

ATTRACTING AND NURTURING YOUNGTALENT

How can we ensure the right people are in place to drive the industry forward

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ABOUT THE SPEAKER

I work with companies across the Forest Products Supply Chain to recruit top performing talent to drive business forward.

For 25 years, Miller McKenzie has specialised in recruitment and executive search in the Timber and Forest Products Markets.

Previously keynote speaker for The European Confederation of Woodworking Industries and The European Organisation of Sawmills - helping to shape the conversation about recruitment at an industry-wide level.



WHAT WEWILL COVER

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Where are we today?

What do young people want?

Possible solutions

Q&A

WHERE ARE WE TODAY?

GLOBAL WOODWORKING SECTOR

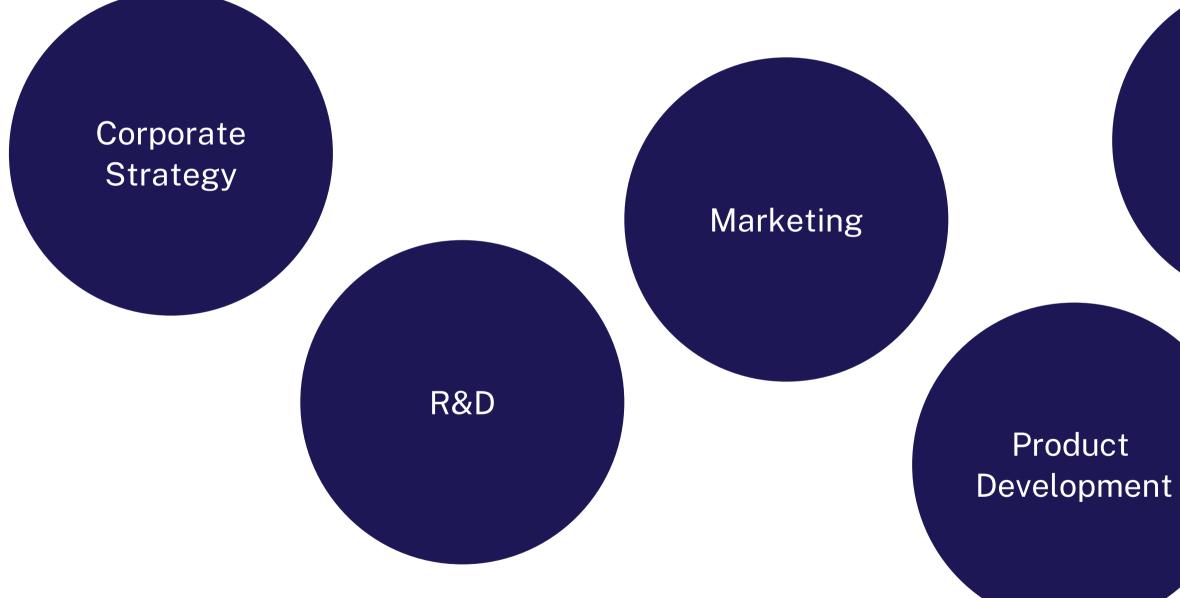
The International Labour Organization suggests the figure is around 13.7m workers, with an estimated 2m across woodworking industries in Europe (likely to be higher).

FEFPEB FIGURES

An estimated 100,000 people are working in the wooden pallet and packaging industry in Europe (again, likely to be higher).



HOW MUCH INVESTMENT AND TIME IS DEVOTED TO:



What is the benefit of investment if you haven't got the right people in place to deliver bottom line success?





Capital Expenditure

THESKILLSGAP

87%

A recent global study held by McKinsey and Company found that a staggering **87% of companies** are aware that they either already have a skills gap or will have one within a few years (this figure is growing.)

How many companies in this sector have trouble sourcing qualified candidates **NOW?** What are they doing about it?

UNDERSTANDING THE PROBLEM

At the same time, only 38% of companies globally say they have enough data about their workforce to understand strengths and potential vulnerabilities from a skills perspective.

What would this figure be in the Forest Products Supply Chain? What about the Packaging and Pallet Industry in Europe?



OF EMPLOYEES 46% said that they believe their current skillset will be irrelevant by 2024



said that they are ready to learn new skills.



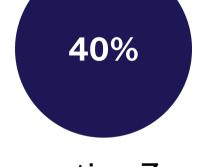
THE GREAT RESIGNATION



The voluntary exit rate is 25% higher than pre pandemic



20% of global workforce plan on quitting this year



Generation Z want to leave in next 2 years (24% of Millennials) Generation Z would leave a role without another role lined up (32% of Millennials)





65% of people who quit in the past two years also left their industry – losing skills from the entire industry

WHY DO WE NEED YOUNG TALENT?

of the workforce in the UK Timber Industry as a whole are over 40

without a concerted effort to address an ageing workforce, properly implement succession planning and attract young people into the industry, this number will increase and we will sleepwalk into even greater challenges



SECTOR SPECIFIC CHALLENGES

Not traditionally attractive - very little romance!

