



EB FOR
THE DIRTY,
THE UGLY &
THE DOWNRIGHT
BORING

**...one giant company with an
abundance of ping pong tables
and fat jack stock options**

A yellow-tinted background image featuring a ping pong paddle and a ping pong ball. The paddle is positioned diagonally across the lower half of the frame, and the ball is in the lower-left foreground. The text is overlaid in the upper half.



**Who doesn't want to work for a
company with free dry cleaning
and a rock climbing wall?**

- WFH days or telecommuting
- Flat hierarchies
- A pleasant work environment



**DIRTY,
NASTY,
& DOWNRIGHT
BORING**





IT'S GOING TO BE HARD

A grayscale photograph of a modern office interior. In the foreground, a large red circle is superimposed over the image. Inside the circle, the text "HERE ARE SOME COMMON DIFFICULT TO MARKET JOBS OR WORKPLACES:" is written in white, bold, sans-serif capital letters. The background shows a multi-level office space with a curved staircase on the right, a lounge area with a circular table and sofa on the left, and several people walking or sitting. The overall atmosphere is professional and contemporary.

**HERE ARE
SOME COMMON
DIFFICULT TO
MARKET JOBS OR
WORKPLACES:**


UNSAFE OR HAZARDOUS WORKING CONDITIONS

- Airline Pilots
- Fishers and Fishing Workers
- Loggers
- Roofers
- Trash Collectors
- Farmers
- Structural Iron and Steel Workers
- Drivers/Truck Drivers

