

Recruit and Retain Your Future

A person wearing a dark pinstripe suit and a patterned tie is holding a white rectangular sign with both hands. The sign has a black background with the words "HELP" and "WANTED" in large, bold, red capital letters. The person's face is not visible, and the background is plain white.

**HELP
WANTED**

WE'RE LOOKING FOR SOMEONE AGE 22-26



WITH 30 YEARS OF EXPERIENCE

- Planning for your employment needs
- Recruiting for your labor and management needs
- Developing and retaining your team to operate the business

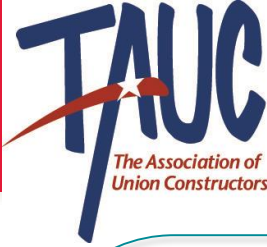


FIRST WHO THEN WHAT



PEOPLE BEFORE STRATEGY

Get the right people first and then set the right strategy



How does your org look?

**New
Person**

New Role

Existing

**Critical/
Superstar**



Which roles could be remote?

Who would thrive as a virtual employee?



[Company Name] Profit and Loss (P&L) Statement (USD \$ millions)													* Corporate Financials only. All rights reserved.
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Full Year
Revenue stream 1	507.2	546.3	605.9	615.4	625.2	635.1	645.2	655.4	665.8	676.4	687.1	698.0	7,892.6
Revenue stream 2	149.8	147.9	130.2	132.4	135.0	137.5	140.0	142.5	145.1	147.7	150.4	153.1	1,801.8
Returns, Refunds, Discounts	(21.6)	(27.3)	(21.2)	(23.3)	(22.4)	(22.7)	(23.1)	(23.5)	(23.8)	(24.3)	(24.6)	(25.0)	(275.2)
Total Net Revenue	711.6	722.9	754.3	748.0	757.6	769.9	782.1	794.5	807.1	819.9	832.9	846.1	9,325.8
Cost of Goods Sold	299.8	273.9	276.3	282.7	287.1	297.7	299.3	301.8	303.8	310.7	313.8	320.6	3,393.2
Gross Profit	442.8	449.0	456.1	465.3	470.7	478.2	485.7	492.5	503.3	509.2	519.3	525.5	5,939.8
Expenses													
Advertising & Promotion	18.7	19.1	19.5	19.8	20.2	20.4	21.0	21.5	21.9	22.5	22.8	23.2	256.8
Depreciation & Amortization	108.7	110.9	113.1	115.0	117.6	119.9	122.3	124.8	127.2	129.8	132.3	135.0	1,459.8
Insurance	1.1	1.1	1.1	1.2	1.2	1.2	1.2	1.3	1.3	1.3	1.3	1.4	14.7
Maintenance	5.7	5.8	5.8	6.0	6.2	6.3	6.4	6.5	6.7	6.8	6.9	7.1	76.4
Office Supplies	2.8	2.9	2.9	3.0	3.0	3.1	3.2	3.2	3.3	3.3	3.4	3.5	37.5
Rent	3.8	3.9	4.0	4.2	4.3	4.4	4.5	4.7	4.8	4.9	5.1	5.2	57.2
Salaries, Benefits & Wages	351.3	354.0	361.3	366.5	371.9	377.2	382.7	388.3	394.0	399.8	405.8	411.9	3,864.7
Travel	1.5	1.5	1.6	1.6	1.6	1.7	1.7	1.7	1.7	1.8	1.8	1.9	20.5
Utilities	2.3	2.3	2.4	2.4	2.5	2.5	2.6	2.6	2.7	2.7	2.8	2.9	30.8
Other Expense 1	1.4	1.4	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.7	1.7	1.7	18.8
Other Expense 2	3.8	3.9	4.0	4.0	4.1	4.2	4.3	4.4	4.5	4.6	4.7	4.8	50.8
Total Expenses	403.8	411.0	419.2	427.5	436.0	444.7	453.5	462.5	471.7	481.1	490.6	500.4	5,401.5
Earnings Before Interest & Taxes	39.0	38.0	36.9	38.4	34.7	33.5	32.2	30.9	29.8	28.2	28.7	25.3	390.8
Interest Expense	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	30.8
Earnings Before Taxes	36.5	35.5	34.4	35.3	32.2	31.0	29.7	28.4	27.1	25.7	26.2	22.7	360.8
Income Taxes	10.8	13.6	10.3	15.0	9.7	6.3	6.9	8.5	8.1	7.7	7.3	6.9	108.3
Net Earnings	25.3	24.0	24.1	20.3	22.5	24.7	22.8	19.9	19.0	18.0	18.9	15.8	252.4



