

Loggers for the Future

Attracting & Retaining Employees to the Timber
Harvesting Professions



WORLD
PEACE

Attract & Retain

Perceived reputation & Attracting a workforce

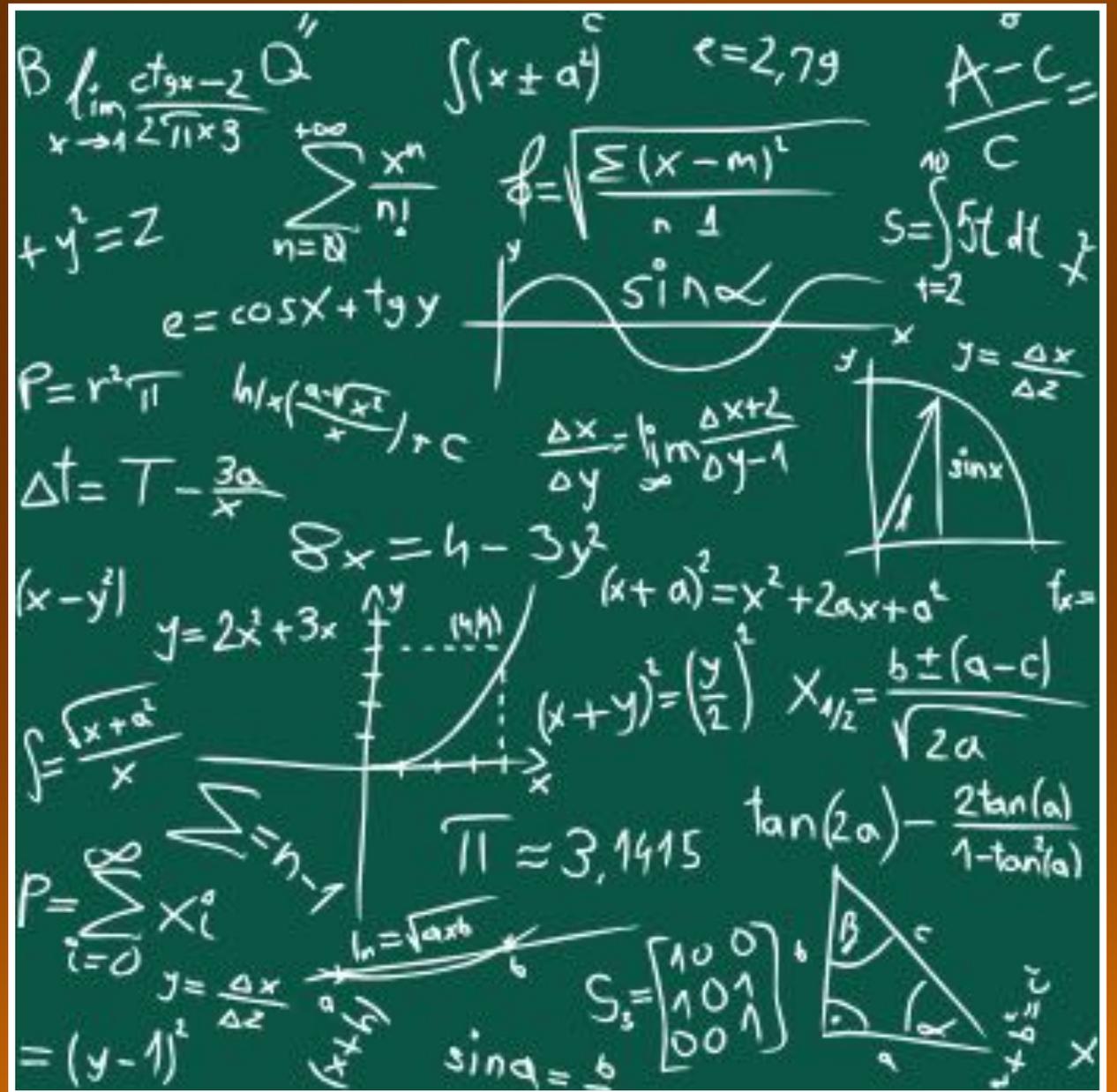
Our ability to attract an incoming workforce is directly tied to our perceived reputation

Mark Turner

"...describing the problem is much easier than trying to come up with solutions."

