



WINNING THE WAR FOR TALENT

**Proven Strategies to Attract, Hire and Retain Your Most
Valuable Asset**

October 19, 2022



PARTICIPATING ASSOCIATIONS

ASSOCIATION FOR
HIGH TECHNOLOGY
DISTRIBUTION **AHTD**

CDA Convenience
Distribution
ASSOCIATION

ecia
Electronic Components Industry Association

fisa
Promoting Distribution
Hygienic Processing

FPDA
motion control solutions network

GAWDA
GASES AND WELDING DISTRIBUTORS ASSOCIATION

HARDI
Heating, Air-conditioning & Refrigeration Distributors International

HRAI
YOUR ENVIRONMENT • OUR EXPERTISE

iapd
international association
of plastics distribution

NAED

ISD INTERNATIONAL SEALING
DISTRIBUTION ASSOCIATION
www.isd.org

ISSA
Advancing Clean.
Driving Innovation.

YOUR INDUSTRY CONNECTION
MHEDA
Material Handling Equipment Distributors Association

NAFCD
Trends • Education • Leadership • Networking

PEI

NAHAD
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

NAWLA
North American Wholesale
Lumber Association

NBMMA
North American Building Material Distribution Association

NIBA
The Belting Association®

OPEESA
POWERING DISTRIBUTOR SUCCESS

PTDA
FOUNDATION

STAFDA

WffSA
Wholesale Florist • Florist Supplier Association

WA
Wallcoverings Association

aea
association education alliance
INNOVATION THROUGH COLLABORATION

ALEX CHAUSOVSKY - PRESENTER



- Vice President, Analytics & Consulting
Miller Resource Group
- Highly experienced market researcher and analyst with more than twenty years of experience in economics, industrial manufacturing, automation, and advanced technology trends.



Developing a Talent Strategy Requires Commitment

- Allocate resources (time, energy, money) to developing and continuously improving a comprehensive talent strategy at the highest level of your organization
- Be a data-driven decision-maker
- Find partners and allies



Attracting Talent – Why Would Someone Work for You?

- Communicate why your company is attractive and understand candidate priorities
 - ◇ **Four Pillars** – Talent attraction as a sales and marketing function
 - ◇ **CLAMPS** – Understanding what motivates candidates





MARKET

Markets are not monolithic.



PRODUCT

Explain why your offering is positioned to take advantage of growth?



TEAM

Who are the Key Players and what have they accomplished?



MISSION

What is the company trying to accomplish beyond making money?

FOUR PILLARS

Attracting Talent as a
Marketing Function





CHALLENGE

The work itself, technology, market, ect.



LOCATION

Geography, ability to live & Work where you want.



ADVANCEMENT

Career growth, increasing responsibility.



MONEY

Overall Compensation



PEOPLE

Your manager and coworkers



SECURITY

Likelihood of long-term employment



CLAMPS

A vital part of the conversation
with candidates



Best-in-Class Hiring Practices

- Strive for efficiency and top-notch communication in the hiring process
 - ◇ **Active** vs. **Passive** candidates
 - ◇ Number of interviews
 - ◇ Levers to pull



Active Candidates

- Unemployed
- Proactively searching
- Set up job alerts
- Actively applying (Shotgun approach)

VS

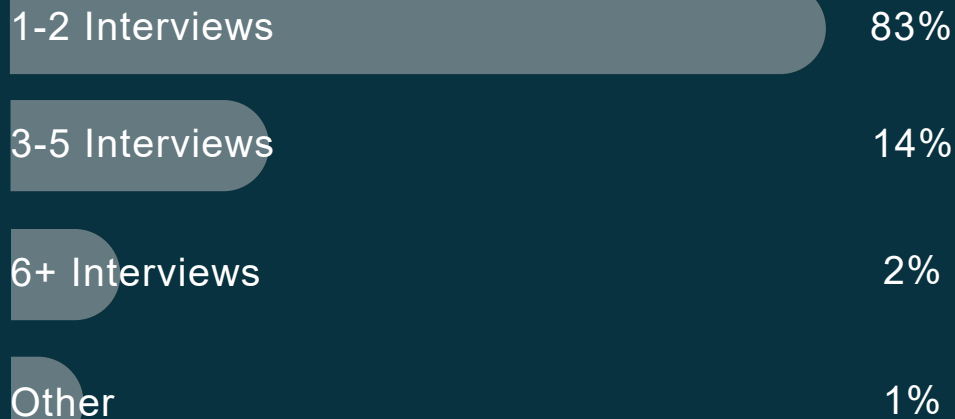
Passive Candidates

- Employed
- Not searching but open
- Casually browsing
- Wouldn't apply unless personally engaged