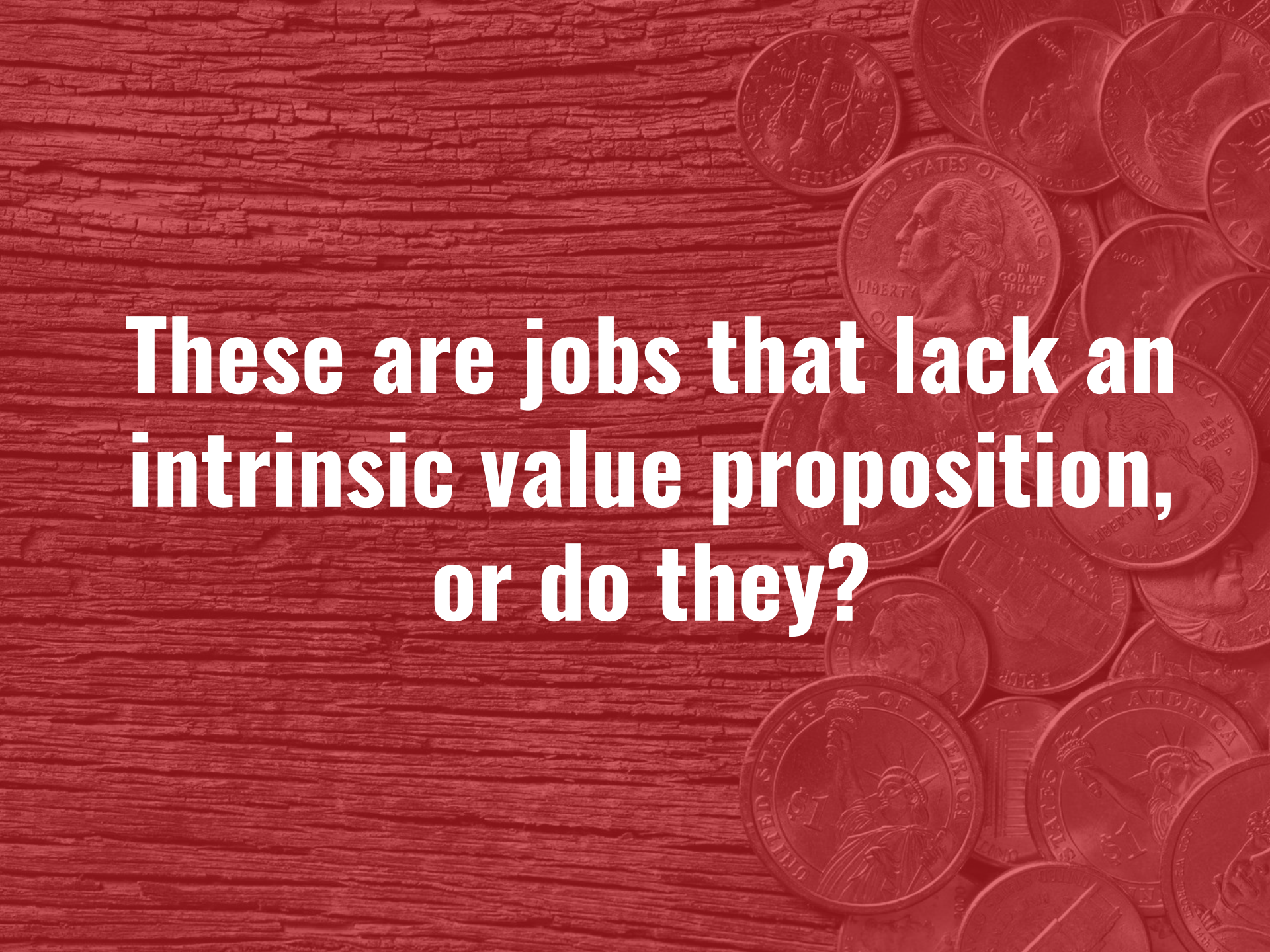


A green-tinted photograph of a street scene. On the left, the rear of a truck is visible, showing a striped safety bar and a rear light. In the center, a white triangular pedestrian crossing sign is mounted on a pole. To the right, there are two large black trash bins. The background shows a residential street with houses and trees.

GROSS JOBS **OR** **DIRTY JOBS?**



**Trash collectors, preppers at
a nail salon, working the kill
floor at a slaughterhouse,
working with industrial dyes.**



**These are jobs that lack an
intrinsic value proposition,
or do they?**



**THEN THERE ARE
BORING
JOBS.**



**PLACES THAT
ARE HARD TO
RECRUIT TO:**

A photograph of a city skyline, likely New York City, featuring a river (the Hudson River) and a bridge (the George Washington Bridge). The image is overlaid with a yellow filter. The text is centered and reads:

...when many of us
are **recruiting for jobs**
and locations that
look nothing like it.