Turnover Factor: Cost to the organization as a % of employee's compensation

Level of Organization	# of employees that left		Average compensation		Turnover factor	Total
Entry	5	x	\$40,000	x	.50	\$100,000
Mid	2	x	\$80,000	x	1.5	\$240,000
High/Specialized	1	x	\$120,000	x	4	\$480,000
Total Cost of Turnover						\$820,000



What is your forecasted need?

Hiring Practice	Construction/Service	Administrative
Hire for experience		
Promote from within		

Hiring Needs	Construction/Service	Administrative
Current # of employees		
Average attrition per year		
Expected incremental hires in the next year	+	+
Total		

Recruiting Strategy



Where can we find people today?





Why Your Company?





Customize The Message to the Candidate



CATEGORY	BUILDERS	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z	GEN ALPHA
Slang terms	<p>We prefer proper English if you please</p> <p>Born: < 1946 Age: 74+</p>	<p>Be cool Peace Groovy Way out</p> <p>Born: 1946-1964 Age: 55-73</p>	<p>Dude Ace Rad As if Wicked</p> <p>Born: 1965-1979 Age: 40-54</p>	<p>Bling Funky Doh Fashizz Whassup?</p> <p>Born: 1980-1994 Age: 25-39</p>	<p>Fam GOAT Slay Yass queen</p> <p>Born: 1995-2009 Age: 10-24</p>	<p>lit yeet hundo oof rn idrc</p> <p>Born: 2010-2024 Age: under 10</p>
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	Trump / Brexit 2016
Iconic cars	<p>Model T Ford Final, 1927</p>	<p>Ford Mustang 1964</p>	<p>Holden Commodore 1978</p>	<p>Toyota Prius 1997</p>	<p>Tesla Model S 2012</p>	<p>Autonomous vehicles 2020s</p>
Iconic toys	<p>Roller skates</p>	<p>Frisbee</p>	<p>Rubix cube</p>	<p>BMX bike</p>	<p>Folding scooter</p>	<p>Fidget spinner</p>
Music devices	<p>Record player LP, 1948</p>	<p>Audio cassette 1962</p>	<p>Walkman 1979</p>	<p>iPod 2001</p>	<p>Spotify 2008</p>	<p>Smart speakers Now</p>
Leadership style	<p>L - Leader I - New leaders</p> <p>Controlling</p>	<p>Directing</p>	<p>Coordinating</p>	<p>Guiding</p>	<p>Empowering</p>	<p>Inspiring</p>
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence/advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)

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Referral Program



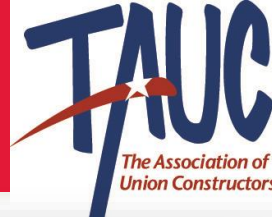
- What other incentives could we offer?





Passive





About us?



OPERATIONS

Behind every great product is a great operation. We continue to grow our operations team in the areas of manufacturing, supply chain, quality and procurement. Members of these teams are instrumental whether it is helping process map a manufacturing process, or developing a new quality testing method.

We are proud to say that many of our products are "Made in the USA". We have three manufacturing facilities and a distribution center in the following cities:

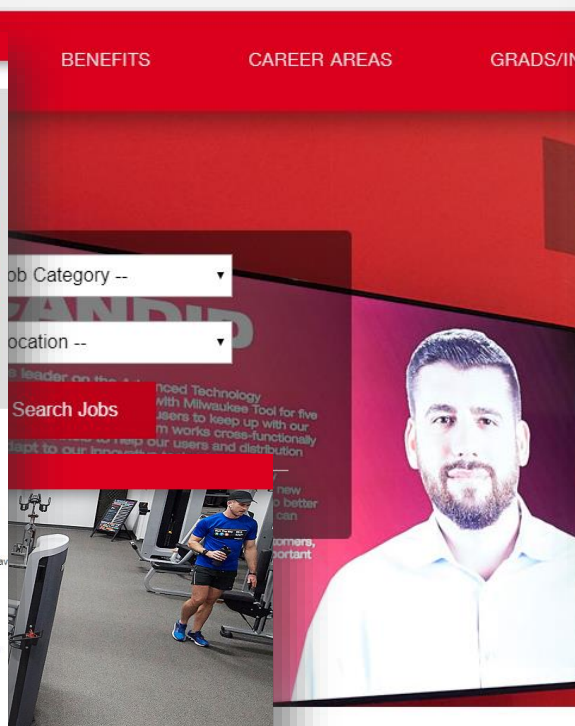
- **Manufacturing:** Greenwood, Mississippi; Jackson, Mississippi; Mukwonago, Wisconsin
- **Distribution:** Olive Branch, Mississippi

