

*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 2
FIRST & FUTURE CONTACT**



PRESIDENT AND
FOUNDER
OF SUCCESSION
PLANNING FOR
RAILROADS
INVESTING IN THE
NEXT GENERATION
(SPRING)

INTRODUCING SUCCESSION PLANNING



RECAP

- 48% population eligible to retire end of 2019
- Learn the Language your audience speaks
- Update your jobs descriptions
 - Okay to highlight what makes you unique / different from competition
 - Progression paths
- Share on Social Media

“YOU’RE GOING TO WORK LONG HOURS.

AS LONG AS YOU ARE OKAY WITH BEING
CALLED IN THE MIDDLE OF NIGHT, YOU’LL DO
FINE.

YOU’RE GOING TO WORK WITH SOME
“WINNERS” BUT ITS ALL BETTER WHEN YOU GET
YOUR PAYCHECK”

**Is this how you want your
brand represented?**

Discovering Possibilities

Transcending Knowledge

Empowering the Future



STEP 2:

WALK THE WALK WITH RECRUITING

- Best foot forward with recruiting
- Who is on the frontier for your brand?
 - Contagious traits: Positivity, Passion, Enthusiasm, Relatability
 - Choosing your phone over candidates is still an active choice
 - Know and relate to your audience
- Don't send me someone that doesn't understand the career
 - Invite internal SMEs
- Hi, I have internships!
 - Competitors have them, why don't you?



- This is an investment that only pays off if you maintain its connection.
 - Example: *A junior at a tech school or a soon to be transitioning military candidate comes in learning about companies, a few months pass, then that transitioning or senior comes in looking for the career. You need to be there, or let us (SPRING) be there for you. SPRING's way is to build brand, know candidates, foster trust for the future.*
- The SPRING Challenge- Show up at one event a year



- We are building a path through a collapsed tunnel
- The rail industry has a lot of growth and a lot to offer, so does your company but no one knows about it
- Avoid hurried approach, resurrecting a forgotten path takes time to rebuild

Contact us:

Michele L. Malski

President and Founder of Succession Planning for
Railroads Investing in Next Generation (SPRING)

Join us on LinkedIn and Facebook

Join our free communication list

Apply today to our network's available opportunities

Michele@springrecruits.com

(570) 498-0935

WWW.SPRINGRECRUITS.COM