Hidden - not an obvious choice. Little understanding.

Products seen as functional, difficult to captivate.

Often situated in rural areas.

Seen as traditional manufacturing - little technology.

Fixed location makes flexible working challenging.



WHAT DO YOUNG PEOPLE WANT?

First let's take a look at who it is we're talking about...

WHO ARE MILLENNIALS?

Born between 1980 and 2000

Represent 37% of the Global Workforce in 2022

Grown up alongside technology







WHO ARE GENERATION Z?

Will represent **27%** of the Global Workforce by 2025

Most populous generation so far - only know advanced technology



Senerati



Honest

Seek security Born after 2001



Want to have a voice



Seeking meaningful work

MEATEDO YOUNG PEOPLE MANT?

According to a Deloitte Survey of over 12,000 Millennial and Generation Z respondents...



Financial Concerns Working habits and culture

Climate action and social issues

Mental health





Continuous learning

Technology

FINANCIAL CONCERNS

Perhaps unsurprisingly in the current economic climate, financial concerns are top of mind. In fact, the cost of living is the main concern for both groups...

An unsurprising priority

46% live paycheck to paycheck and worry they can't meet their expenses

30% don't feel financially secure

28% aren't confident they'll be able to retire in comfort

25% left their last role because of pay (#1 reason)

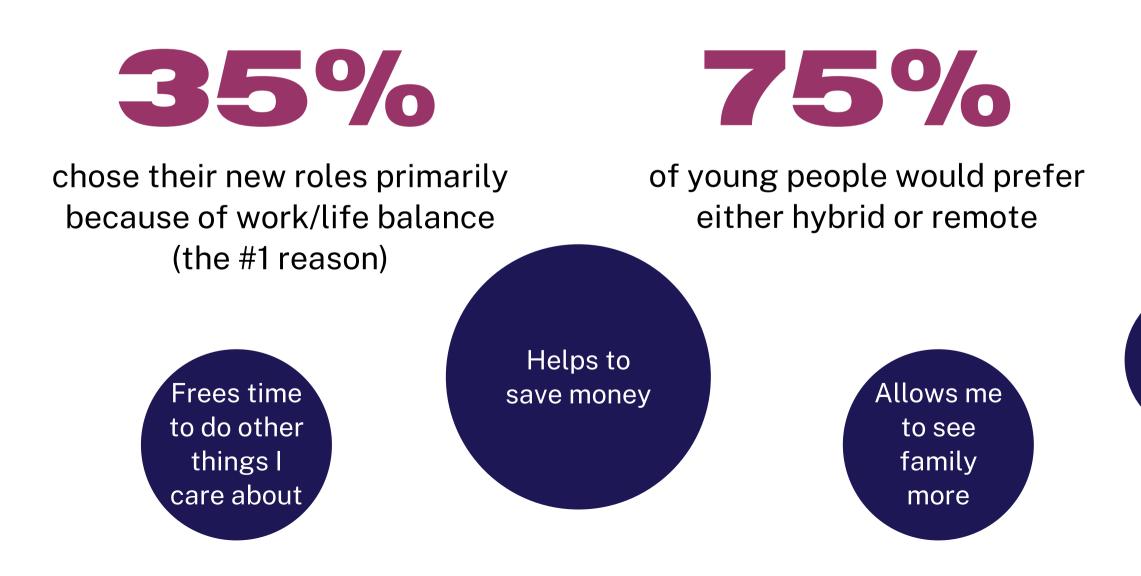


Millennial





WORKING HABITS AND CULTURE



flexibility has become even more important in a post-COVID 19 world



believe their productivity can be accurately measured irrespective of location

Get work done easier

Positively impacts my mental health

BUSINESS MOTIVATIONS AND ETHICS

both Millennials and Generation Z views of business motivation and ethics are declining. They are attuned to businesses wider role in society

believe corporations behave ethically

say business leaders are committed to helping to improve society



say companies have no ambition **65%** beyond wanting to make money

PRIORITIES **JOB CREATION** ENHANCING CAREERS **POSITIVE IMPACT ON SOCIETY AND** ENVIRONMENT

CLIMATE CHANGE

continues to be a major factor in young people's attitudes to work and the business world

PRIORITIES

highly visible actions that they feel they can take part in and own:

sustainable employee benefits

education and training

visible workplace changes

75%

44%

15%

18%

48%

agree that the world is at a **tipping point** in responding to climate change and the future could go either way

are optimistic that efforts to tackle climate change will be **effective**

only 15% believe businesses are taking **substantive action** to fight climate change

and only 18% believe their company is **strongly committed** to the fight

of Generation Z (and **43% of Millennials**) say they have put some pressure on their employer to **take action**

Young people are more open to discussing their mental health and prioritise it more than previous generations in the workplace

46% of Generation Z and 38% of Millennials say they are anxious or stressed all or most of the time. The main reasons were financial financial security and future, health or relationships but workload (34%) and poor work/life balance (32%) featured

BURNOUT

RETENTION

46% of Generation Z and 45% of Millennials say they feel burned out due to the intensity and demands of their work

> 44% of Generation Z and 43% of Millennials say that many people have recently left their organisations due to the pressure of their workload

Burnout was in the top three reasons for Generation Z or Millennials to leave their past employer in the past 2 years.

