


# **WINNING THE WAR FOR TALENT**

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## **APRIL 20, 2022**



# PARTICIPATING ASSOCIATIONS

ASSOCIATION FOR  
HIGH TECHNOLOGY  
DISTRIBUTION

**AHTD**



Convenience  
Distribution  
ASSOCIATION



ecia  
Electronic Components Industry Association

**fisa**  
Promoting Distribution  
Hygienic Processing

**FPDA**  
motion control solutions network

**GAWDA**  
GASES AND WELDING DISTRIBUTORS ASSOCIATION

**HARDI**  
Heating, Air-conditioning & Refrigeration Distributors International



**HRAI**  
YOUR ENVIRONMENT • OUR EXPERTISE



iapd  
international association  
of plastics distribution



**ISD**  
INTERNATIONAL SEALING  
DISTRIBUTION ASSOCIATION  
[www.isd.org](http://www.isd.org)

**ISSA**  
Advancing Clean.  
Driving Innovation.

YOUR INDUSTRY CONNECTION  
**MHEDA**  
Material Handling Equipment Distributors Association

**NAFCD**  
Trends • Education • Leadership • Networking



**NAHAD**  
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION



**NAWLA**  
North American Wholesale  
Lumber Association

**NBMMA**  
North American Building Material Distribution Association

**NIBA**  
The Belting Association®

**OPEESA**  
POWERING DISTRIBUTOR SUCCESS

**PTDA**  
FOUNDATION



**WffSA**  
Wholesale Florist & Florist Supplier Association



Wallcoverings Association

**aea**  
association education alliance  
INNOVATION THROUGH COLLABORATION

# ALEX CHAUSOVSKY - PRESENTER

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- Director of Analytics & Consulting, Miller Resource Group
- Highly experienced market researcher and analyst with more than twenty years of experience in economics, industrial manufacturing, automation, and advanced technology trends.



# Attracting the Top Talent

WHAT CAN YOUR  
ORGANIZATION DO TO STAND  
APART?





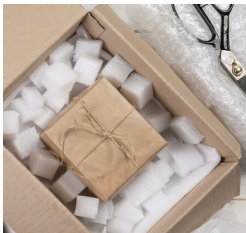
# Factors of Consideration

- Your Leadership
- Your Strategy
- Your Culture
- Your Comp & Benefits
- Your Management Team
- Your Vision
- Your Mission
- Your Values
- Your Market
- Your Product



## MARKET

Markets are not monolithic.



## PRODUCT

Explain why your offering is positioned to take advantage of growth?



## TEAM

Who are the Key Players and what have they accomplished?



## MISSION

What is the company trying to accomplish beyond making money?

# FOUR PILLARS

Attracting Talent as a  
Marketing Function





What is your  
Company's  
Mission?

### CARGIL:

To improve the standard of living around the world.

### NIKE:

To experience the emotion of competition, winning, and crushing competitors.

### 3 M:

To solve unsolved problems innovatively.

### WALT DISNEY:

To make people happy.

### WAL-MART

to give ordinary folk the chance to buy the same things as rich people.





## CHALLENGE

The work itself, technology, market, ect.



## LOCATION

Geography, ability to live & Work where you want.



## ADVANCEMENT

Career growth, increasing responsibility.



## MONEY

Overall Compensation



## PEOPLE

Your manager and coworkers



## SECURITY

Likelihood of long-term employment

# CLAMPS

A vital part of the conversation  
with candidates







# QUESTIONS

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**THANK YOU!**

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**NEXT WEBINAR IN THE SERIES:  
WEDNESDAY, JUNE 8, 2022**