LET'S TALK ABOUT HOW TO BUILD A BRAND AND A MARKETING STRATEGY TO RECRUIT



FIND YOUR

VALUE



**IT STARTS WITH THE
VALUE PROPOSITION**



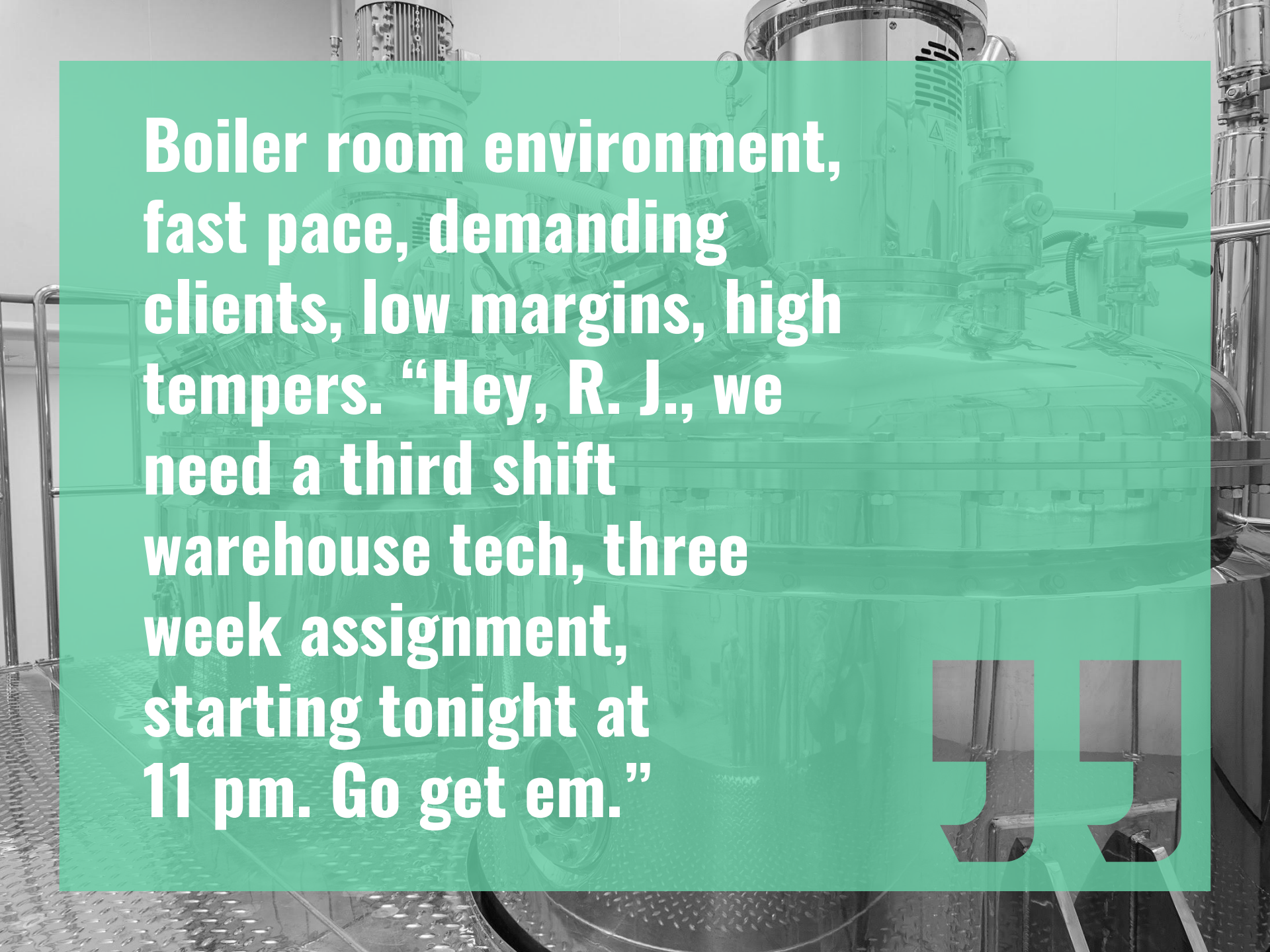
**...afternoons free,
physical activity, the
chance to be outdoors...**

A person wearing a dark suit is holding a light-colored folder or portfolio. The image is overlaid with a semi-transparent red filter. White, bold, sans-serif text is positioned on the right side of the image, partially overlapping the person's arm and the folder.

**DETERMINE THE
VALUES
YOUR JOB WILL
POTENTIALLY
GIVE APPLICANTS**



Early in my career, I took a turn doing light industrial contract recruiting. Temp work for lots of warehouse workers, forklift drivers, mechanics, etc. Physically demanding, low wages...these were tough gigs, and recruiting for them was a bear.



**Boiler room environment,
fast pace, demanding
clients, low margins, high
tempers. “Hey, R. J., we
need a third shift
warehouse tech, three
week assignment,
starting tonight at
11 pm. Go get em.”**





All of the jobs were hard to successfully recruit for, but by far, the worst job we worked on was to place folks at a food color company. The company's model was to bring temporary employees in before offering them full time roles, and their first job was in the color mixing area. It was appropriately nicknamed the "Blender."