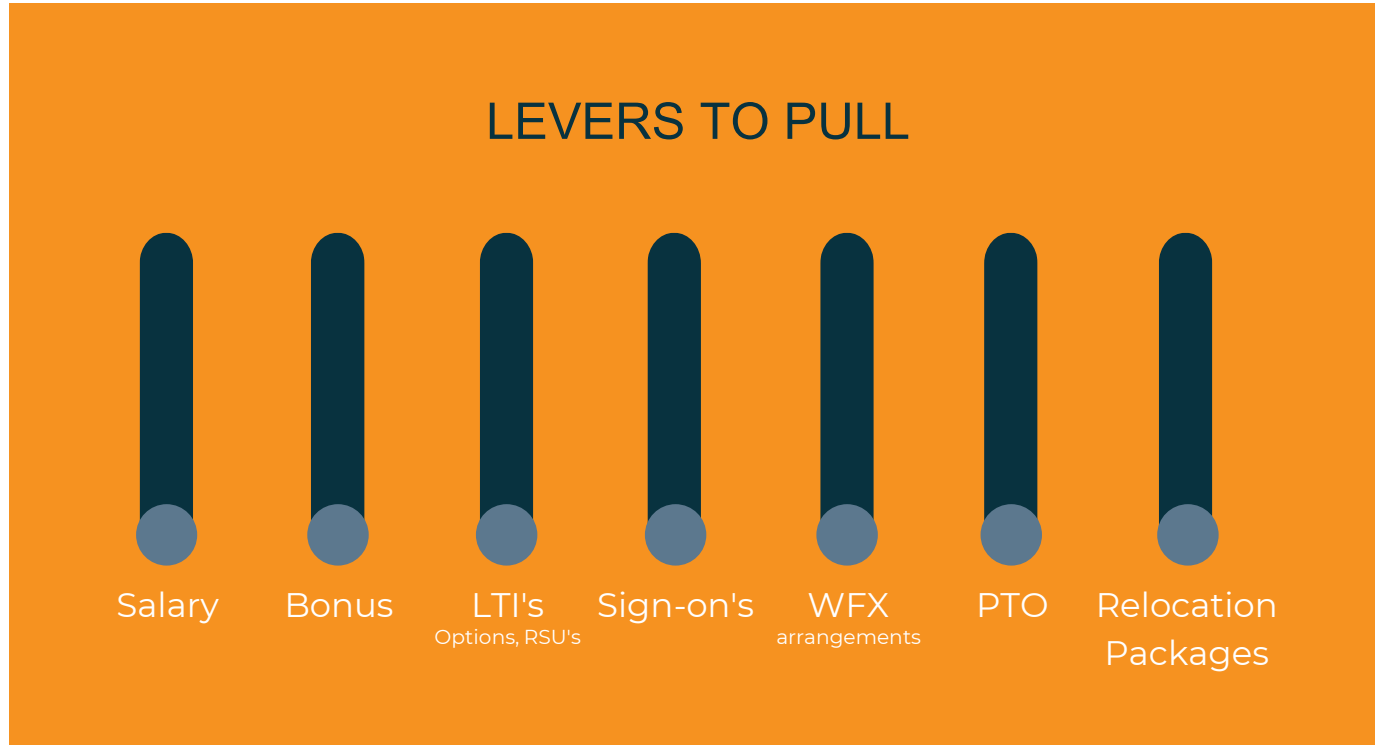


How Many Interviews Should it Take?



If your process involves conducting more than 2 interviews to fill a job opening, you could miss out on top talent!

