

WELCOME GEN Z

INTRODUCTION

Welding and Fabrication Shop

- Family business (30+years)
- Custom Welding and Fabrication
- Trucking
- Located in eastern Iowa
- Small geographic population
- Approximately 50% of staff is Gen Z
 - Part-time seasonal
 - Intern
 - Full time



THE PROBLEM...AND A SOLUTION



Labor Shortage

Already tight
Covid related
issues
Health
concerns
Great
resignation



Gen Z

Available
Valuable
Market
insights

HIGHER EDUCATION SHIFT

- College Enrollment
 - 2020 Forbes study – freshman enrollment dropped 13% at public institutions and 11% at private
- College drop out rate around 40%
- One survey showed only 25% of Gen Z believes a traditional 4-year degree is the only way to get a job
- Studies show they are ‘active’ learners looking for internships and real-life work experience as part of the education process
- Interested in high school work study programs

ABOUT GEN Z

Communication style – social media channels, images, videos

Technology connection - over 98% of Gen Z has a smart phone they check 80 times per day

Support needs – detailed instructions, supervision, team and people around

Positive attitudes

Can-do nature

Multi-taskers

They value experiences

Looking for a 'dream life' not a 'dream job'

DON'T FORGET THE PARENTS

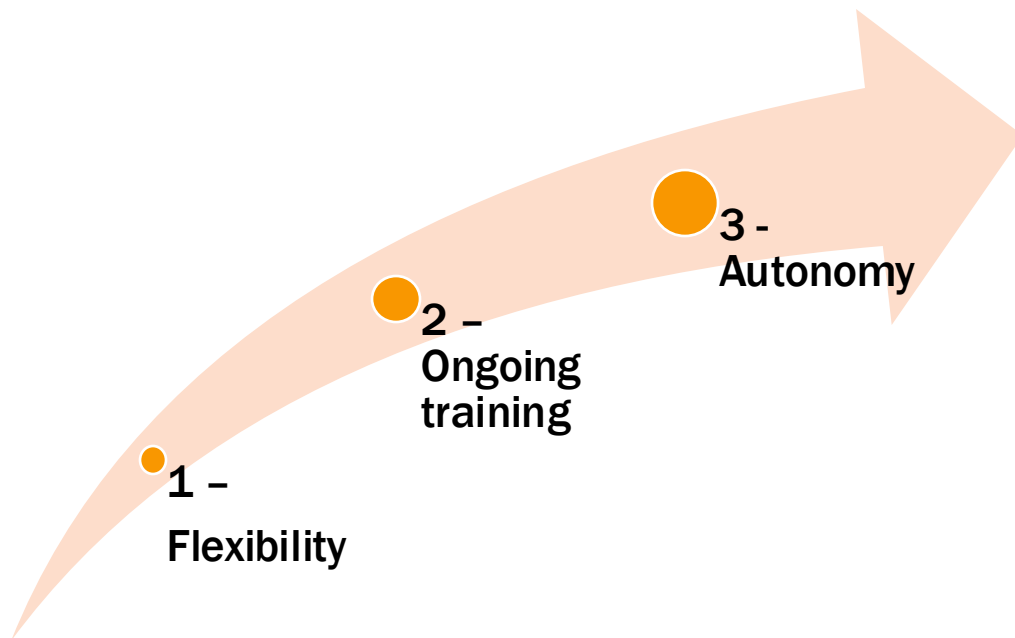
Role

- Typically, very involved
- Financially supportive

On-boarding

- Surprised
- Need information
- Communication with parents – Gen Z is ok with this
- Schooling is part of the conversation
- Keep them involved
 - Retirement planning
 - Open House
 - Accolades

THE PROGRAM



Flexible

- They are involved in setting the schedule
- Vary activities and responsibilities (production, marketing, sales, etc.)

