

Recruiting Talent to Rural America



Explorer not an Expert

There are lies, damn lies and then
there are statistics

Company = Community



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My Story

- Born and raised on a Dairy farm - South of Soldier
- Graduated HS in 1992
- Bachelors of Science in Education –Emporia State University
- Married Michele 1997
- 2 sons (21 & 17)
- Began teaching and coaching
- Masters of Educational Administration – Kansas State University
- 19 Years of teaching and coaching
- Re-invented in 2018
- Pottawatomie County Fair Board & Knights of Columbus
- Family, Hunt, Fish, Sports, Cooking, Woodworking, Concerts

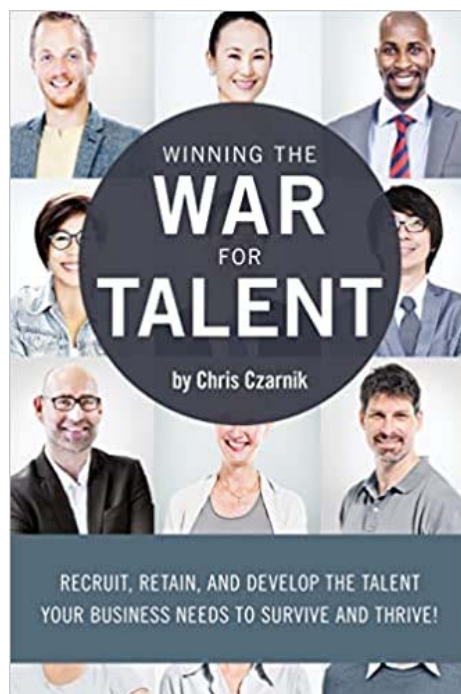
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Reading Recommendation



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How many Generations do we have in the workforce today?

- Traditionalist (1925-1946) – 24 Million
- Baby Boomers (1946-1964) – 75 Million
- Gen X (1965-1980) – 65 Million
- Millennials (1981-1996)– 1.8 Billion
- Gen Z (1997-2012) 2 Billion
- **What % of generations will be in the workforce by 2026? (Cam Marston)**
- Traditionalist -3 %
- Baby Boomers -13%
- Gen X -27 %
- Millennials -44%
- Gen Z -11%

Estimates 65% of the workforce will be from Millennials and Gen Z

- Baby Boomers 76-58
 - Workaholics
 - Team player
 - Great mentors
 - Like structure, don't like change
 - Digital Immigrants
- Gen X 57-42
 - Work-Life balance
 - Generate revenue
 - Less to say something if they disagree
 - Likes to do things quickly
- Millennials 42-26
 - Independent worker
 - Ethics and Social responsibility
 - Do not like being told what to do
 - Weaker work ethic
 - Impatient
- Gen Z 25-10
 - Digital natives
 - Highly motivated to make it to the top
 - Entrepreneurs
 - Multitaskers
 - Cynical
 - Rely on technology/social media to solve problems

Unemployed or Under-Employed

- Kansas - 3.3% unemployment
- Geary Neosho and Wilson County – 3.1%
- Hamilton and Greely - .9%
- People are not looking for work
- Find and recruit people to their next opportunity
- Grow you own

- Unable – lacks the physical and mental ability to achieve the desired outcome. The needed resources may be training, tools or technical knowledge. They want to complete the task but physically cannot with out additional resources
- Unwilling – Physically and mentally capable of completing the but lacks the motivation. Push back or lack of understanding of its importance is limiting factor
- Are people unable or unwilling to come to work for your company?
- Don't know you exist, don't know what your company does, don't know the opportunities. *Brand recognition*
- People know everything they need to know about your company and have made a value-based decision not to become part of your organization decide and choose not to join. *Culture*

**Why are other people choosing to go do the exact same work
for your competitors**

And Jesus said to them, 'Come after me and I will make you into fishers of people.'

- Use your people
- Be active in your community
- If you want to catch bass, you have to find a bass pond
- Use the right bait
- I am fishing for millennials
 - Not motivated by security – will change companies every 3 years
 - Desire freedom ,flexibility, and education in their careers

- Create Messaging
- Identify your target employee
- Create models for the best in every job
- Create career quadrants for your organization

	People	Process
In Person	Leader Supervisor	Customer Service
Through Technology	Technician	Support



- Where are you advertising ?
- Who is seeing your ads?
- Efficient vs. Effective
 - Efficient = little time and effort to reach many people
 - Effective = solutions produces the intend and desired result

Diesel Technicians

- Vo-Ag classes in HS, then wen to Community/Technical College
- Worked for a competitor or at a mechanic shop
- Hunt, fish, UTV, farm, work on cars
- Spend time with family and friends
- Always shopping for tools
- Drink beer, chew tobacco and eat steaks



- Your own employees
 - fastest, cheapest, easiest
 - Less work and cost for HR
 - Can vouch for candidate
 - Put their reputation and job on the line
 - Knows the job and culture very well
- Why are companies not utilizing their own employees
- Unable - didn't know we need someone, don't know who might fit, don't know how to refer.
- Unwilling why do people don't want to come work for you: reputation, pay, opportunity flexibility.



- Traditional Referral Process
 - Transactional
 - Big risk with little reward
 - Based on dates and retainment
 - Takes too long
 - Taxes
- Emotional Referral Process
 - Transformational (emotional)
 - Think of a tragic event
 - ✓ What emotions
 - ✓ Who was there
 - ✓ Who did you talk to
 - Day after?



- Recognition
 - Immediate and positive for employee
 - Award or Open Communication to entire company
 - Simple -\$20 gift card to spouses or children's favorite restaurant
 - Recognized for being a good at work and at home
- Paid Time Away
 - Zero cost for salaried employees
 - Used to spend time with family
 - Used to improve health
 - Used to attend family events
 - Used to volunteer
 - Used to improve home

Employees will remember the time spent with family or friends not the bill they paid off