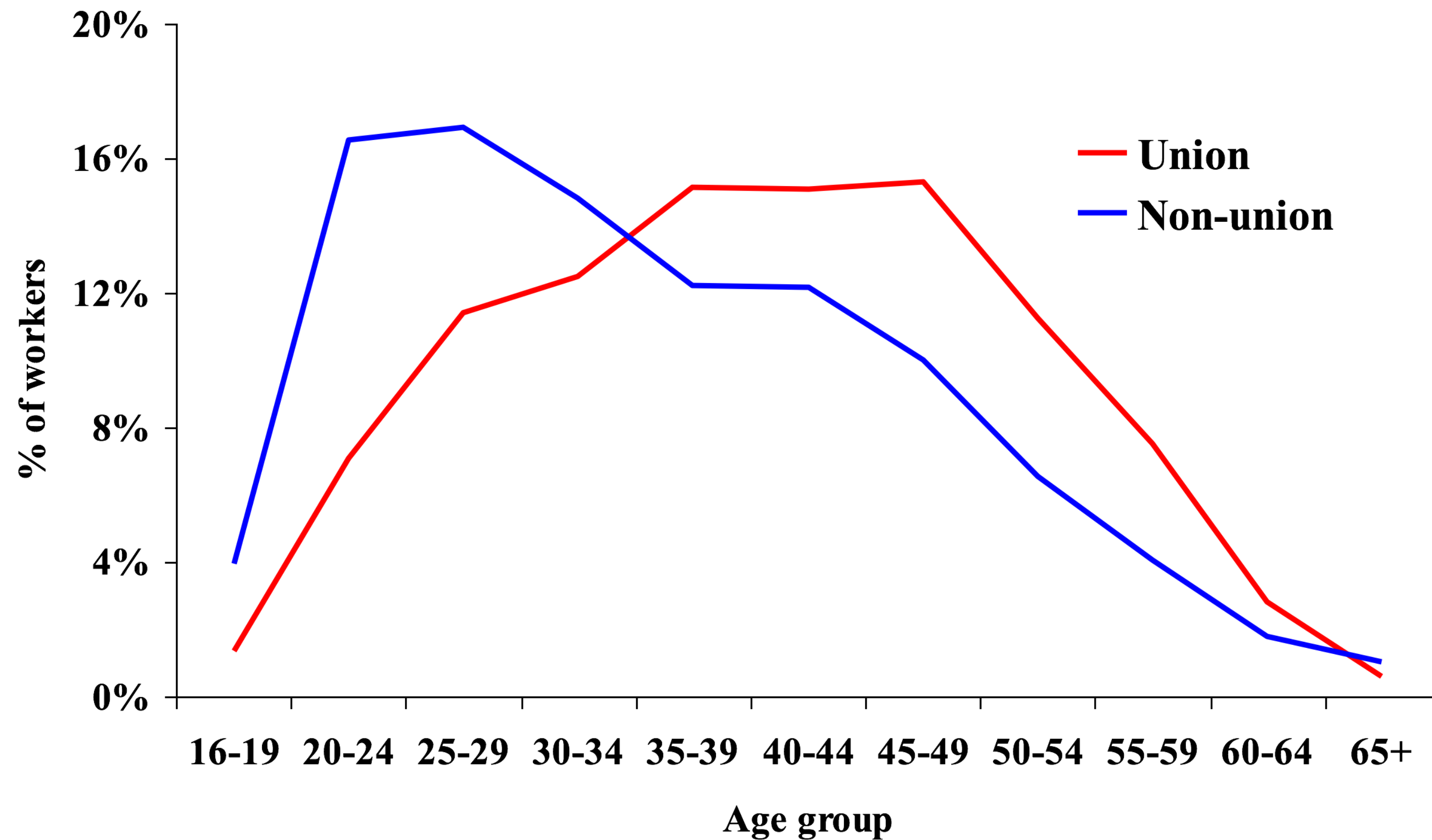
2030

55+

U.S. Census Bureau, Bureau of Labor Statistics,
and Pew Hispanic Center. Jun 15, 2016