CONTINUOUS LEARNING OPPORTUNITIES



Formal Training

Career Progression & Growth

WHE FECHNOLOGY

of Generation Z said that a company's technological sophistication would impact their decision to work there



POSSIBLE SOLUTIONS

What to do about it - both from a company and industry perspective



OF COMPANIES 66%

START SOMEWHERE

ask yourself if you know where your business will be in 5/10 years' time, and then ask yourself what talent you need to nurture, attract, replace and retain in order to get there

WHATYOUDO WHATYOUSAY



have failed to plan towards building a workforce that will meet future objectives

what can be done to offer flexibility in when or where work is done? How can technology help here?

Training / CPD refine and lean on training and re-skilling staff, offering continual education and opportunity for development and growth

Stability / Security

Work / Life

Focus on the relatively security of the sector and, where possible, your company. Stress length of service of employees etc. Be conscious of financial concerns and help to address.

Technology

embrace and empower. Continued investment in technology but also ensure it forms a major part of your recruitment messaging

COMPANY SOLUTIONS

Listen and learn. Providing better mental health resources is a critical first step.

Mental Health

Benefits like paid time off, health care, and retirement savings. Offer financial education and resources, given finances are such a significant source of stress for young people.

Climate Change Take ownership of this both within the company (visible, inclusive actions) and in terms of being outwardly facing (your company's commitments and overall impact). Foster pride on small and large issues to gain better loyalty.

Give a Voice Give young people a voice within the organisation and listen to them. Ultimately they will be the most suitable advisors on how you are doing and how you could improve.

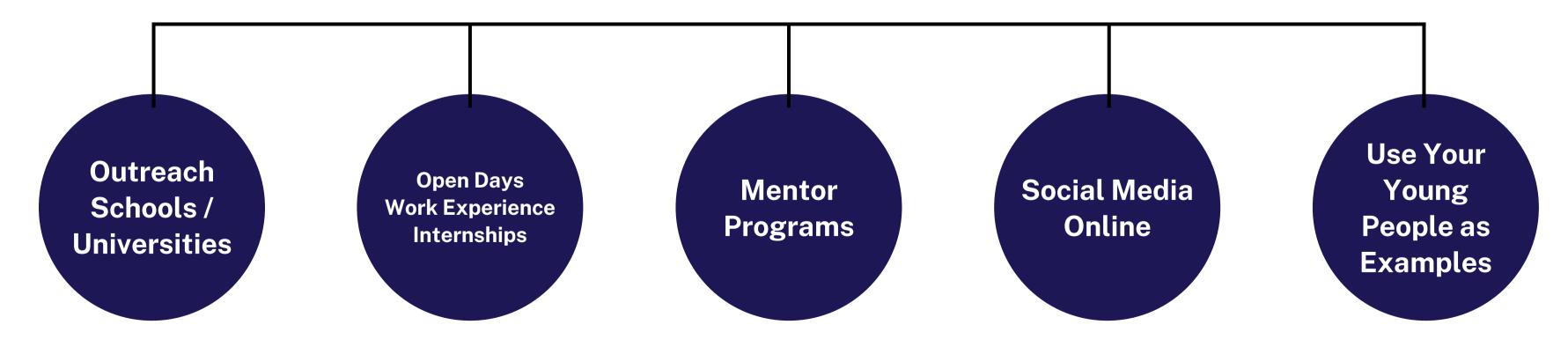
JUST AS IMPORTANT IS WHAT YOU SAY

COMMUNICATING WITH YOUNG PEOPLE

challenge perceptions and change the conversation

WHAT IS YOUR PLAN?

once you have addressed the issues that you feel are relevant to young people, how will you get that information in front of them in a way that is **appealing** and **compelling**?



INDUSTRY Solutions

How does the Industry as a whole attract, train and retain talent and are there areas that we can improve it collectively? Brain-drain affects everyone eventually.

Could we benefit from a more joined up commitment? Are there things that can be done at international / federation level or is this best left to individual countries to execute based on their demographics?

What are other industries doing at federation / trade body level and what could we learn from them?

DEFINE THE MESSAGE AND COMMUNICATE



Stability and Security

Training Opportunities

THANK YOU



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