... As We See It

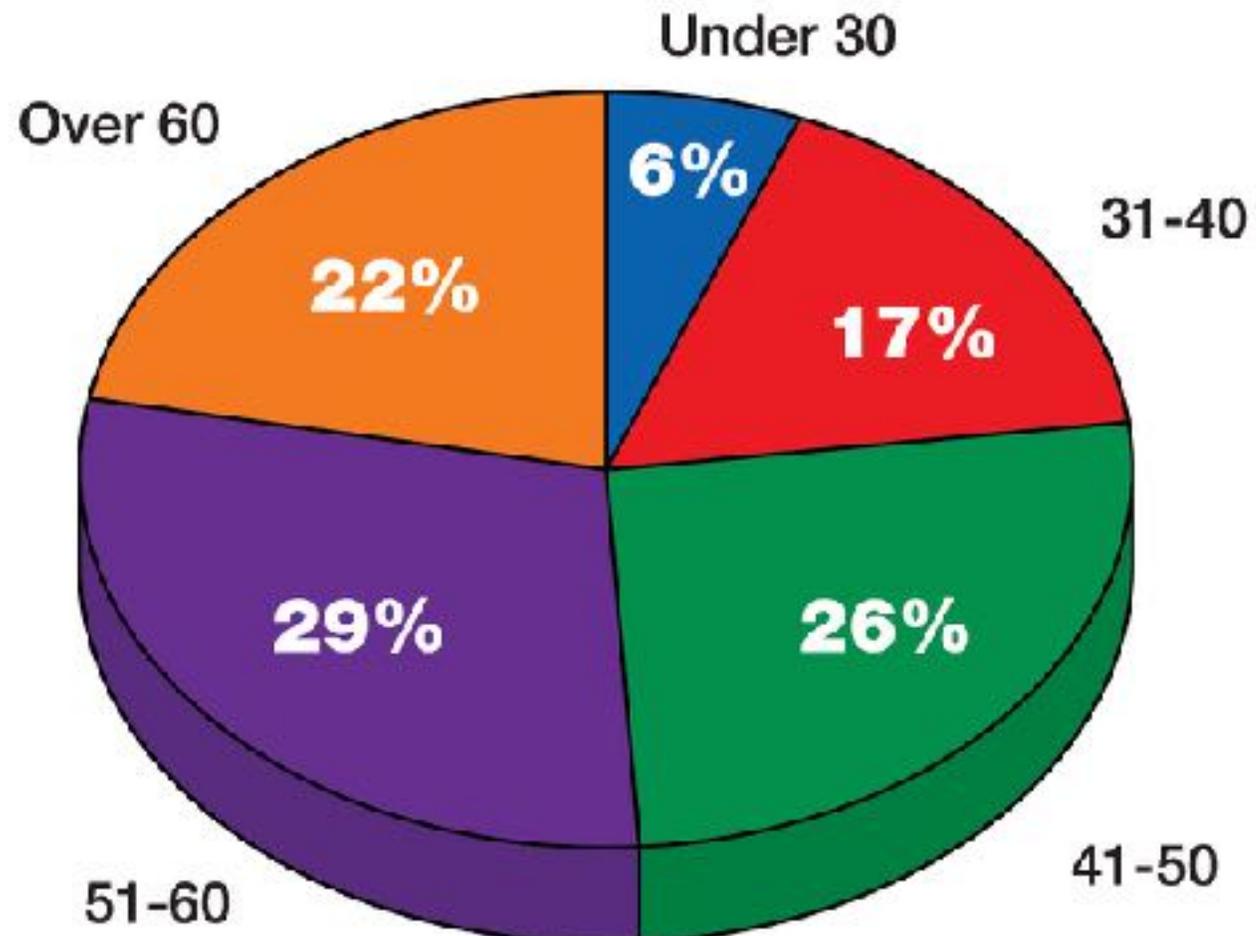
The Next Generation Part 2



Dilemmas

- Unsolvable
- Recurrent
- Complex & messy
- Threatening
- Confusing
- Puzzling
- Potentially positive