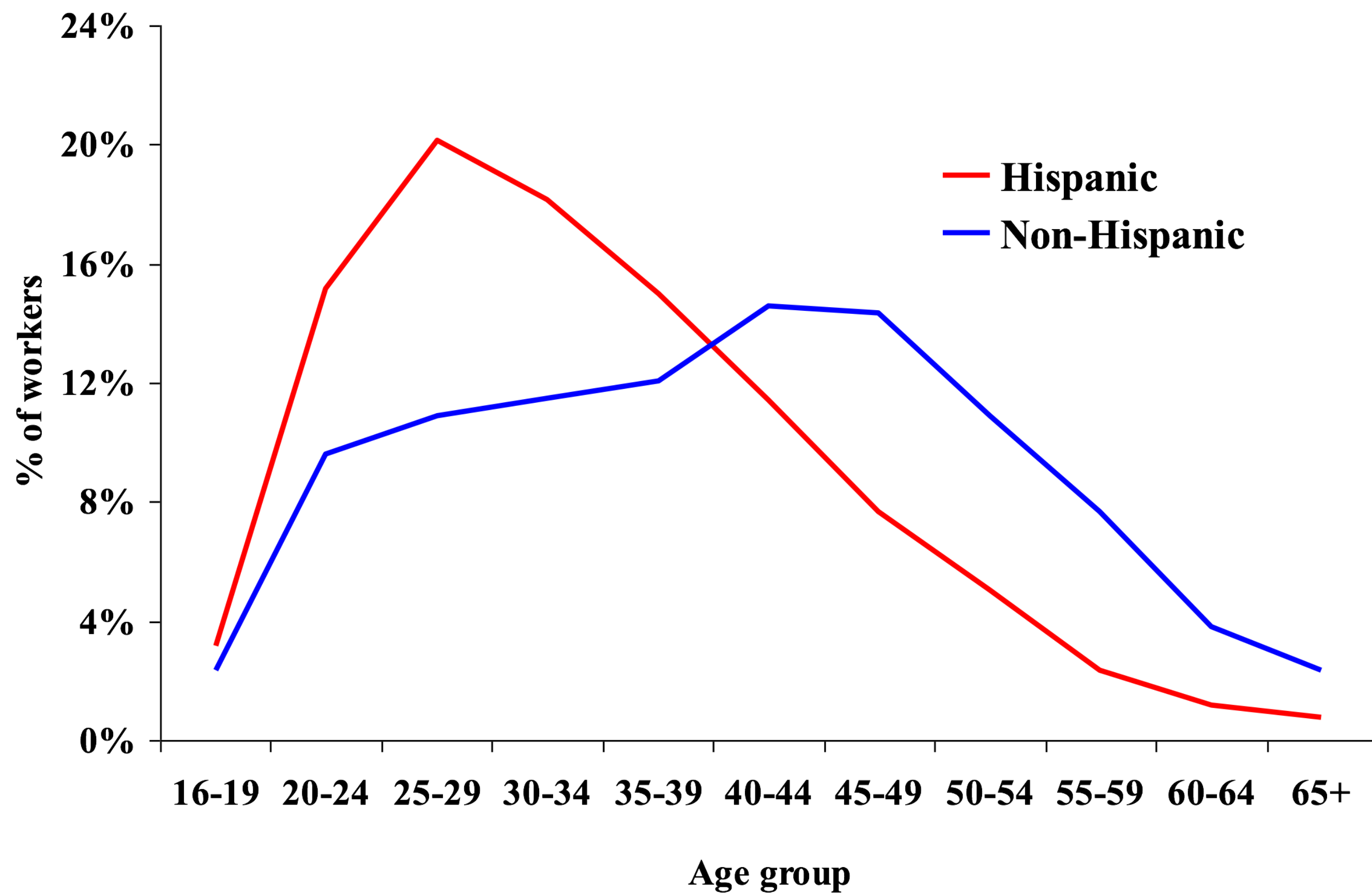
13A. AGE DISTRIBUTION IN CONSTRUCTION, BY UNION STATUS, 2015

(PRODUCTION WORKERS)



13B. AGE DISTRIBUTION IN CONSTRUCTION, HISPANIC AND NON-HISPANIC WORKERS, 2015

(ALL TYPES OF EMPLOYMENT)



FACT FINDING QUESTIONS



Investment:
How much do we
invest in recruitment?

Do you have trouble
finding good people?

