INTERNATIONAL
PRINECT USER DAYS

Company Culture in the Digital Age:
How to Attract Young Talent
Jürgen Grimm & Nick Gawreluk

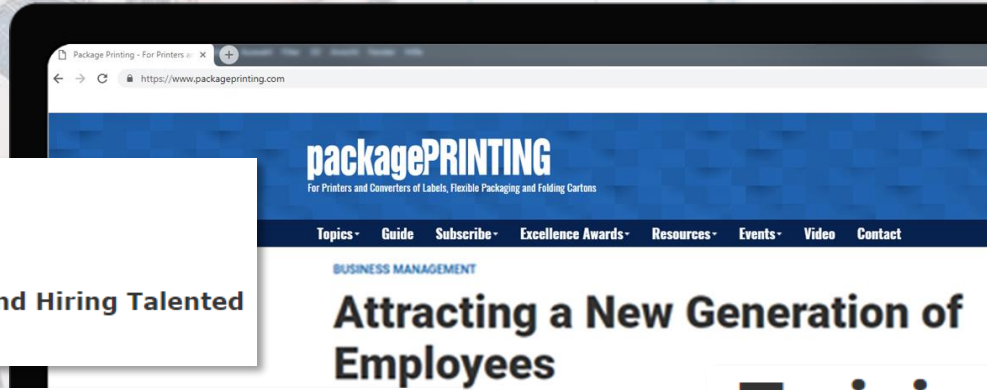# What is it all about?

Industry talent shortage.

Clemson University: Contributing to the Printing Industry Talent Pool

Published on February 15, 2017

Dr. Erica Walker, Lecturer in the Graphic Communications Department at Clemson University, talks with Senior Editor Cary Sherburne about the university's program and its contribution to attracting new talent to the printing industry. She emphasizes the importance of stressing print as an important element of multi-channel communications.

WhatTheyThink?
Market Intelligence for Printing and Publishing

Challenge: Attracting, Recruiting and Hiring Talented Employees

packagePRINTING
For Printers and Converters of Labels, Flexible Packaging and Folding Cartons

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BUSINESS MANAGEMENT

Attracting a New Generation of Employees

October 10, 2017

Roberts

On Oct. 17, BOBST spons
and Retain High Value Em
means to attract a new generation of printing industry employees, as well as how to train them and make sure they connect with the company, increasing

LINKEDIN

BUSINESS MANAGEMENT

## How to Find and Keep Talented Employees

Training the Next Generation

Idealliance launches a new initiative at PRINT 17 to help the industry find and attract talent.

John Berthelsen Explains PGSF Efforts to Attract new Talent to the Printing Industry

Published on April 21, 2015

Print and Graphics Scholarship Foundation Vice President John Berthelsen speaks with Cary Sherburne about the role of PGSF in attracting new talent to the printing industry.

PRINTING IMPRESSIONS' XCHANGE

BUSINESS MANAGEMENT
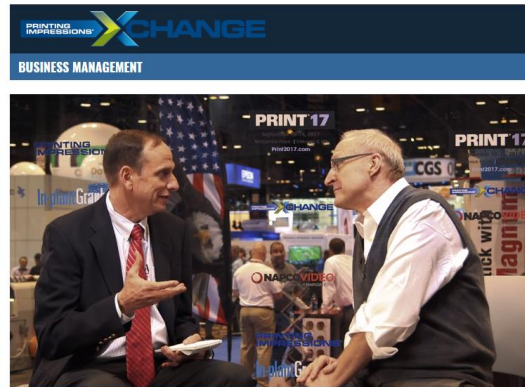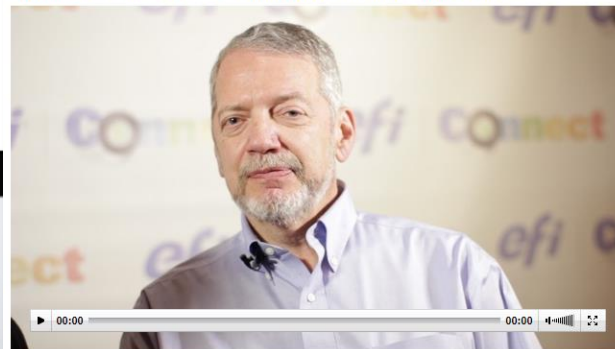
Idealliance's David Steinhardt on State of the Industry

David Steinhardt, President and CEO of Idealliance, talks about some of the findings based on two studies - a state of the industry and a capital investment study - produced by Andrew Paparozzi, Senior Vice President and Chief Economist of

Who we are competing against.

Money is no longer enough!

What else matters?

→ Creating meaningful work.

→ Work/life balance flexibility.

→ Fun work atmosphere.

→ Development opportunities.

HELLO
my job title is

Culture in the digital age.

*Pictures under Copyright by Facebook and Google.

Who sets the stage in the Printing Industry?

→ Health and wellness fitness benefits.

→ Stocked break rooms.

→ Onsite services, such as dry-cleaning and car detailing.

→ Family photo day.

→ 4-week paid sabbatical.

→ Free lunch trucks and snacks.

→ Flexible schedules with ability to work from home.

Nick's journey into the Printing Industry.

Early exposure.

Early exposure.

Technology

→ Offset

→ Digital

→ Screen printing

→ 3D printing

→ Wide format

→ Dye-sublimation

Wide Exposure

→ Start to finish process

→ Company tours

→ College credit

→ Student business

→ Scholarships

Taste of the industry.

College education.
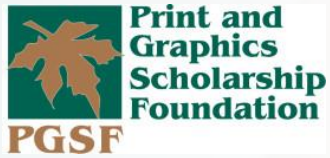
Rochester Institute of Technology internship.

Scholarship

support.

Why would a Millennial want a
job in the Printing Industry?

A generation full of change.

The world has changed.

Printing industry adjustment:

What marketing was...

→**Print**

→**Broadcast**

Printing industry adjustment:

What marketing is now...

→**In-game**

→**YouTube**

→**Social Media**

→**Print**

→**Broadcast**

→**Mobile**

→**Search**

→**Online**

The last impression.

Millennials expected to make up 50% of the workforce by 2020.

50%

Worth a second look:

What are the selling points?

Education opportunities and career development.

Rapid technology advancement.

Directly influence personalization and added value.

01

02

03

Key steps for closing the talent gap.

Closing the talent gap.

Three main steps.

→ **Where to find?**

→ **How to attract?**

→ **How to retain?**

Step 1: Where to find?

High school partnerships.

→ Open house tours

→ Summer internships

→ Scholarship support

→ Mentorship programs

Step 1: Where to find?

University partnerships.

Step 2: How to attract?

Work culture.

→ Food Trucks

→ Wellness Challenge

→ Creating Break Space

→ Revamp Lunch Area

→ Volunteering

→ Speakers

→ ...

Step 2: How to attract?

Development opportunity.

→ **Offer mentorship**

→ **Invest in training**

→ **Showcase next steps**

→ **Promote opportunity**

Step 3: How to retain?

Catch me if you can.

→ Career development

→ Meaningful work

→ Company culture

Step 3: How to retain?

Career development

→ Big career expectations

→ Stressing long-term development

→ Provide training and mentorship

Meaningful work

→ Look at job role descriptions

→ Highlight meaning and purpose

→ Big picture – company goals

Company culture

→ 9-5 is eroding

→ Encourage creativity & innovation

→ Young professional club

Call to action

summary.

Make culture a priority.

Proactively attack "the big three".

Thank you for listening.
I am happy to answer your questions.