At these locations Milwaukee Tool offers career opportunities that range from entry level manufacturing to highly skilled technical positions.

[Search Operations Jobs](#)

INFORMATION TECHNOLOGY

Do you want to be part of a rapidly growing IT organization? Milwaukee Tool is looking for world class IT talent to support a business experiencing explosive growth. We hire team members who are problem owners and are motivated by complex technical challenges.



LIFE AT MILWAUKEE

Milwaukee Tool is a high performing work place. Much of our work is done in cross functional, collaborative teams. To foster collaboration and team work Milwaukee Tool provides a casual work environment with opportunities to socialize with your co-worker and their families. Some highlights of this culture are:

- Casual work environment
- Team building events
- Family events throughout the year
- Internural sports teams (basketball, ultimate Frisbee, soccer, softball, hockey)
- Milestone celebration parties
- Product demo days



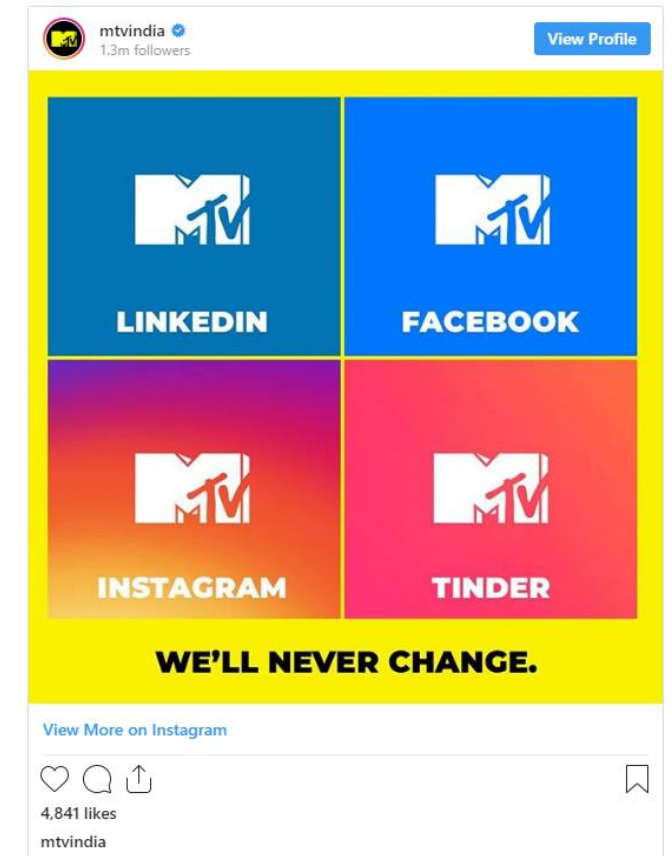
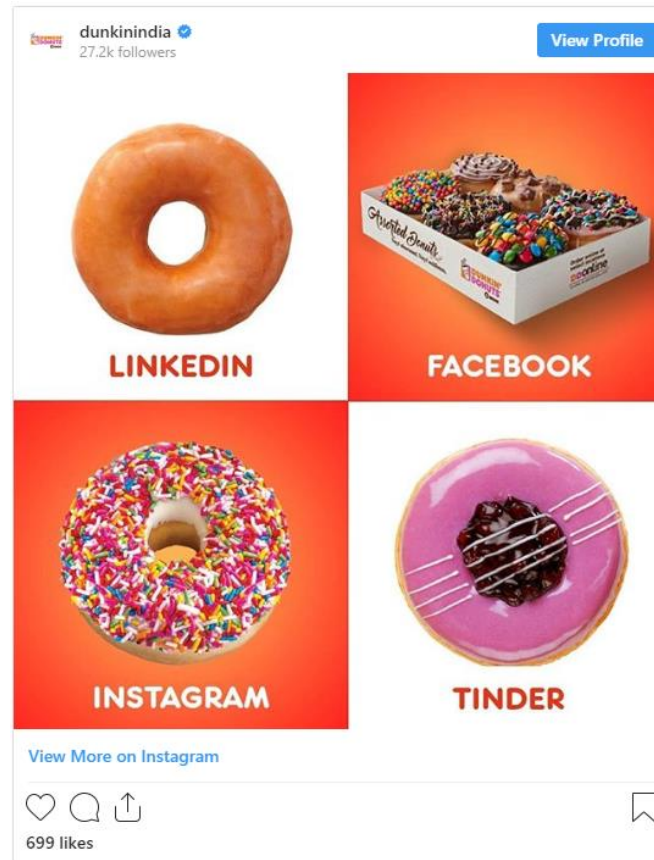
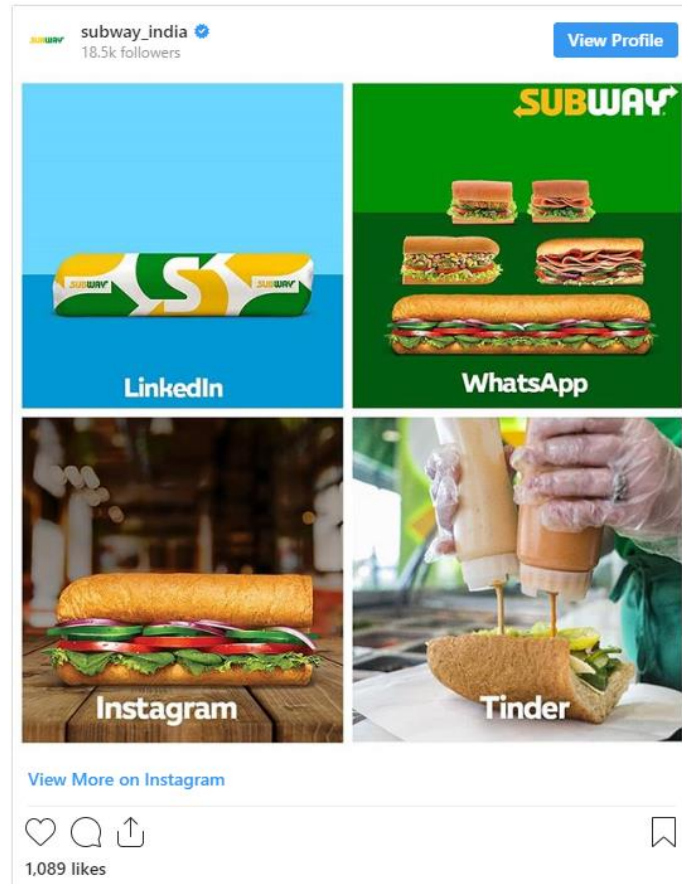
OPPORTUNITY, STAY FOR THE CHALLENGE

the industry in providing the best professional, heavy duty power tools, hardware, and solutions with disruptive innovation, best-in-class performance, and solutions to everyone in the industry. When it comes to career opportunities, Milwaukee Tool gives you the impossible possible and be a part of something big!





