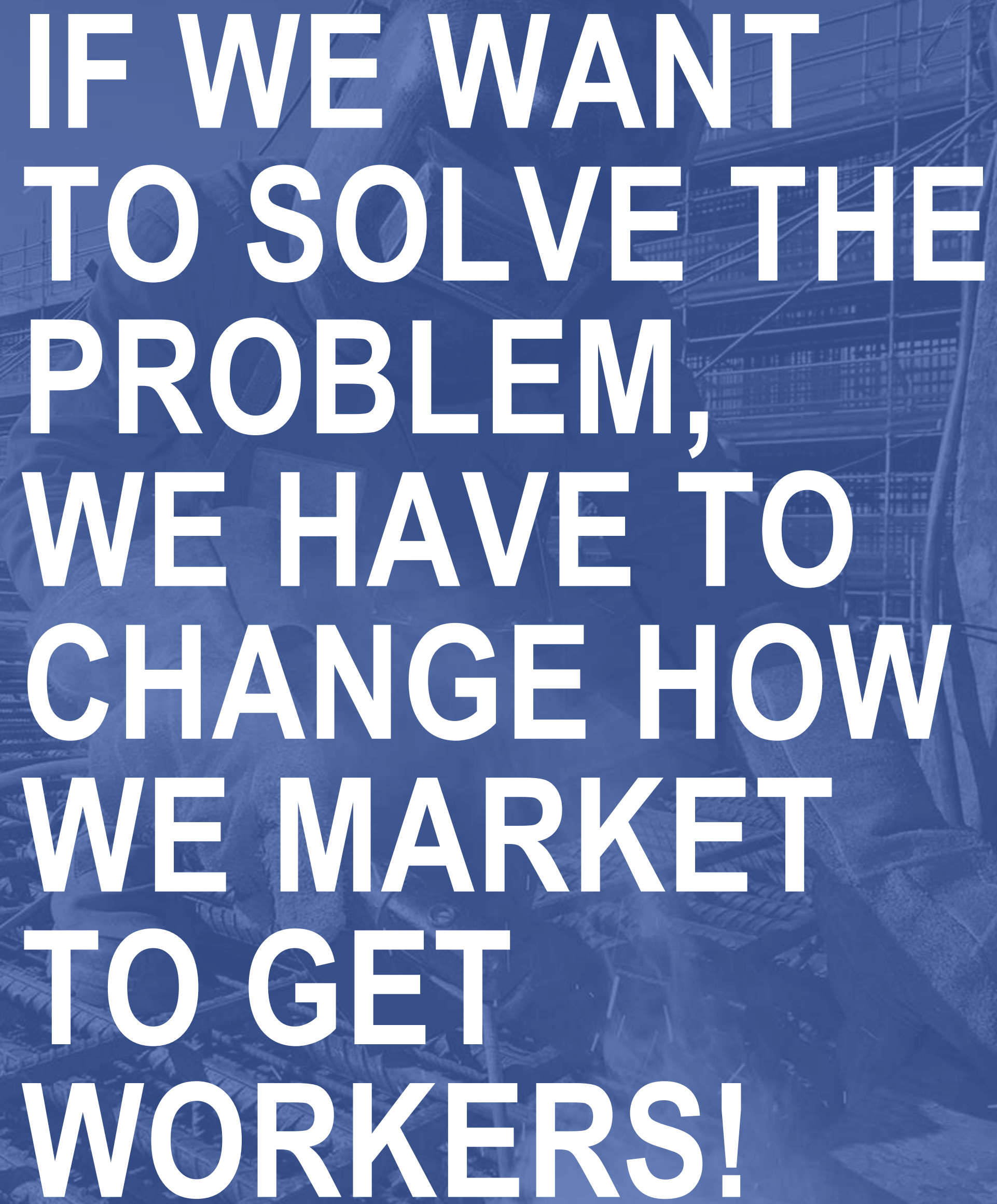


What percent of the
12 workers are
adequate?

What are our
investments in the
following?

1. Wages
2. Tools, support and facilities
3. Training





**IF WE WANT
TO SOLVE THE
PROBLEM,
WE HAVE TO
CHANGE HOW
WE MARKET
TO GET
WORKERS!**

■ We need to put our assumptions aside and target best candidates for the job regardless who they are.

■ It is not about the pay we are the best kept secret. Where can you get paid to learn a skill and make more than most college grads?

RECRUIT WORK ETHIC

Who would you choose?
Skills or work ethic?

Proven track record

People stuck in dead end jobs

Someone who has proven themselves

Early Monday interviews

People are maturing later



PHILOSOPHIES OF RECRUITMENT

- **Can they do job?**
- **Will they do job?**
- **For how long?**
- **All about selection**
- **Develop mentors**
- **Training**
 - Set specific training goals and objectives
 - Train for career employment opportunities

CREATE THE RIGHT ENVIRONMENT

- Consistency
- Integrity
- Self-awareness
- Walk the talk
- Admit your shortcomings
- Coach, train and mentor
- Make your intentions known
- Create a positive environment
- Be honest

The background is a grayscale photograph of an industrial facility, likely a refinery or chemical plant. It features a complex network of pipes, metal walkways with railings, and large cylindrical tanks. The lighting is somewhat dim, creating a sense of depth and scale. The overall tone is professional and technical.

THANK YOU

Please feel free to contact me with any questions

941.926.0141 or 714.801.0524

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