

Finding Good People in the Digital Age

A discussion of hiring as a competitive market and using digital media to gain a competitive advantage.

Who Am I?

- Owner of The Sam DeAtley Company
- Former General Rock Crusher Superintendent



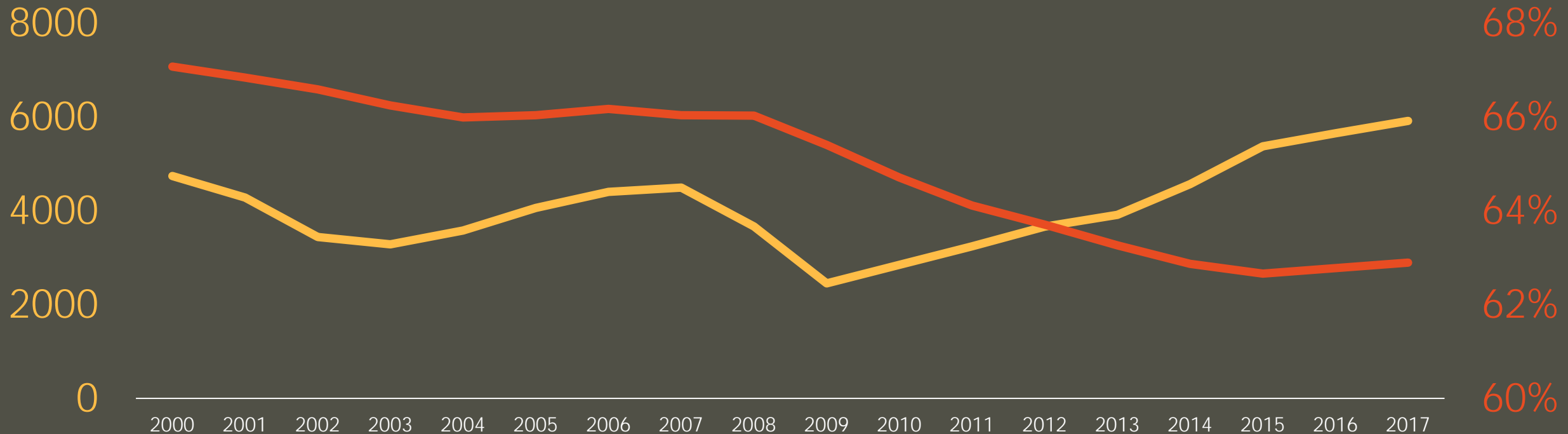
Hiring As a Competitive Market

Why is it so hard to find good people?

Why Is the Job Market Competitive?

Workforce Supply and Demand

— Total Job Openings — Workforce Participation



What Causes This Shortage?

In the General Market

- Shrinking Labor Pool
 - Declining Birthrate, Retiring Baby Boomers
- Generation Gap
 - Boomers-Physical "Hard" Jobs
 - Millennials-Tech Savvy, Future Driven

Specific to Our Industries

- Higher Level of Education
 - More College Degrees
- Emerging Competing Industries
 - Tech, Alternative Energy, etc.
- Digital Media
 - Internet, Social Media, Mobile Devices

How Is the Job Market Competitive?

Easy Access to Opportunities

- Company information and history
- Company reviews and pay scales
- Cost of living and lifestyle information

Easy Access to Training and Networking

- Free or paid online classes
- Recruiters and executives openly accessible

Pay your dues and wait your turn?

Today it is easier to change jobs than wait to be noticed.