On-going training

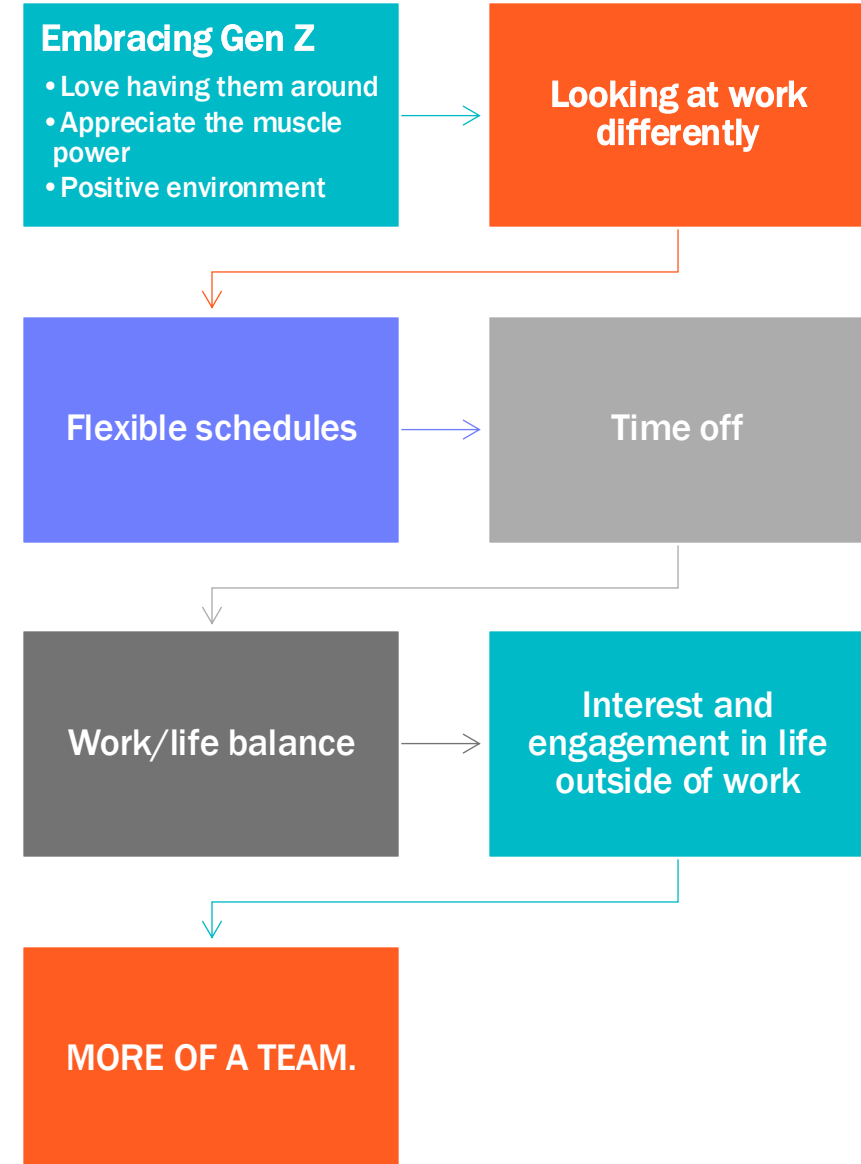
- Typically embrace ongoing training or schooling with a defined purpose
- Work to their interests
- Autonomy on hard tasks

OUR PROGRAM

Full-Time/Part-Time

- Vary the schedule
- Assign them a partner
- Create a training schedule specific to each employee
- Regular formal engagement, present ideas to them
- Positive encouragement
- Individual career plan communicated early on

THE REST OF THE TEAM



WHERE DO YOU START?

With people you know – THE MOST SUCCESSFUL

- Friends
- Family
- Neighbors
- Kids that are struggling
- Direct outreach is always the best way to hire

Schools

- High school work study programs
- Community colleges

Marketing

- Social Media
- Aesthetics – look and feel of the business
- Culture

GEN Z REFERRALS

**IF THESE GUYS
CAN EMBRACE
GEN Z...YOU
CAN TOO!**





**THANK YOU!
(GEN ALPHA)**