Age Classes Of Loggers



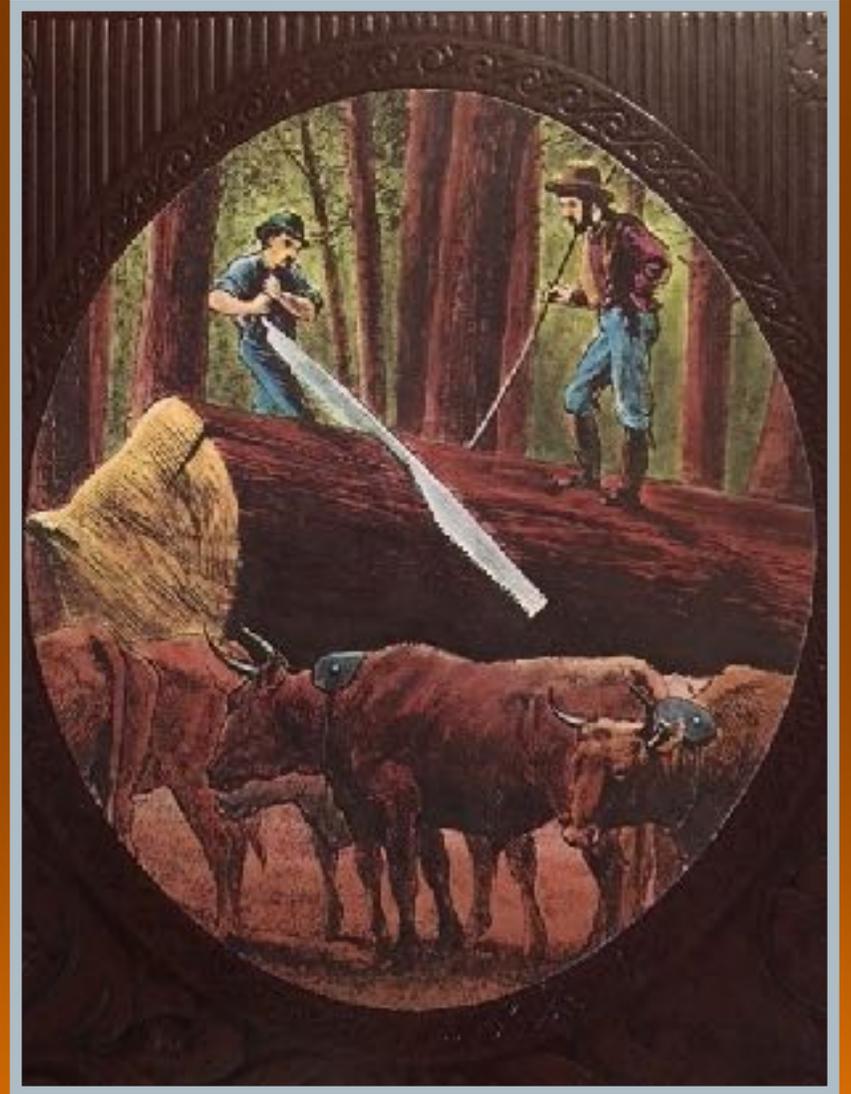
Nobody gives a hoot about the logging
industry

Except for loggers

Change or die!

These days are gone!

- Bull of the Wood
- River pigs



Then I was the king of the whole woods-crew,
and ruled with an iron grip;
And never a slob on the whole dam' job
dared give me any lip.
But now, alas, my days are past;
there's no job for me here.
My bulls are killed and my place is filled
by a donkey engineer.
Instead of my stately team of bulls
all stepping along so fine,
A greasy old engine tools and coughs
and hauls in the turn with a line.
...By Dan McNeil