**Imagine fifteen workers,
mixing powdered and liquid
colors in huge vats with long
oar-like paddles, twelve hour
shifts at a time. The powdered
color floated through the air
everywhere. At the end of the
shift, the guys (all were guys)
had semi-permanent tie
dyed tattoos.**





These were industrial strength food dyes, used to make the different colors of Skittles, for example. Apparently, when you worked with them for twelve hour days, they also dyed skin.

**It took a
guy 30 minutes
of scrubbing
with Lava Soap
to get the
stains off.**





HOW DID HE **TURN IT AROUND?**

BY ASKING WHO WAS **ALREADY SUCCESSFUL IN THE POSITION.**

1

Why would anyone
want to work in
this job?

2

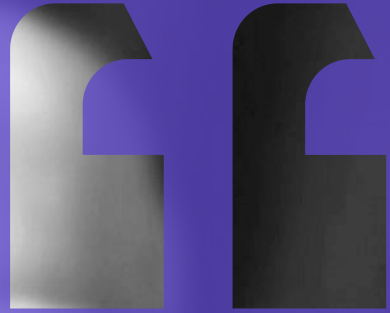
What's the benefit
to the employee?

3

What types of
people will
respond to that
offering and where
can we find them?

A hand holding a pen is visible in the upper right corner, writing on a document. The entire image is overlaid with a semi-transparent red filter. The text is in a bold, white, sans-serif font, arranged in four lines on the left side of the image.

**THE COMPANY
HAD REALIZED
THEIR VALUE
PROPOSITION**



**Come in, get along,
work hard, don't
whine and you'll
get rewarded.**

**We just found the
value proposition.**

FIND YOUR VALUE (TO DO):

- Survey Employees
- Ask Questions
- Create a Value Prop for THAT Job
- Make Positives out of Negatives



GET YOUR

VALUES STRAIGHT





GET YOUR VALUES STRAIGHT (TO DO):



- Find Ways to Make It Up To Them
- Highlight In Postings
- Be an Advocate
- Find the ROI



FIND YOUR
AUDIENCE



KEEP NEW AUDIENCES IN MIND

The background of the slide features a yellow overlay on a grey textured surface. Behind the overlay, a stethoscope is visible on the left, and a security clearance card is on the right. The card has the words "SECURITY" and "PASS" printed vertically, and "000000" and "IFICATION" are partially visible.

Millennials are more likely to be drawn to challenges that have tangible results, which includes successfully navigating the vetting process of security clearance.

— Olivia Landau





● — GREW UP IN RURAL AREA

● — USED TO THE IDEA OF FARMING
OR SMALL TOWN LIFE

● — EDUCATION

● — “GET BACK TO THE FARM”

FIND YOUR AUDIENCE (TO DO):

- Identify Audience
- Build Personas to Speak To
- Find Overlap



GET YOUR

CHANNELS TOGETHER



SO WHAT DID WE END UP WITH?

- A robust career fair plan supported by social and resources for career centers
- Meet and greets and curriculum support for their schools of choice
- Geo-location around universities that had the degree programs they were most likely to recruit from
- Spotify advertising on study and country station



SO WHAT DID WE END UP WITH?

- Bathroom advertising...yep
- Table Tents
- Lunch
Room Announcements
- Revamped LinkedIn
Careers Page
- Separate Career
Site that focused
on location benefits



GET YOUR CHANNELS TOGETHER (TO DO):