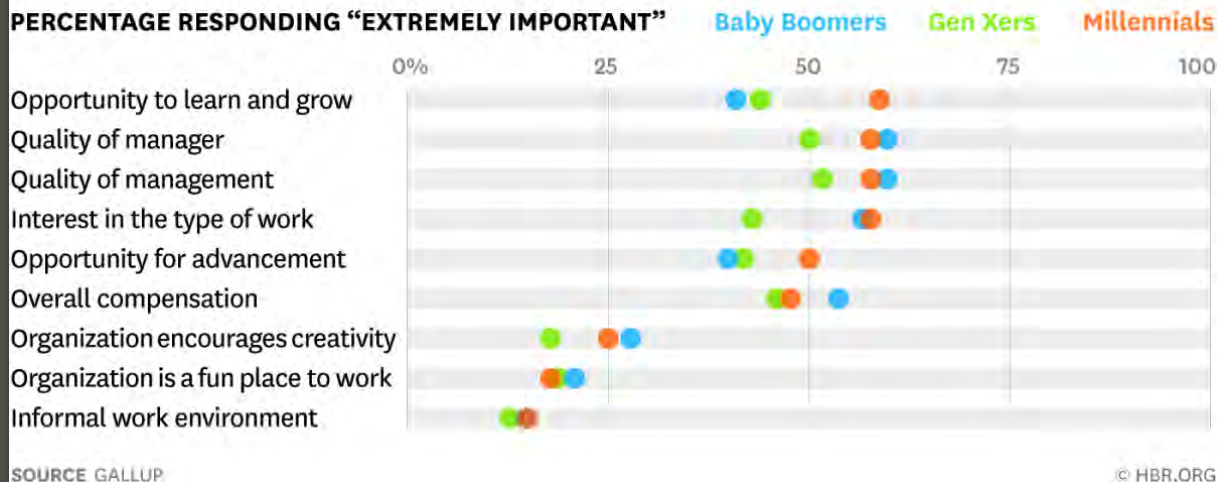
What Do Young People Want?

Millennials Want to Learn and Grow

And They Will Change Jobs to Find it

What Different Generations Look for When Applying for a Job

According to a survey of 1,700 U.S. workers.



93%

Changed Employers When They Changed Roles

Harvard Business Review

Who Are you REALLY Competing With?

Everyone.

Every business, every industry, anywhere.

How Do You “Win”?

It Is a Recruitment Marketing Challenge

- Identify and exploit your company’s strengths
- Work together to increase industry attractiveness
- Broaden your search (regional, national scope)
- Keep up with modern employment trends
- Be open to change, and adapt if necessary
- Don’t be afraid to tell the world about your greatness

Digital Media as a Competitive Advantage

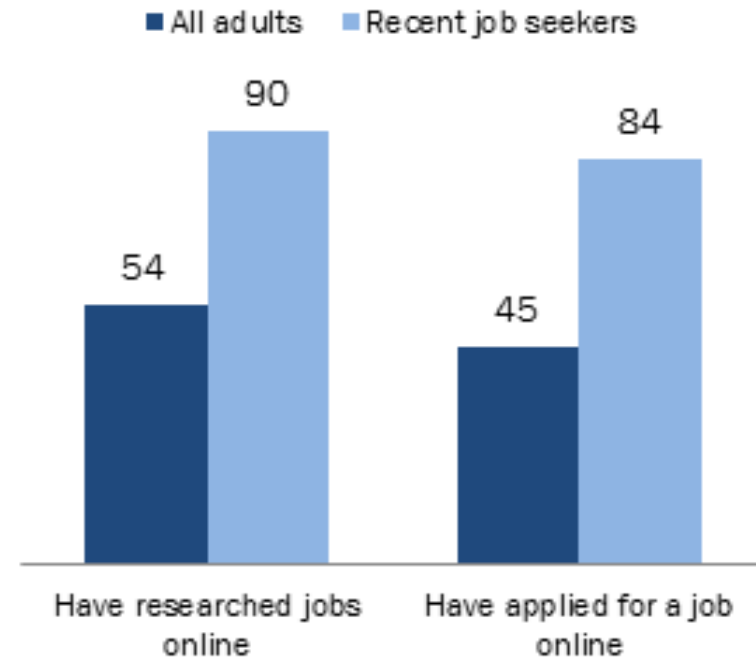
Turn the tide in your business' favor

Job Seekers Use the Internet

The overwhelming majority of jobseekers use the internet to find and apply for jobs

Researching and applying for jobs online is nearly universal among recent job seekers

% in each group who ...



Note: "Recent job seekers" are defined as those who have looked for a new job in the last two years.