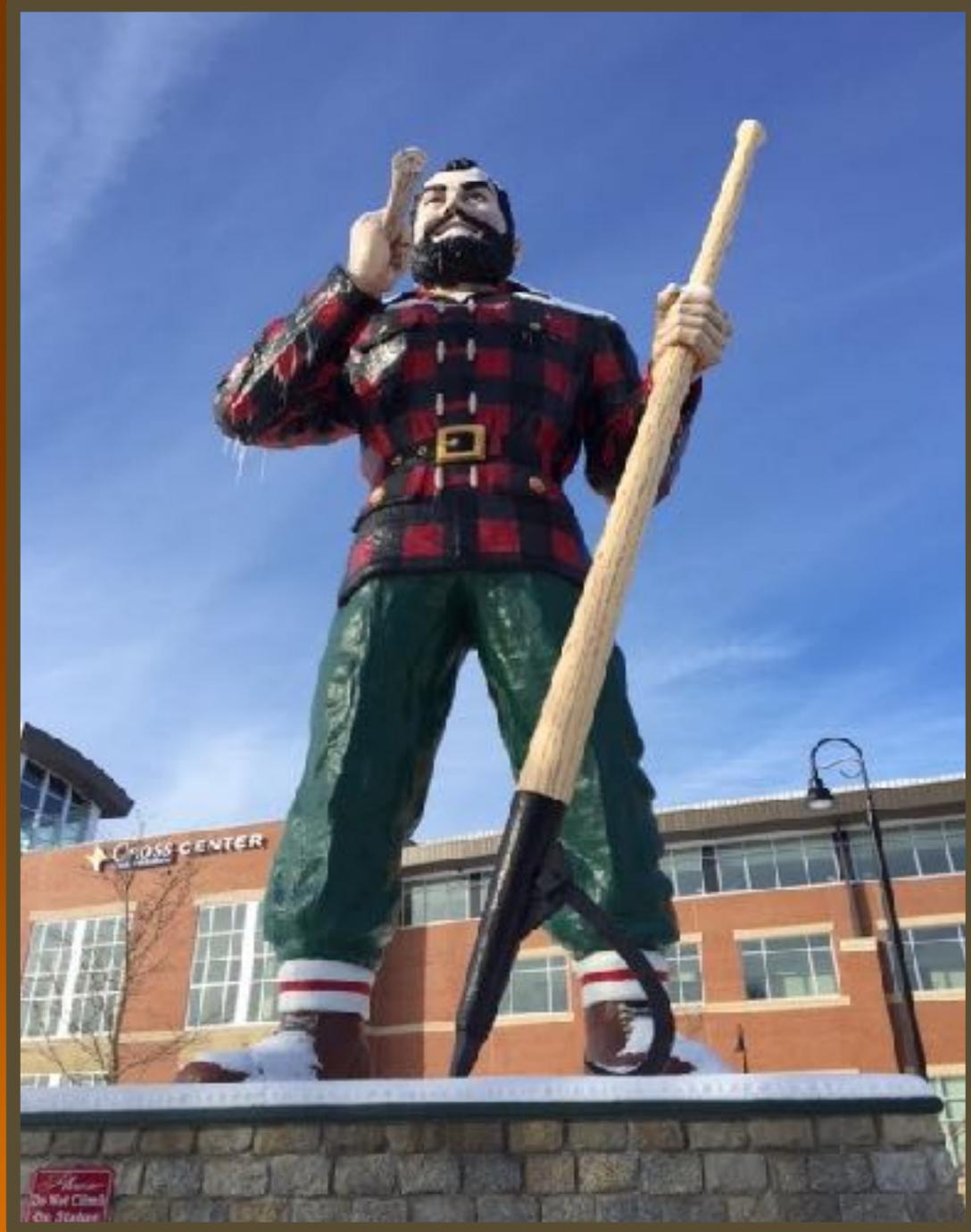
Attracting a workforce is directly tied to
our perceived reputation

That's our dilemma!

The tide is shifting!

#loggersareheroes

- We need a unified story about what you do that reflects bio-empathy
- The #1 thing that this incoming workforce is looking for, is what we need to create in our industry
- 70%



Environmentalist

According to Merriam-
Webster

*“a person who works
to protect the natural
world from pollution
and other threats”*



You are saving the forest and in turn you will save the world!

Carbon Sinks

- Forests
- Oceans



Loggers! Saving the Planet One Harvest at a Time!

Loggers! Fight Pollution!

Logging! Maintains One of Our Largest Carbon Sinks!

Logging, the Original "Green" job!

LOGGING CURES DEFORESTATION!

Logging is the #1 Cause of Sustaining
a Viable Forest!

Loggers! Cleaning the
Air One Harvest at a
Time!

Logger To-Do List!

- Create *your own story*/share through industry stakeholders
- Connect consumer to cutting the tree
- Show up/**BRING SOMEONE**/industry & Community
- Learn about carbon sequestration





Logger To-Do List!

- Career Development Events at Equipment Shows
- Focus on professional development (opensource.com)
- Create “touches”/Exxon/Irving
- Embrace the digital age/smart mob

Phones

Internet

YouTube

Snapchat

Digg

Computers

Facebook

Twitter

Instagram

LinkedIn

SOCIAL MEDIA MARKETING STRATEGY

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In the meantime...

- Understand as much as we can about this up and coming workforce
- They want to change the world through their jobs.

