

*SPRING PRESENTS:  
A SOCIAL DISTANCING SPECIAL*

# RAIL EMPLOYER RESOURCES FOR THE NEXT GENERATION

Join us  
virtually for  
our free and  
recorded  
GoToMeeting  
events!

## 5 PART LEARNING SERIES:

WHAT ARE YOU DOING?  
FIRST & FUTURE CONTACT  
ALL ABOARD  
FUTURE FEATURES  
YOU WILL MAKE A FINE NEW APPRENTICE



***SPRING PRESENTS:***

# **EMPLOYER RESOURCES FOR THE NEXT GENERATION:**

## **CHAPTER 1 WHAT ARE YOU DOING?**

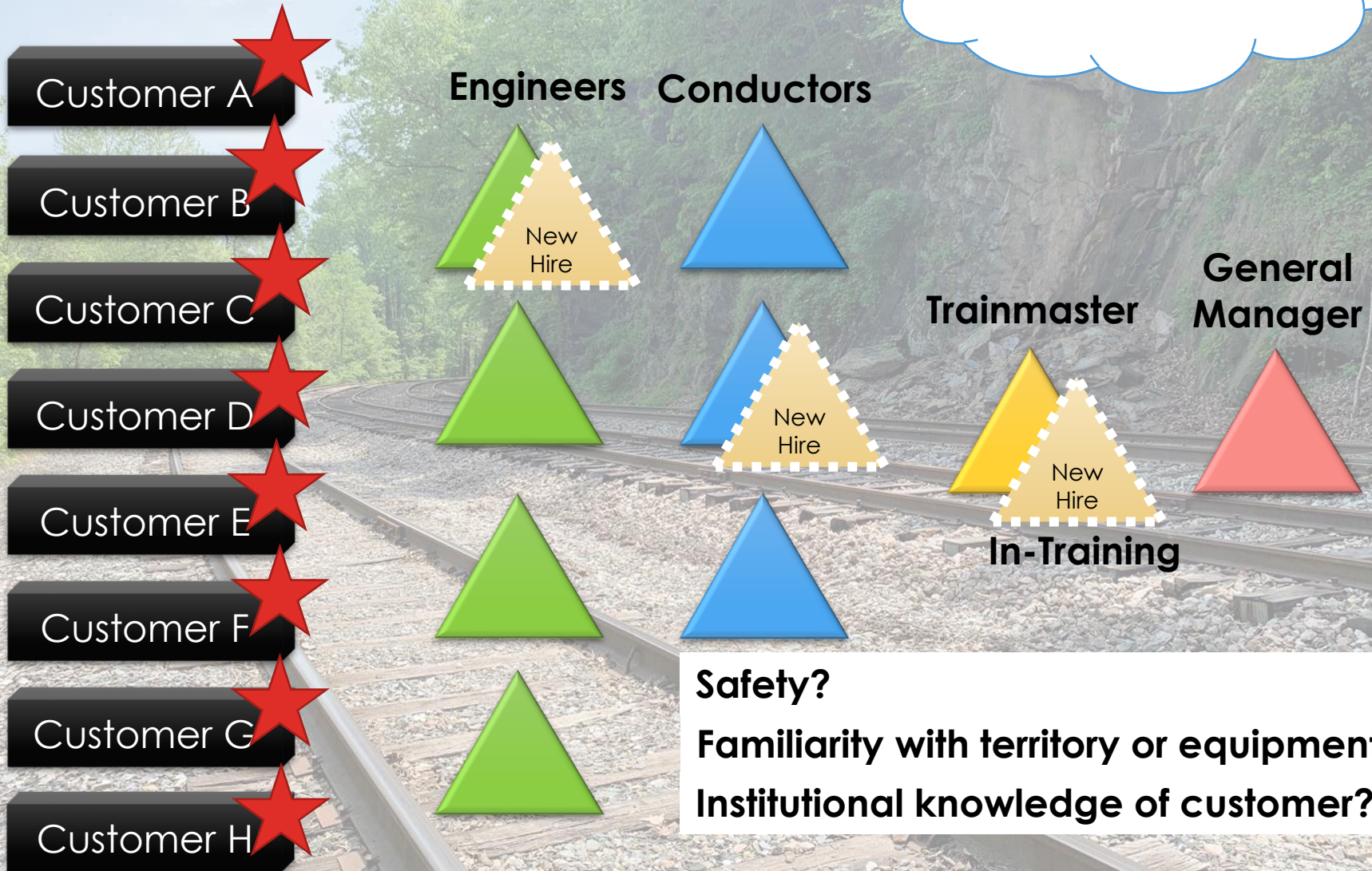
# 48.4%

Projected retirement eligible population by  
end of 2019 (RRB & FRA Data)

