



# ADDRESSING WORKFORCE CHALLENGES

ZELLE HR SOLUTIONS



# CHALLENGES WE ARE SEEING TODAY

- Recruiting
  - Introducing Gen Z
- Compensation
- Burn Out
- Succession Planning



# CHALLENGE: RECRUITING

Employee's  
Market vs.  
Employer's  
Market

Competitive  
Compensation &  
Unique Benefits

Larger Scope  
Instead of Niche  
Search

Requires PR and  
Marketing

Hiring for Skill vs.  
Talent

Look Internally to  
Fill Roles

Understanding  
New Workforce  
Generations



## Needs Engagement

- Interaction, collaboration, belonging
- Team meetings, video calls, utilizing message boards

## Thoughtful of Impact

- Forms opinions on ethics, social impact, and company practices
- Focuses on opportunities rather than physical items

## Mental Health Conscious

- Not afraid to talk about personal challenges
- Promote conversation and awareness

## Values Growth and Development

- Proactively seeks new learning opportunities
- Will remain loyal to a company that provides stability in new opportunities

## Racially and Ethnically Diverse

- 51% are white vs. Baby Boomers 72%
- Different cultures have different cultural norms, holidays, and needs

## Digital Natives

- First generation that has never known the world without the internet
- Able to learn technology at exponential rate

# GENERATION Z INFLUENCES

# CHALLENGE: COMPENSATION

- Compensation Study
  - Where does your compensation percentages fall for each of your positions?
    - Are you following, meeting the market, or leading the market?
  - Do your employees know all the benefits you offer?
- Unique benefits