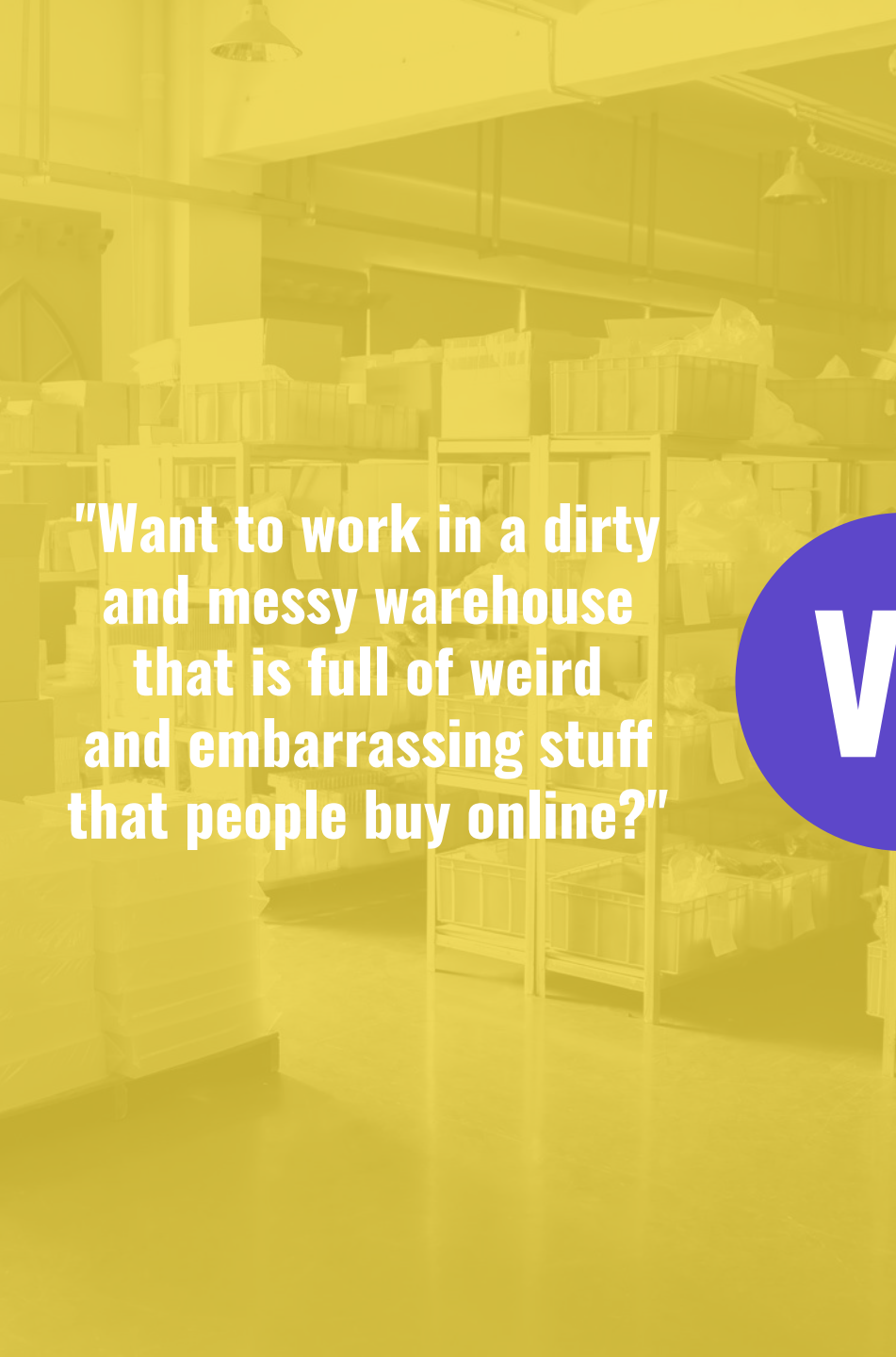
- Where are they?
- What do they do?
- What are they listening to?
- What are they reading?
- How can you solve their problem or meet their need?






BE HONEST

(AND FUNNY!)

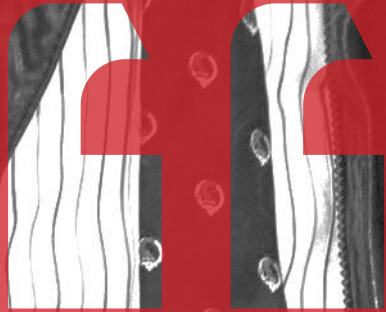


**"Want to work in a dirty
and messy warehouse
that is full of weird
and embarrassing stuff
that people buy online?"**

VS



**"We need a team
player to foster
warehouse synergy."**



Realistic job previews, where you honestly tell people what the job entails, will create a condition where more people will not take the job, but the ones who do will be much more likely to stick around. You need to find the right person for the right job.

