



Corrugated Packaging Talent: Selling the Dream vs. Reality

Presented by:

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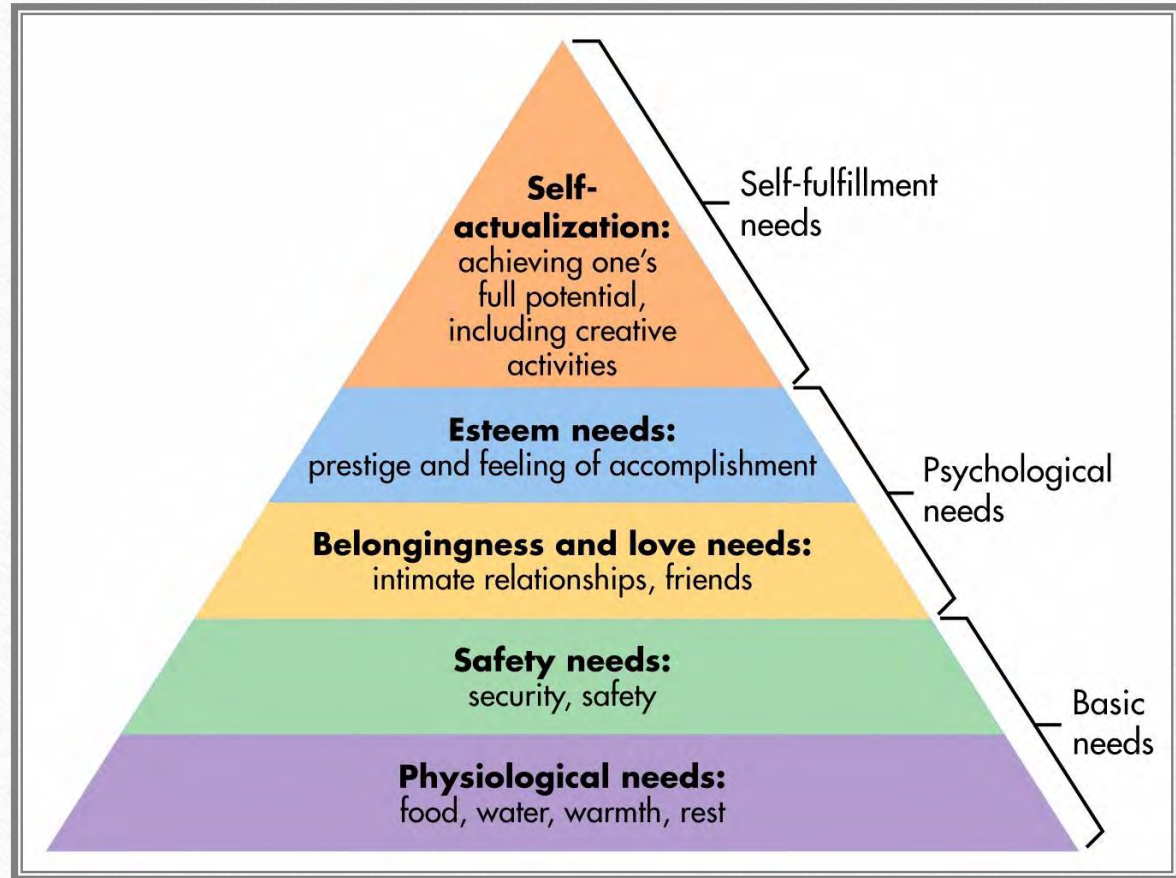
Oberg and Associates, LLC

The Realities

- Mindset Shift of Labor- Last 18 months have been most significant.
 - Did it really change the market?
 - Labor Workforce- How to fill your workplace
 - Labor Market (Always been thin in leadership)
- Priorities- Have shifted on the candidate side for wants and needs
 - Work/Life Balance- **What's different?**
 - Safety Anxiety- Covid-19
 - Emphasis on Work Environment



