

Attract the Best and Brightest Young Talent to Careers in Industrial Distribution



With so much competition for strong entry-level employees who aren't seeking a four-year college degree, you need "insider information" to help you hire the best and the brightest. The results from the "Awareness of the Profession Survey"—commissioned by Industrial Careers Pathway® (ICP) and completed in November 2016—provides industry-specific intelligence to stand out as an employer offering an *incredibly rewarding* career.

What do young job seekers think of our industry?

Awareness of the field of industrial distribution is growing, especially among those most likely to be seeking employment now. When asked if they had heard of industrial distribution, 16 percent of those taking the ICP's "Awareness of the Profession Survey" said "Yes." Awareness increased to 18 percent among 19-21 year olds and 22 percent for 22-24 year olds.

After finding out what industrial distribution is all about, 67 percent of 19-21 year olds and 71 percent of 22-24 year olds said they found industrial distribution very or somewhat appealing. When asked why the field was appealing, responses included important work, wide range of opportunities and good pay. Emphasize your company's role in terms of how important industrial distribution is to the economy, the varied range of career opportunities and the pay and benefits in entry-level positions.



Turn the page to learn what you can say and do to attract entry-level job candidates.

What are entry-level potential job candidates looking for in a job?

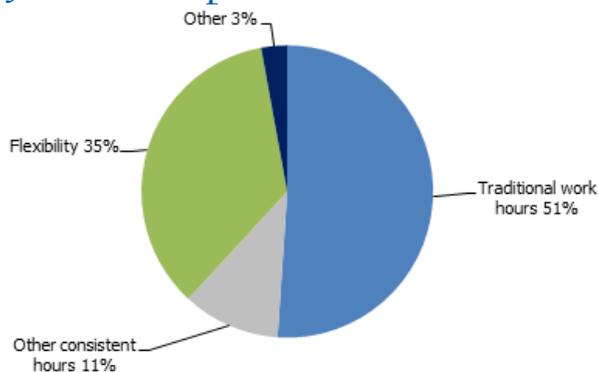
While the survey respondents were between 16 and 24 years old, those most likely to be looking for a career right now are those between 19-24 years old including males and females. In this age bracket, there are 3,200,000 right-fit people. To convince these potential job candidates that your position is the perfect fit, tell them how industrial distribution provides what they want.

New hires are looking for steady hours

Of those responding to the survey, over half preferred traditional work hours.

Considering many candidates may be coming from retail or food service positions, they may be looking for more regular and predictable hours. Does your company place an emphasis on a regular schedule, allowing employees to be home in the evenings and on weekends? Talk up the wide range of opportunities in your open position. Give examples how the responsibility is manageable enough to provide a great work/life balance.

Preferred Schedule 19-24 year old respondents

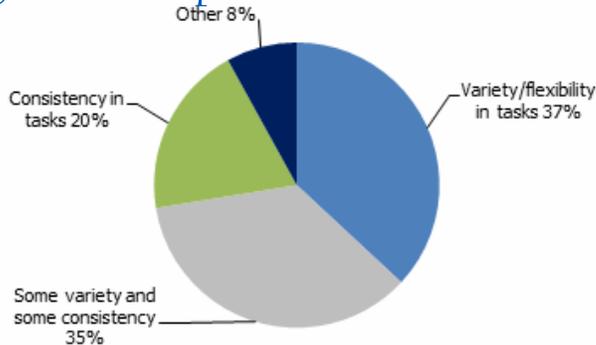


Source: Which of the following best describes how you would prefer your work hours to be scheduled?

New hires seek flexibility in daily tasks

Respondents to our survey like knowing how things work and consider themselves to be problem-solvers. That makes the field of industrial distribution a perfect fit. As one of the respondents noted, "I love solving problems and this job honestly seems really important for business to function." Overall, **our job-seeking respondents want variety** (such as dealing with different customers or different end-markets) **while some consistency of tasks was appealing** (such as inventory management or warehouse tasks). Play up the aspects of "something different everyday" tempered with "but with enough consistency that you continuously improve your skills."