**— Industrial psychologist
Jeffrey Saltzman**

A man and a woman are sitting at a table in a meeting room, smiling at each other. The man is on the left, wearing a checkered shirt, and the woman is on the right, wearing a striped shirt. They are both looking towards each other. In the background, other people are visible at tables, and there are large windows. The entire image has a blue overlay.

**BE HONEST
(AND FUNNY!)**

DOs:

A person is holding a smartphone, looking at the screen. The image is overlaid with a semi-transparent green filter. The text "BE HONEST." is centered in the middle of the image. The word "BE" is in white, and "HONEST." is in a bold, dark blue font. Below the text, there are three horizontal white lines of varying lengths, creating a stylized underline.

BE HONEST.

A hand holding a pen is positioned over a laptop keyboard. The entire image is covered with a semi-transparent yellow overlay. The text 'POINT OUT THE POSTIVES.' is centered over the image. 'POINT OUT' is in white, and 'THE POSTIVES.' is in blue. Below the text are three horizontal white lines.

**POINT OUT
THE POSTIVES.**



**CREATE AN
AWESOME HEADLINE.**

A man wearing a cap and a safety vest is handing a box to a woman. The image is overlaid with a purple filter. The text "USE THEIR MOTIVATION AS A SALES TOOL." is centered over the image. The words "USE THEIR MOTIVATION" and "AS A" are in white, while "SALES TOOL." is in green. There are two white horizontal lines underlining the text.

**USE THEIR MOTIVATION
AS A SALES TOOL.**

A top-down view of a person's hands typing on a laptop keyboard. The image is overlaid with a semi-transparent green filter. The text "LEARN, DO, BECOME." is centered over the keyboard. The words "LEARN, DO," are in white, and "BECOME." is in blue. There are three thin white horizontal lines underlining the word "BECOME.".

LEARN, DO, BECOME.

A person is shown from the chest up, holding an open book and reading. The image is heavily overlaid with a semi-transparent yellow filter. The text "TELL A STORY." is centered over the book. The words "TELL A" are in white, and "STORY." is in blue. Below the text, there are three horizontal white lines of varying lengths, resembling a signature or a decorative underline.