Maslow's Hierarchy of Needs



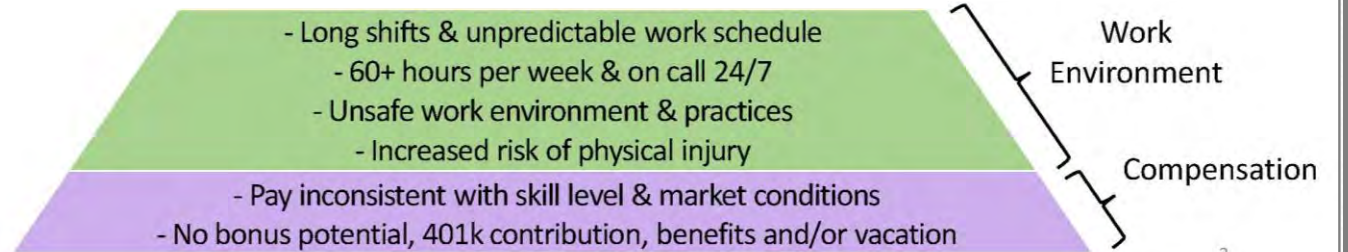
Oberg's Hierarchy of Grievances



- Pay inconsistent with skill level & market conditions
- No bonus potential, 401k contribution, benefits and/or vacation

Compensation }

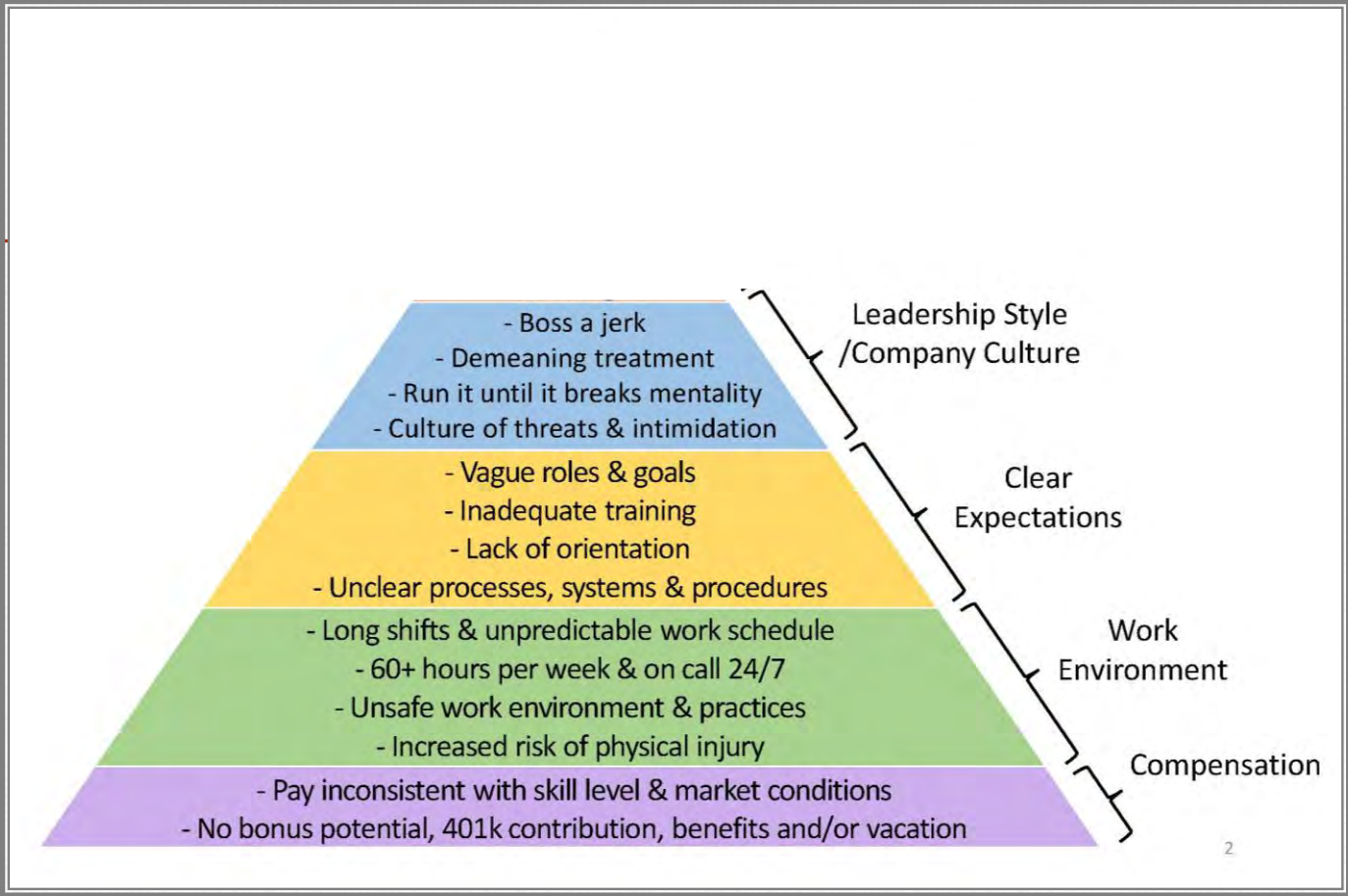
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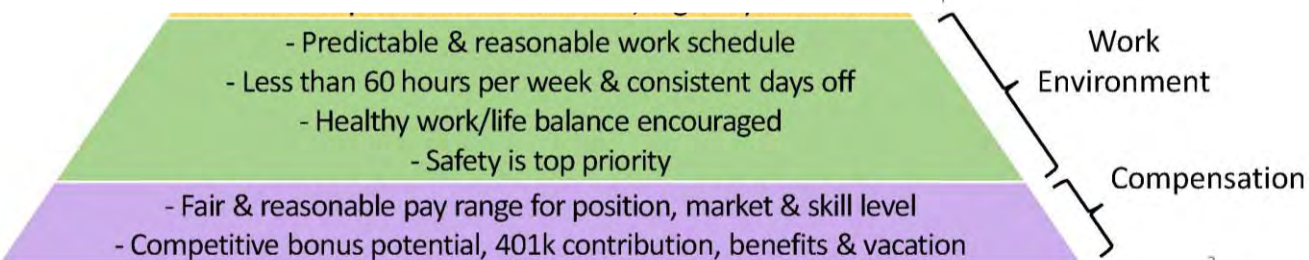
Oberg's Hierarchy of Needs



