

# Winning the War for Talent



*Where did all the people go...  
and when are they coming back?*

# The Population Math Problem

---

Demographic shifts have  
created a battle for employees

---

Baby Boomers: 55- 75 years old

75.4 million

Generation X: 38-54 years old

65.9 million

Millennials: 21- 37 years old

76.8 million

---

Labor participation rates:

Historic: 68%

Today: 63%

# Advertising to each Generation

- Baby Boomers- Security
- Gen X- Significance
- Millennials- Freedom (but not the kind you think)
- Gen Z- Purpose

**UNWILLING** or **UNABLE?**

# External Recruiting

Are people **UNWILLING** or **UNABLE** to  
come to work for YOU?

*"Hunters of Talent"*

**Let's look at the way that billion-dollar companies market their products and services to us...**

1. There are 2 ways to go fishing
2. A Grocery store endcap

# The 3 Reasons People DON'T Come To Work For You...

70%

20%

10%

# Create a Persona to Recruit Employees- Ask Your Current Employees

- Education/Experience
- FLUX that makes them open to change
- Personality type
- Current family/life situation
- Job they are likely currently in
- Hobbies
- Length of time in Current position



# Selling your opportunities

Questions	Your Main Product/Service	Employment Opportunity
Who are you selling to? What is their situation?		
What problem does it solve?		
What causes that problem to occur?		
How does their life get easier or better?		
What emotion does using your product produce?		

# Change the way that People View your Industry/Organization

**1. Identify Common  
Misconceptions**

**2. Create Advertising that Drives  
Questions**

# Create a Tagline like Billion Dollar Companies Do

- Identify a common BUT FALSE misconception
- 3-5 words- Contains an OXYMORON
- Its only purpose is to get people to ask: "What do You Mean by That?"

# No Experience Preferred

- You are more likely searching for underemployed people-  
Not unemployed people
- Who is currently working part time at McDonalds in their second year and WANTS to be there?
- Appeal to talented people who have no training after high school – They think their only options are Fast Food or Retail

# About Simple Truths

- <https://www.simpletruths.com/>
- *Small* books that create a *big* impact for personal and professional growth
- Free [discussion guides](#)
- [Blog posts](#) from our authors and more in-depth info about the books
- Free motivational [videos](#) and [quotes](#)
- [Training presentations](#): available for purchase, or free with the Elite Club membership
- [Elite Club](#): monthly subscription offers advanced copies of Simple Truths NEW releases, along with supplemental materials that can help you host or lead a successful event!
- Bulk discounts: order online or contact [Lance](#)