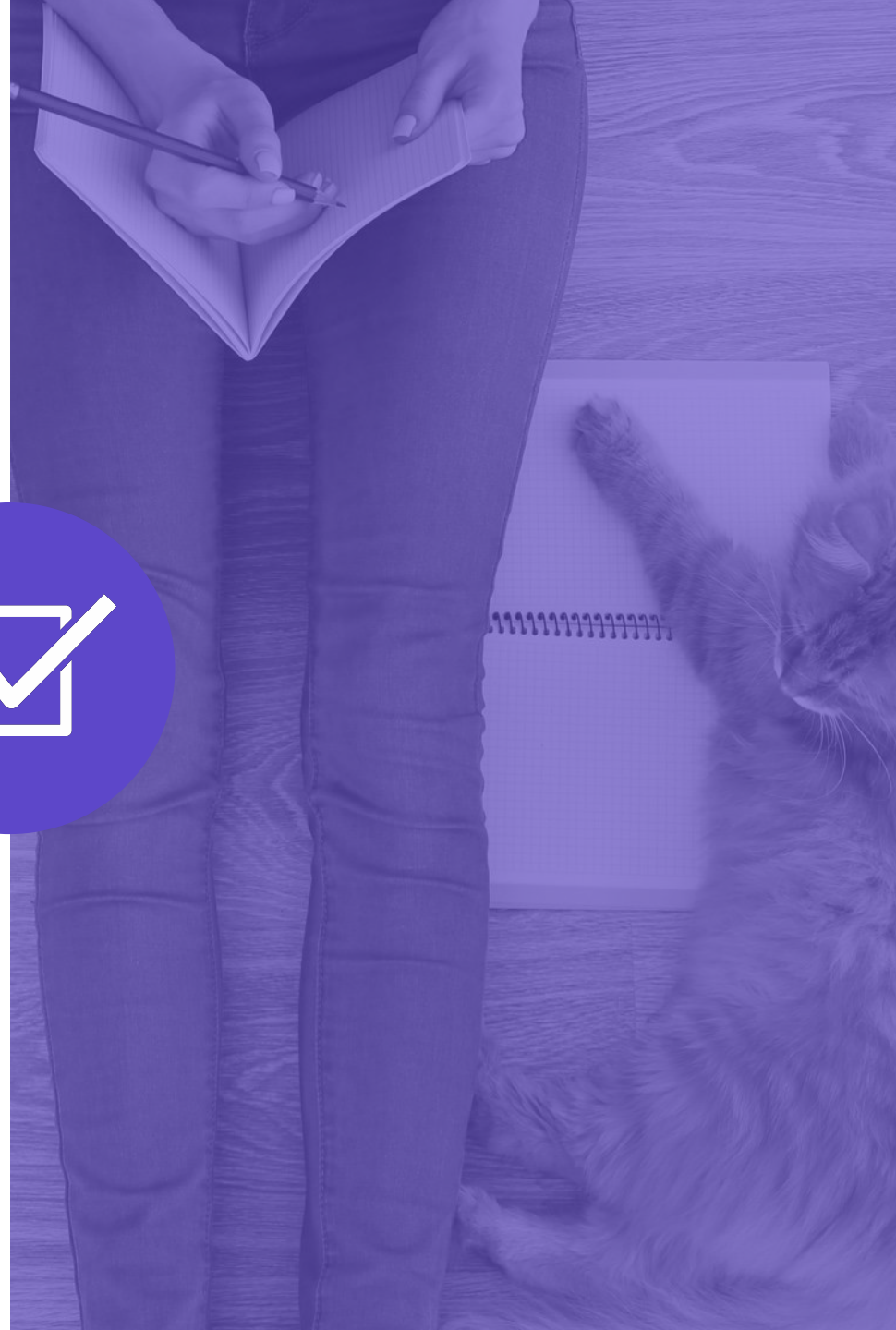
TELL A STORY.




ADD A STEP.

BE HONEST (AND FUNNY!) (DON'T)

- Add a laundry list of skills.
- Use adjectives that can apply to literally anyone.
Self starter comes to mind.
- Add in your generic boilerplate (if you must, at least do so at the bottom)
- Avoid the obvious with stupid titles
- Forget to say what makes this job special





When important jobs are advertised cafeteria-style like this, with the garnish being the only differentiator, even the semi-desperate make the decision to apply based on location, job title and the company's brand name. When they accept these jobs the size of the compensation package then becomes the prime negotiating factor. This is always the case with commodity products in a buyer's market.

— Lou Adler



A CLEAR AND

PRESENT STRANGER





CAREER FAIRS.

A wooden gavel is positioned diagonally across the frame, resting on a circular wooden block. The background is a blurred, light-colored surface. Overlaid on the image is the word "POACHING." in a bold, green, sans-serif font. Below the text are three horizontal white lines of varying lengths, creating a stylized underline.

POACHING.



CREATE PUZZLES.

A person is sitting at a desk, their arms crossed. On the desk in front of them is a white computer keyboard and a white computer mouse. A smartphone is also visible on the desk to the right of the keyboard. The entire image is covered with a semi-transparent yellow filter. The text "BE SMART." is centered over the image.

BE SMART.



**Make it easy for
a candidate to
apply, and give
them a second
shot if they botch
an initial contact.**



**SO WHAT DOES
THIS ALL LOOK
LIKE **IN ACTION?****