Survey conducted June 10-July 12, 2015. Sample size = 2,001

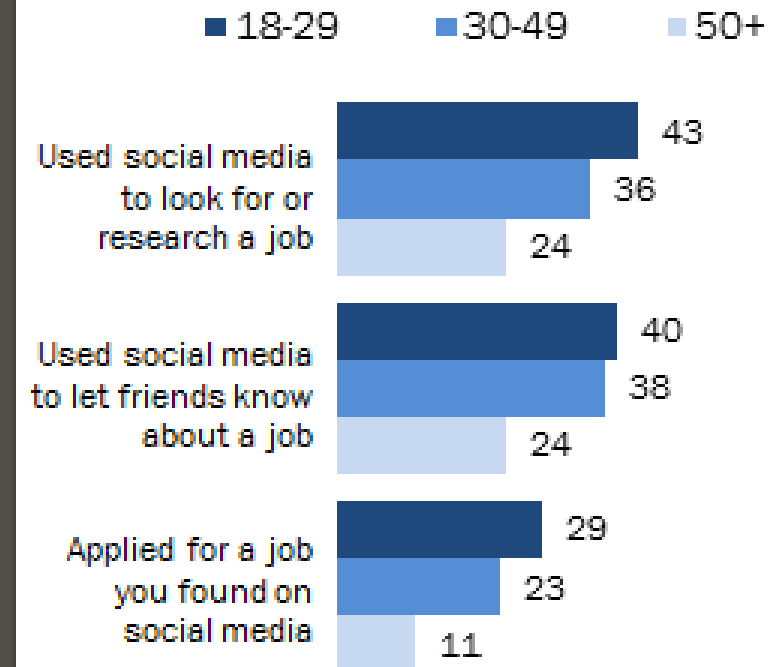
PEW RESEARCH CENTER

But What of Social Media?
Do We Want Kids Who
Spend All Their Time on
Facebook?

65% of **ALL** Americans
use social media
Of them, nearly half
use social media to
either look for a job or
refer a job to a friend.

Social media users from a range of age groups use these platforms for employment-related purposes

% of social media users in each age group who have ...



Note: Based on the 65% of Americans who use social media

Survey conducted June 10-July 12, 2015. Sample size = 2,001

PEW RESEARCH CENTER

Monitor Your Reviews

Not all reviews are good.

Would you factor this review into your job search?

Overview 243 Reviews 4.3k Jobs 279 Salaries 56 Interviews 50 Benefits 44 Photos

Jul 3, 2017 Helpful (1)

"Treat you like a number"
Former Employee - Machine Operator in Reading, PA

Doesn't Recommend Negative Outlook Disapproves of CEO

I worked at [redacted] (More than 3 years)

Pros
Most plant employees are hard working and able to turn out a reliable product for the company.

Cons
This corporation takes over good family-owned companies full of hard working, valued employees, and destroys them. Not enough money is put into maintaining the plant facilities and machines, so employees are forced to make do with run down, sub-par equipment, and then are punished for low production or bad product when they have to spend their own time trying to repair shoddy equipment themselves. [redacted] treats ...

Show More

Advice to Management
Grow a heart. Your laborers are not just numbers, they are husbands, wives, moms and dads trying to earn a living just to pay the bills. Put more money into maintaining your plants & equipment better so that employees can turn out the quality product you desire, without suffering for it. Hire more capable, reliable supervisors and give them the compensation and tools they need to successfully run a plant, so ...

Show More

f t e l

Helpful (1)

Apr 19, 2017 Helpful (1)

Good or Bad, True or False, People Talk About Your Company... AND You

Search Facebook

All Posts People Photos Videos Pages Places Groups Apps

Filter Results

TAGGED LOCATION

- Anywhere
- Bend, Oregon
- Lewiston, Idaho
- Choose a Location...

DATE POSTED

- Anytime
- 2017
- 2016
- 2015
- Choose a Date...

[Redacted] June 15, 2013 ·

Before everyone starts hearing lies and false rumors. I was FIRED from [Redacted] promoted by Sam [Redacted] is telling everyone I have chosen a different path. That may be true, BUT NOT MY CHOICE!!! I messed up and didn't catch some oversized rock that made it to the stock pile because of a screen that had lifted on the edge, and when the plant was checked at the end of shift, my oiler and I didn't see it! The costumer found it in the p... See More

1 Like 9 Comments

Share

1

View 5 more comments

[Redacted] her Sorry to hear that. Well said about those certain people. June 15, 2013 at 4:11pm

[Redacted] wow dude that really sucks oh well they lost a good man .somebody that showed up for work everyday .even though he was sick ,and worked his ass off for a company .I work right beside you dude I know how much you cared!well you're home now I guess we can hang out more .I'll come over and help you on your shop so you can help me on mine . June 16, 2013 at 7:14am

[Redacted] thats only par get rid of good poeple can keep people that work less and only want a pay check not take pride in their job June 16, 2013 at 5:05pm

[Redacted] That there is some shit Tim sorry to hear that my friend..... you surely did not deserve that..... June 17, 2013 at 9:25pm

All Posts People Photos Videos Pages Places Groups Apps

Filter Results

POSTED BY

- Anyone
- You
- Your friends
- Your Friends and Groups
- Choose a Source...