A Comprehensive Offer



Talent Retention

- Ask for input, listen, and respond to keep your people
 - ◇ **Q12 Survey** from Gallup
 - ◇ **Compensation** challenges and opportunities
 - ◇ “Labor Hoarding” considerations for 2023



Measuring Employee Engagement: Gallup's Q12 Survey

I KNOW WHAT
IS EXPECTED OF
ME AT WORK.

POTENTIAL FOR
A 23%
REDUCTION IN
TURNOVER

I HAVE THE
OPPORTUNITY
TO DO WHAT I
DO BEST EVER
DAY.

POTENTIAL FOR
A 30%
REDUCTION IN
TURNOVER

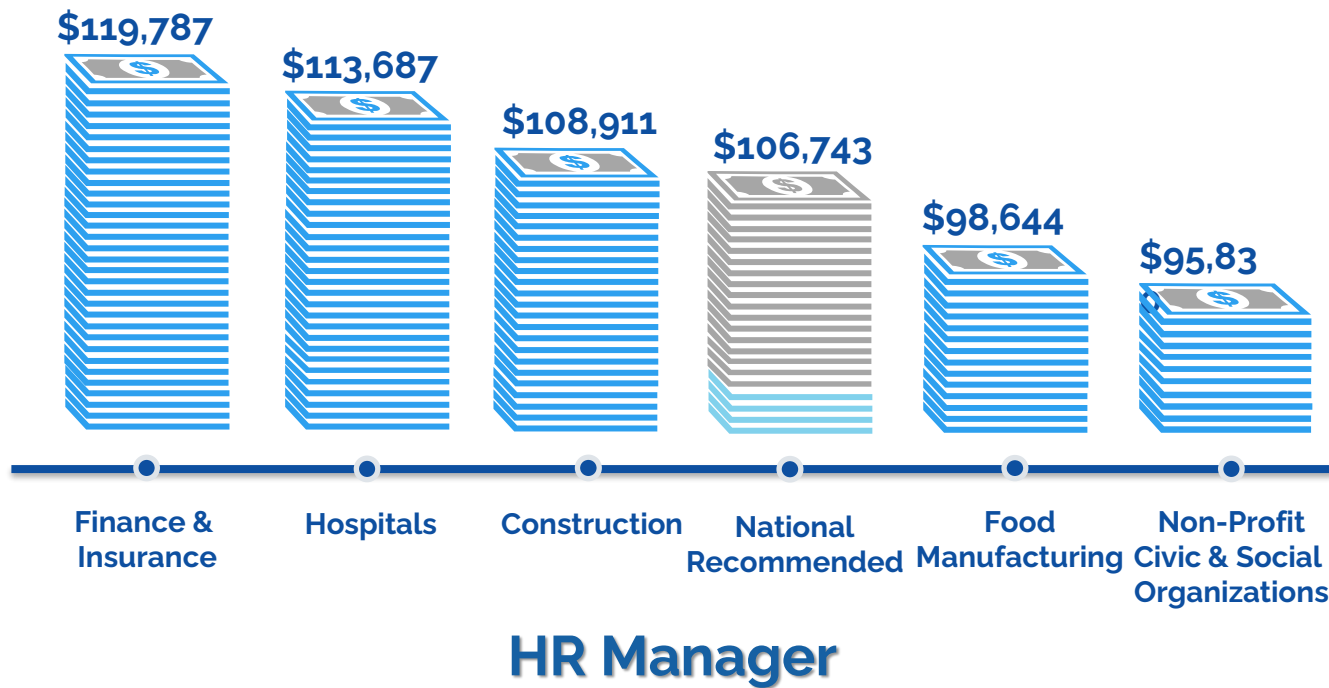
AT WORK, MY
OPINIONS SEEM
TO COUNT.

POTENTIAL FOR
A 21%
REDUCTION IN
TURNOVER

MY FELLOW
EMPLOYEES
ARE
COMMITTED TO
DOING QUALITY
WORK.

POTENTIAL FOR
A 31%
REDUCTION IN
TURNOVER

The Salary Gap by Industry



*Note: Salary recommendations based on Bachelor's degree and 4-6 years of experience.
Sources: LaborIQ®; Bureau of Labor Statistics*





QUESTIONS

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THANK YOU!

**NEXT WEBINAR IN THE SERIES:
WEDNESDAY, December 14, 2022**