# 33%

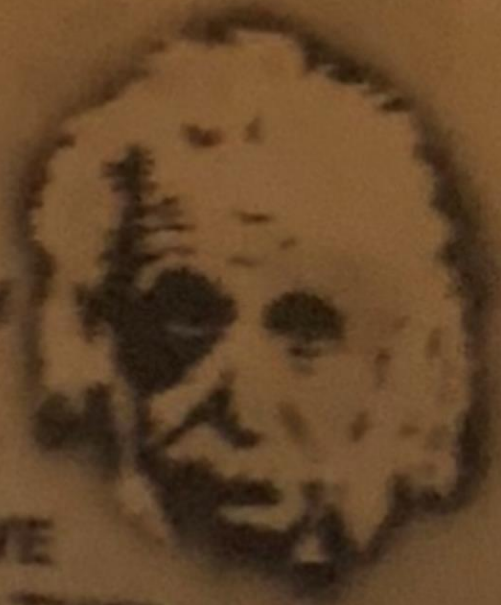
Projected internal RRB retirement eligible  
population within two years (RRB)

48.4%



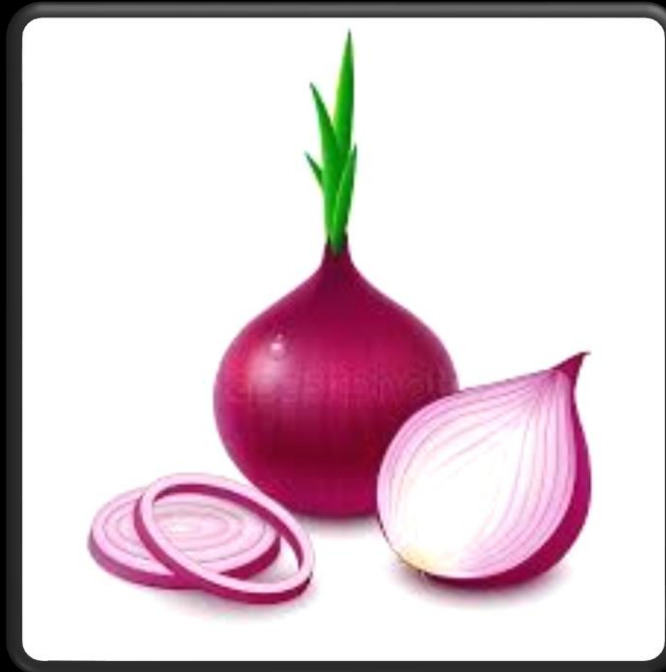
**Safety?**  
**Familiarity with territory or equipment?**  
**Institutional knowledge of customer?**

WE CANNOT  
SOLVE OUR  
PROBLEMS WITH  
THE SAME  
THINKING WE  
USED WHEN WE  
CREATED THEM.



• Knowledge Leaving →

• No one coming in ←



Multi-layer & tiered problem  
-Or-

Opportunity to cut the onion and build for the future?

# INTRODUCING SUCCESSION PLANNING



# Step 1: Speak the Language

How do you expect to attract candidates if they do not know you exist?

- Time to get Social...Media: LinkedIn, Facebook, Snapchat, Instagram
- Update your job descriptions to reflect needs of next generation
- Highlight:
  - technology integration
  - internal development
  - flexibility
  - travel
  - possible progression paths
  - social and personal impacts
  - focuses on creativity and innovation
  - training and benefits available, and we have lots of those in the RR!



# Step 1: Speak the Language

If you speak multiple languages, you can talk to more than one population, right?

- Be honest, creative, and different
  - Its okay to showcase entrepreneurship and smaller scale operations
- Social media is the new library board
- Spend time to get to know your audience and where they are
- Share on social media the advantages, programs, and support your company gives to its employees as well as the community

# Contact us:

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