The Whole Person



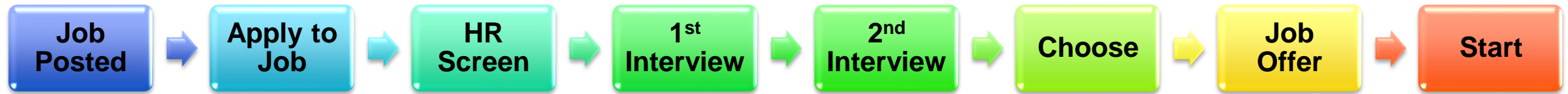


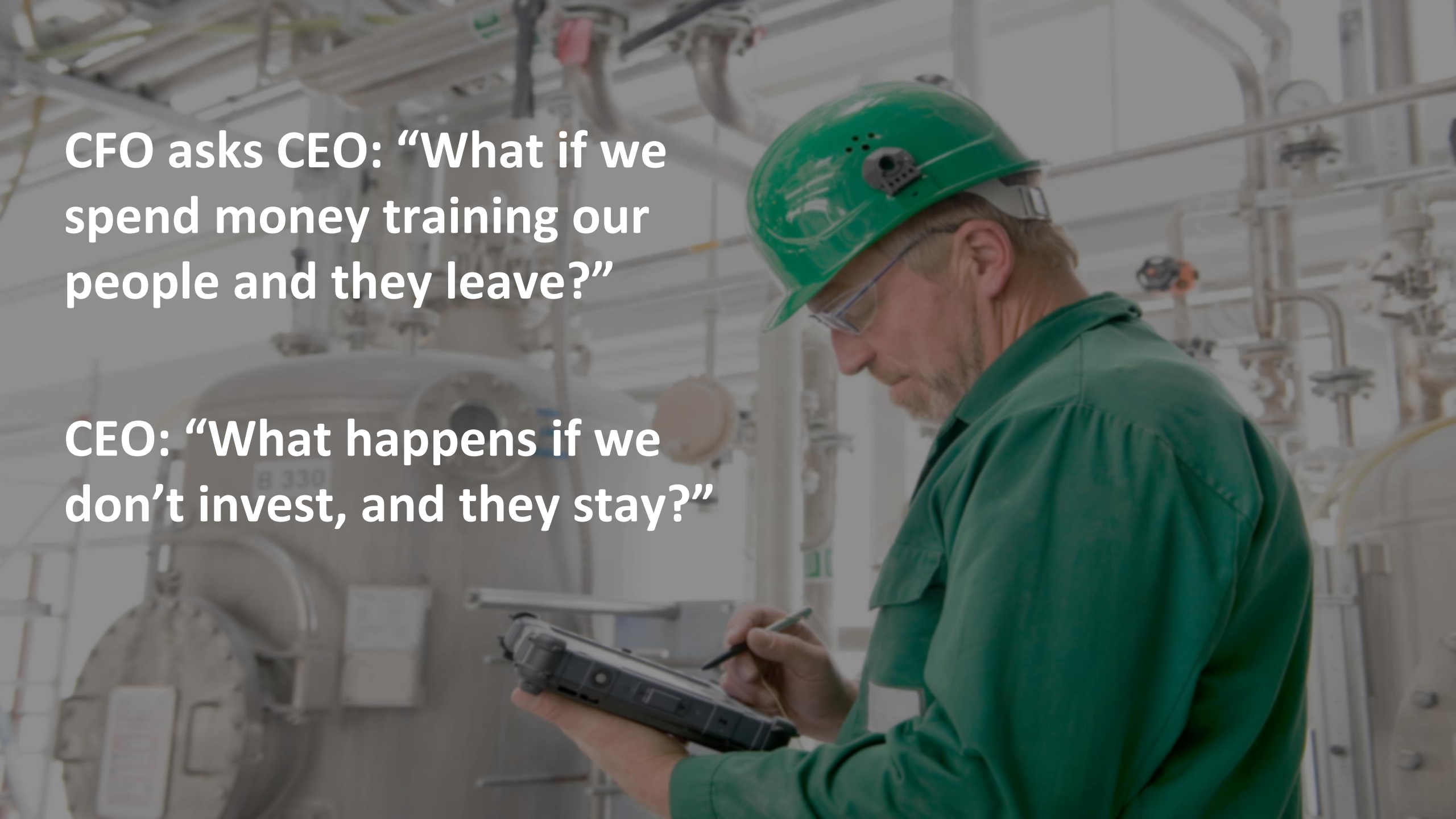
Who would you work for?