Preferred Type of Work 19-24 year old respondents



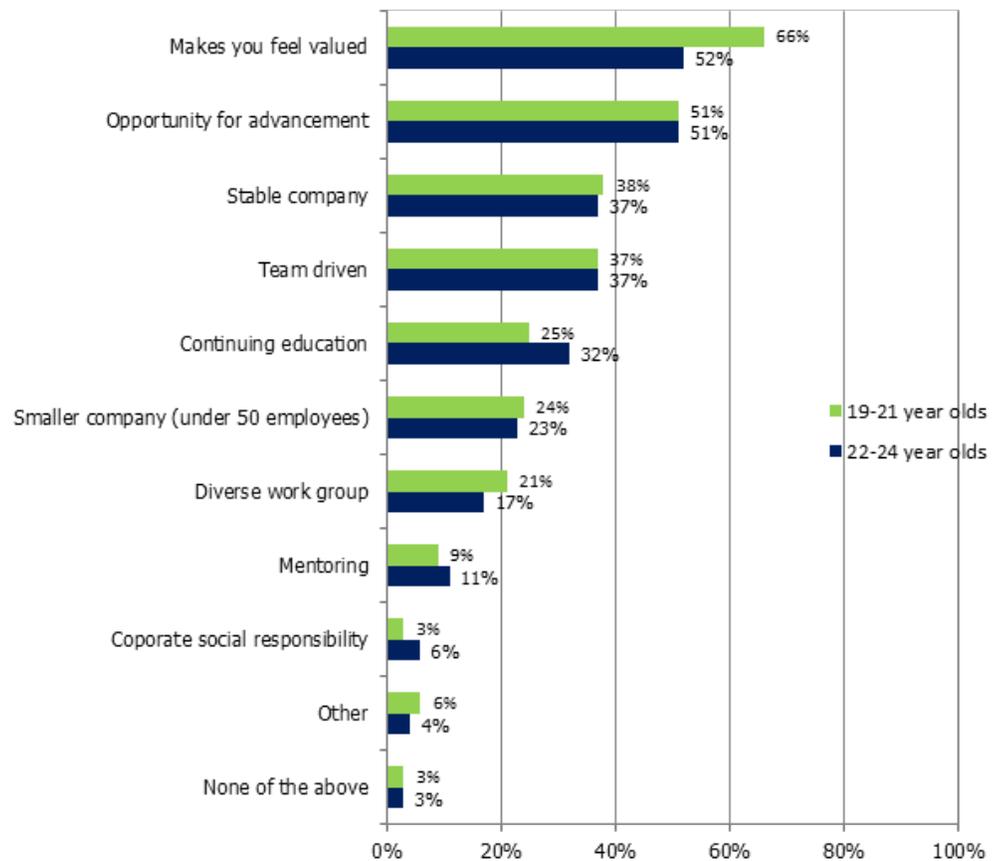
Source: Which of the following best describes the type of work you are looking for?



New hires seek stability, advancement and feeling valued

It's no surprise that 16-24 year olds want to feel that the work they do is appreciated—after all, isn't that what every employee wants? In their own words, our survey responders said, "You would be making things every day to make life easier for a lot of people" and "Play a part in keeping a good economy and also opportunity for advancement in that career." When describing the position, you're not only telling them what they'll do, you're helping them understand how important their contribution is. Use some of these preferences as talking points about why your company is an excellent fit for their future.

Preferred Work Environment

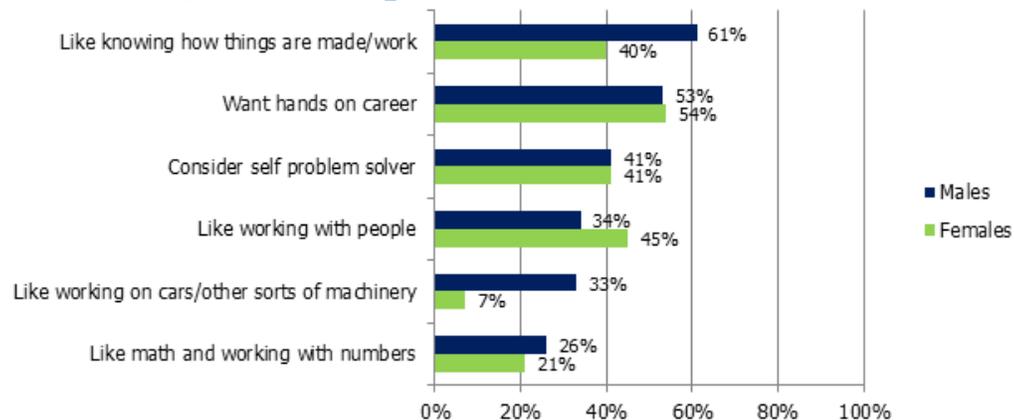


Source: Which of the following, if any, are you looking for in a work environment?

Appeal of industrial distribution careers varies by gender

While both men and women can and do excel at industrial distribution careers, what appeals to them about the job differs. The survey noted that women are more interested in working with people while men are attracted to the job because they're curious about how things work. Industrial distribution offers both so, when interviewing, stress the personal interactions involved in the job with women candidates and explain to men how they will be able to see firsthand how things work at customer sites.

What I Like to Do *19-24 year old respondents*



Source: How strongly do you agree or disagree that each of the following describes yourself?

What does all this mean to me as an employer?

As you talk to potential employees, emphasize the aspects of your company and your business that appeal to the target audience. Highlight how important your work is, not just to the industrial field but to the world as a whole. Tell your own story and what you love about the work you do. Tell them in their words and their preferences how industrial distribution meets their career needs.

ICP will continue to develop tools and resources to help you find the entry-level talent you need to continue to grow your business.

Notes: ICP's Awareness Survey was delivered online and completed by 648 respondents aged 16 to 24 years old in the U.S. and Canada during the time period November 9 through 27, 2016. Responders noted they were not going on to a four-year college and needed to agree that at least four of the following characteristics applied to them.

How strongly do you agree or disagree that each of the following describes yourself?

- Like knowing how things are made/work
- Want a hands on career
- Consider self a problem solver
- Like working with people
- Like working on cars/other sorts of machinery
- Like math and working with numbers

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