POSTED IN GROUP

- Any group
- Your Groups
- Choose a Group...

TAGGED LOCATION

- Anywhere
- Bend, Oregon
- Lewiston, Idaho
- Choose a Location...

DATE POSTED

- Anytime
- 2017
- 2016
- 2015
- Choose a Date...

[Redacted] September 13, 2010 at 9:44am ·

Got on with [Redacted] JPER Pumped!!

[Redacted] January 15, 2010 at 9:32am ·

Woohoo! Got a call today from [Redacted] and they want an interview!

[Redacted] January 10, 2014 at 5:51am ·

Deatley [Redacted] is hiring if anybody's lookn for work

Big Country 97.7 November 17, 2011 at 3:25pm ·

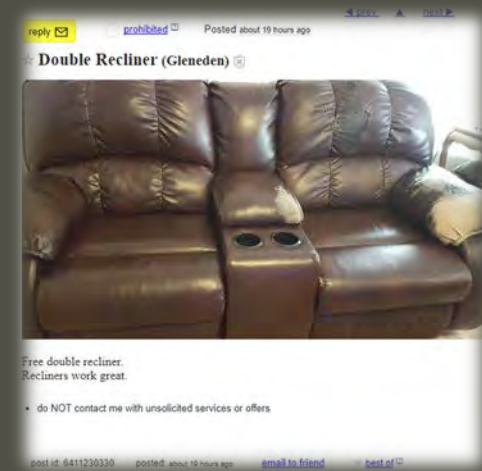
A 21-year-old Clarkston man remains in critical condition this afternoon at Spokane's Sacred Heart Medical Center. [Redacted] suffered skull fractures, a collapsed lung, and other injuries in an industrial... See more

Big Country 97.7 December 5, 2011 at 11:18am ·

UPDATE: A 21-year-old Clarkston man has been upgraded to serious condition at Spokane's Sacred Heart Medical Center. [Redacted] suffered skull fractures, a collapsed lung, and other injuries in an... See more

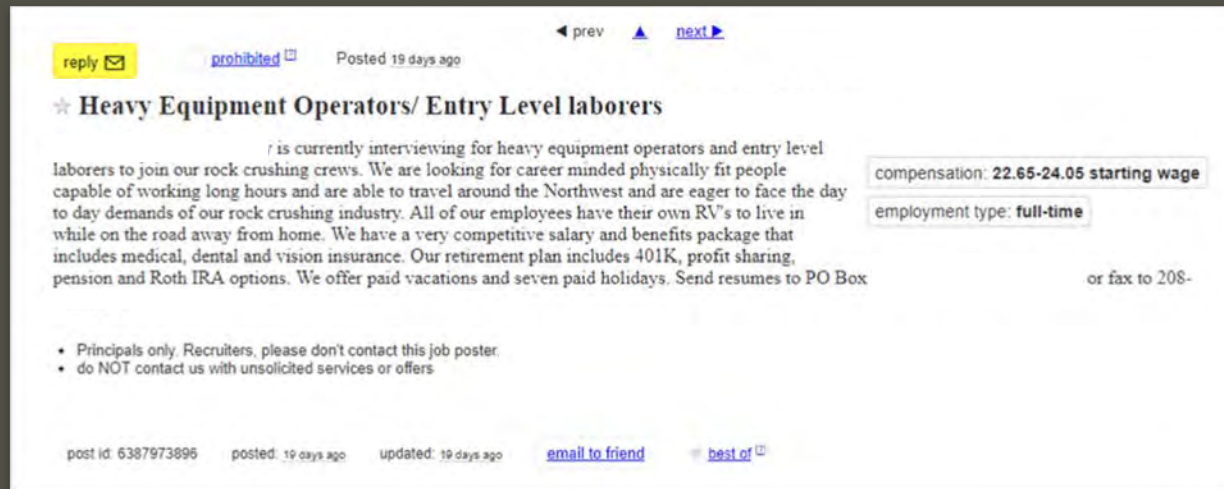
Does Not Work: Poor Ad Placement

- Avoid ads with low efficiency or reach
 - News papers, ad sheets
- Avoid unattractive sites and poor associations
 - Anything with a "Casual Encounters" section