# COMPENSATION STUDY; PAYSACLE REPORT

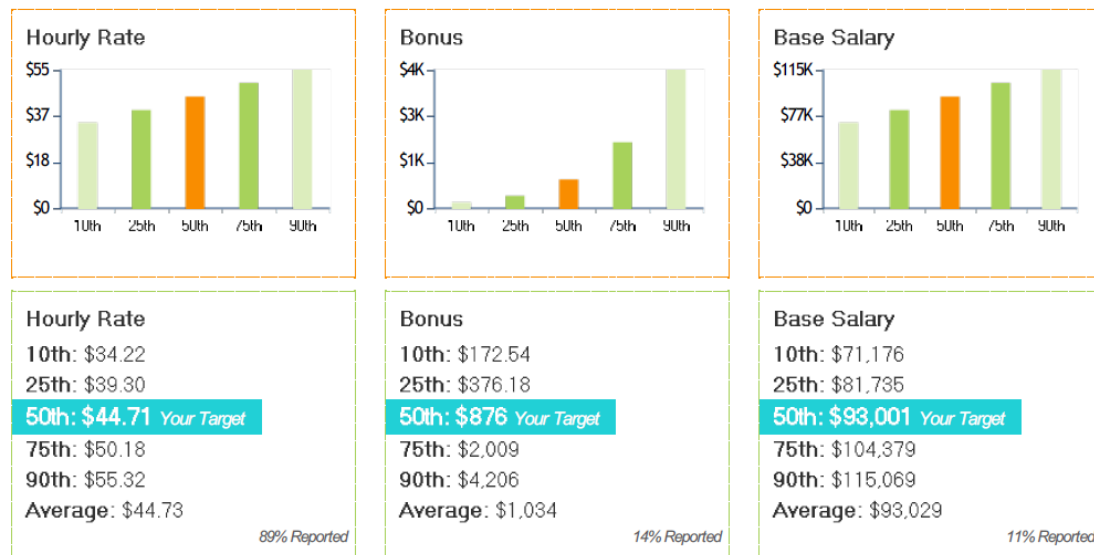
## PayScale Market Report



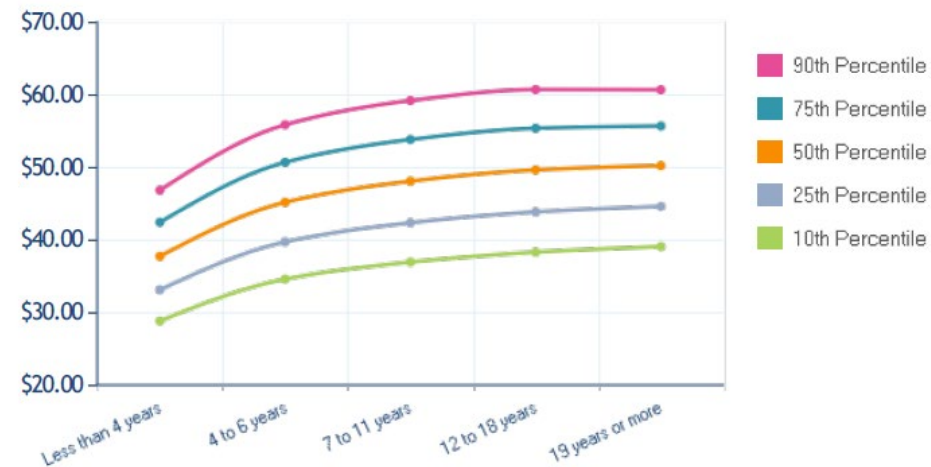
Job: Lineman - Lineman

### Compensation Summary

This PayScale compensation report represents a snapshot of market results for the position **Lineman - Lineman** and location **Nebraska, United States**. To ensure the most accurate report, confirm that the PayScale Job and profile details on the following page describe this position and labor market accurately.



### Hourly Rate By Experience



# UNIQUE BENEFITS THAT 'FIT'

- Insurance (Pet, Car, Travel)
- Flexibility (Remote, Hybrid, Mandatory PTO)
- Shortened Work Weeks (Flex Days, Summer Fridays, Holiday Extensions)
- Paid Parental Leave (Baby Bonus, Fertility Assistance, Childcare Discounts)
- Mental Health Days, Company Provided EAP
- Wellness Stipend or Incentives
- On-site Food (lunches brought in, snacks, breakfast items)
- Soft-Skill Trainings
- Team Bonding Events, Quarterly Outings, Company Sponsored Events



## Establishing Boundaries

- Fitting life into work

## Avoid 'Keeping Score'

- Individuals have their own priorities and responsibilities outside of work that can not be compared to others.

## Recognizing Stressors

- Each employee deals with stress differently and has different stressors outside of work.

## Consistent Reviews/Catch Ups

- Bi-Annual Reviews or 'coffee catch ups' to prioritize talking to your team – having genuine conversations

## Recognition

- Showing authentic recognition or rewarding employees

## Necessity for Work-Life Balance

# CHALLENGE: BURN OUT



# THE WORK-LIFE BALANCE SHIFT

- With fewer workers available and Boomers retiring—more positions are open
  - Forces us to get creative with filling those roles
- Expectation for tenure has shifted with Millennials changing roles more frequently
- Employers are competing with all industries now across the country
- Employees are seeking stable relationships and mentorship
  - Ensuring our People Managers are equipped with leadership skills (not just technical skills)
- Employees can “make the call”, when it comes to their flexibility and pay needs, due to the abundance of opportunities available
- Employees are looking for a Work-Life Fit



# CHALLENGE: SUCCESSION PLANNING

- Strategic Planning
- Strong Internal Communication & Transparency
- Starting Early
  - Identifying key individuals, knowledge sharing, training & development



# CHALLENGE: SUCCESSION PLANNING



## SUCCESSION PLANNING 9 BOX

		Potential for Advancement		
		7+ yrs	3-6 yrs	0-2 yrs
Long-term Performance	High			
	Middle			
	Low			

**Key Performers:**

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**Additional Employees:**



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# ADDRESSING WORKFORCE CHALLENGES

“Success is not about avoiding challenges but facing and overcoming them. – Unknown





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