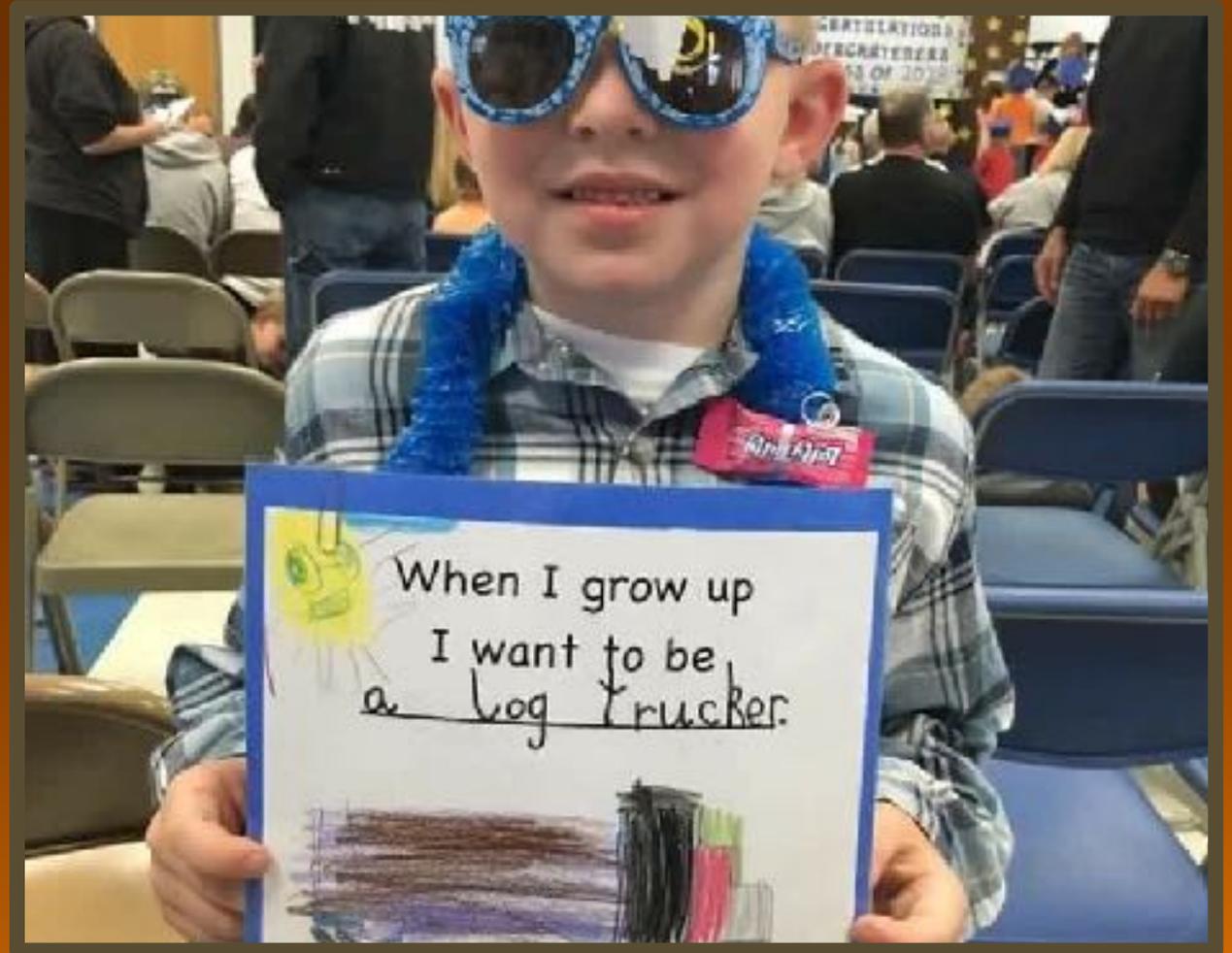
Millennials

- Born 1980-1999
- Largest generation in history
- Majority can't live without being connected
- Actively learn
- Make up 1/3 of the workforce



Millennials

- Want to be mentored
- Meaning-flexibility-challenge
- Need to see their career progress-vision
- Motivated by recognition
- Collaboration important/use to working in teams



Millennials

- Thrive on transparency
- Open communication
- Impact the world through their jobs
- Prefer access to things, not ownership



As a logging
contractor
you can....



Embrace the digital age

Educate your crew members on carbon sequestration

Cross train...Rotational programs

Use a mentor

Demand professionalism from your
employees

Create a mission statement that is forward thinking & bio-empathetic

Have a clear vision & communicate it with crew members

Support or create local initiatives to bring kids into the woods, or loggers into classrooms

Donate industry magazines to your town library

Learn to embrace their questions & feedback

Allow them to help solve problems on the job

They need to understand the big picture

They seek intrinsic rewards

WE MUST FLIP THIS DILEMMA!!!!

Share your story.....the one you write, not written by others!

Share it with this incoming workforce, your community and the world

Don't be so humble! Take credit for the heroic things that
I feel you've done for the world.

We need to market to this generation and the world otherwise we will experience insurmountable turnover and loss!

#loggersareheroes!

Thank you!