What Works: Use Digital Media to Target, Attract, and Inspire

This ad can be found (with its typos and poor grammar) by anyone who happens to be browsing Craigslist at the time



reply prohibited Posted 19 days ago

◀ prev ▲ next ▶

★ Heavy Equipment Operators/ Entry Level laborers

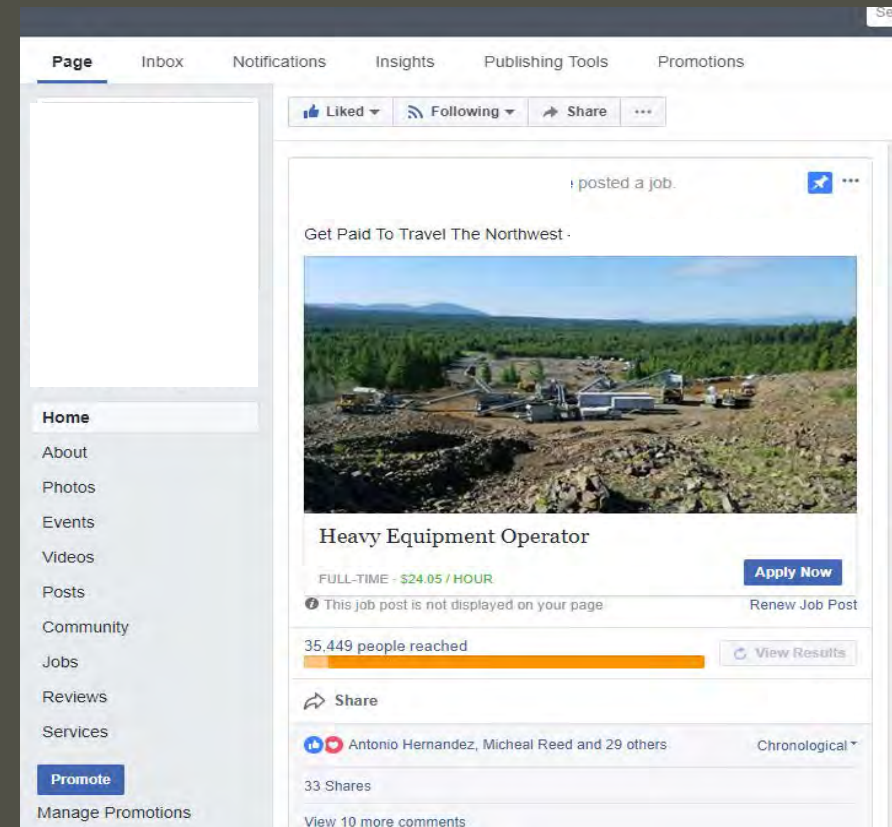
/ is currently interviewing for heavy equipment operators and entry level laborers to join our rock crushing crews. We are looking for career minded physically fit people capable of working long hours and are able to travel around the Northwest and are eager to face the day to day demands of our rock crushing industry. All of our employees have their own RV's to live in while on the road away from home. We have a very competitive salary and benefits package that includes medical, dental and vision insurance. Our retirement plan includes 401K, profit sharing, pension and Roth IRA options. We offer paid vacations and seven paid holidays. Send resumes to PO Box or fax to 208-

compensation: **22.65-24.05 starting wage**

employment type: **full-time**

- Principals only. Recruiters, please don't contact this job poster.
- do NOT contact us with unsolicited services or offers

post id: 6387973896 posted: 19 days ago updated: 19 days ago [email to friend](#) [best of](#)




Page Inbox Notifications Insights Publishing Tools Promotions

Liked Following Share

posted a job.

Get Paid To Travel The Northwest



Heavy Equipment Operator

FULL-TIME - \$24.05 / HOUR [Apply Now](#)

This job post is not displayed on your page [Renew Job Post](#)

35,449 people reached [View Results](#)

Share

Antonio Hernandez, Micheal Reed and 29 others

33 Shares

View 10 more comments

This ad finds people for you and inspires them to act

What Works: Build a Strong Website to Sell Your Opportunity

An Online Retailer With Similar Work

Our Industry Standard

The below forms are in ADOBE® ACROBAT format.
You must have Adobe® Acrobat Reader installed on your computer to be able to view/print these forms.

[Credit Application](#)

[Employment Application](#)

Please download and print the application, fill it out completely, and either fax it to or mail it to:



“Cheap help isn’t good, and good help isn’t cheap.”

www.samdeatleyco.com