 <p>Celebrate Dana's birthday. Dana Delgado's birthday was yesterday.</p>	 <p>Emily Schield is having a work anniversary. Celebrating 4 years at Milwaukee Tool</p>	 <p>Jarrod Carter is having a work anniversary. Celebrating 4 years at Grainger</p>	 <p>Blake Wentz is having a work anniversary. Celebrating 11 years at Milwaukee School of Engineering</p>
 Say happy birthday	 Say congrats	 Say congrats	 Say congrats
 <p>Kaitlin Hubbard is having a work anniversary. Celebrating 3 years at CVS Health</p>	 <p>Omar Jandal is having a work anniversary. Celebrating 1 year at Wisconsin Union Directorate Society & Politics Committee</p>	 <p>Jairo Gonzalez is having a work anniversary. Celebrating 2 years at Techtronic Industries - TTI</p>	 <p>Jessica Torres has a new job Now Territory Manager at Techtronic Industries - TTI</p>
 Say congrats	 Say congrats	 Say congrats	 Say congrats
 <p>Bladen Burns is having a work anniversary. Celebrating 14 years at Fiduciary Management, Inc. (FMI)</p>	 <p>Justin Ferrante is having a work anniversary. Celebrating 5 years at Milwaukee Tool</p>	 <p>Don Williams is having a work anniversary. Celebrating 5 years at Techtronics Industries North America Inc.</p>	 <p>Scott Teson is having a work anniversary. Celebrating 3 years at Milwaukee Electric Tool</p>
 Say congrats	 Say congrats	 Say congrats	 Say congrats



Candidate Experience

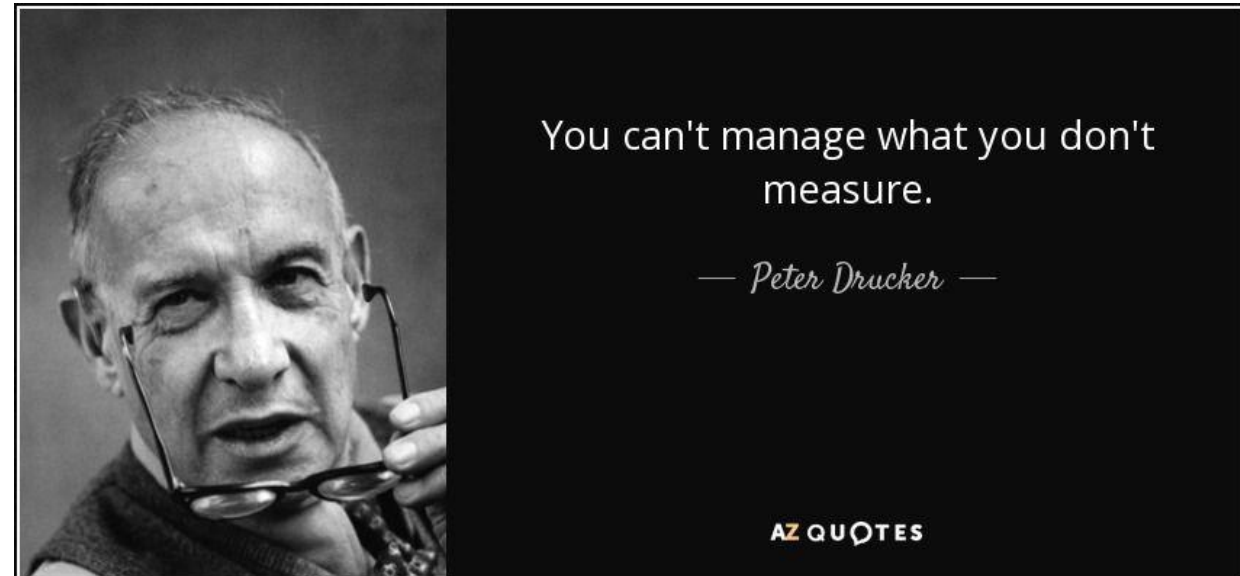


A man wearing a green hard hat, safety glasses, and a green long-sleeved shirt is shown in profile, looking down at a handheld electronic device. He is holding a pen over the device. The background is a complex industrial environment with various pipes, valves, and machinery. The image has a semi-transparent dark overlay on the left side where the text is located.

CFO asks CEO: “What if we spend money training our people and they leave?”

CEO: “What happens if we don’t invest, and they stay?”

- **Metrics for success:**
 - Retention / Unwanted Turnover
 - Employee Engagement or Satisfaction
 - Revenue / Profit



■ Your next step

- Clearly define the goal you are trying accomplish (Why?)
- Identify the biggest opportunity (What?)
- Create the team to accomplish (Who?)
- Establish the action plan (How?)
- Set up milestones (When?)



Five Tools for Success

1. Know your need – organizational planning
2. Manage your hiring brand
3. Increase your candidate pool
4. Invest in your employee's experience
5. Measure your success



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