- Fair & reasonable pay range for position, market & skill level
- Competitive bonus potential, 401k contribution, benefits & vacation

Compensation

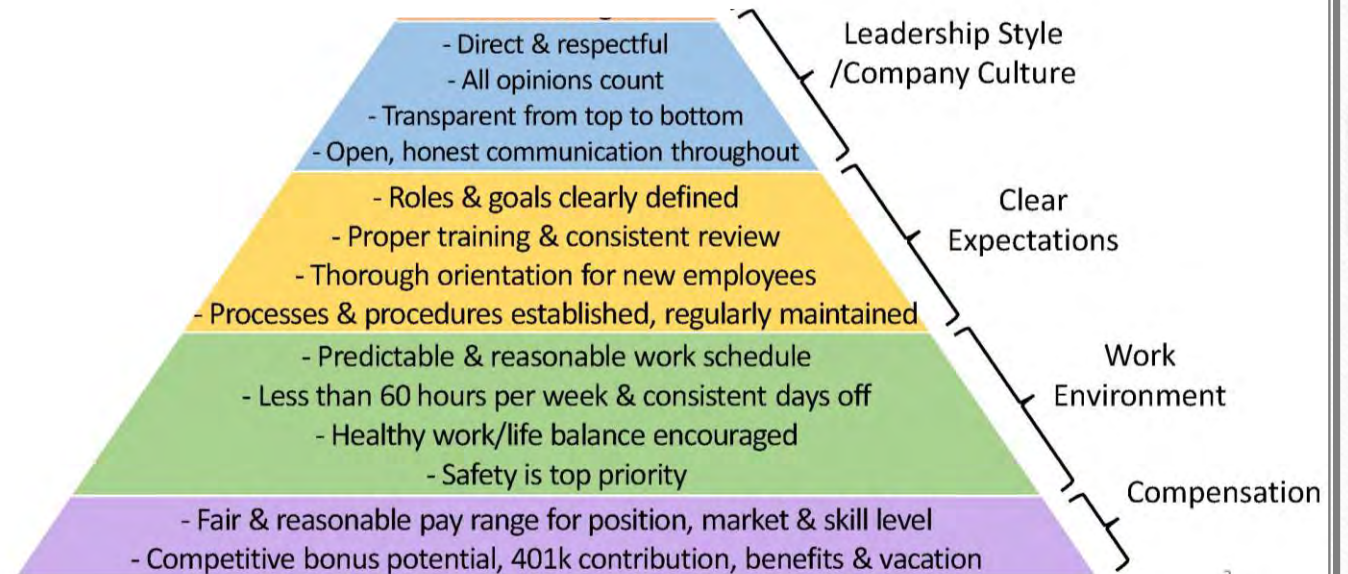
Oberg's Hierarchy of Needs



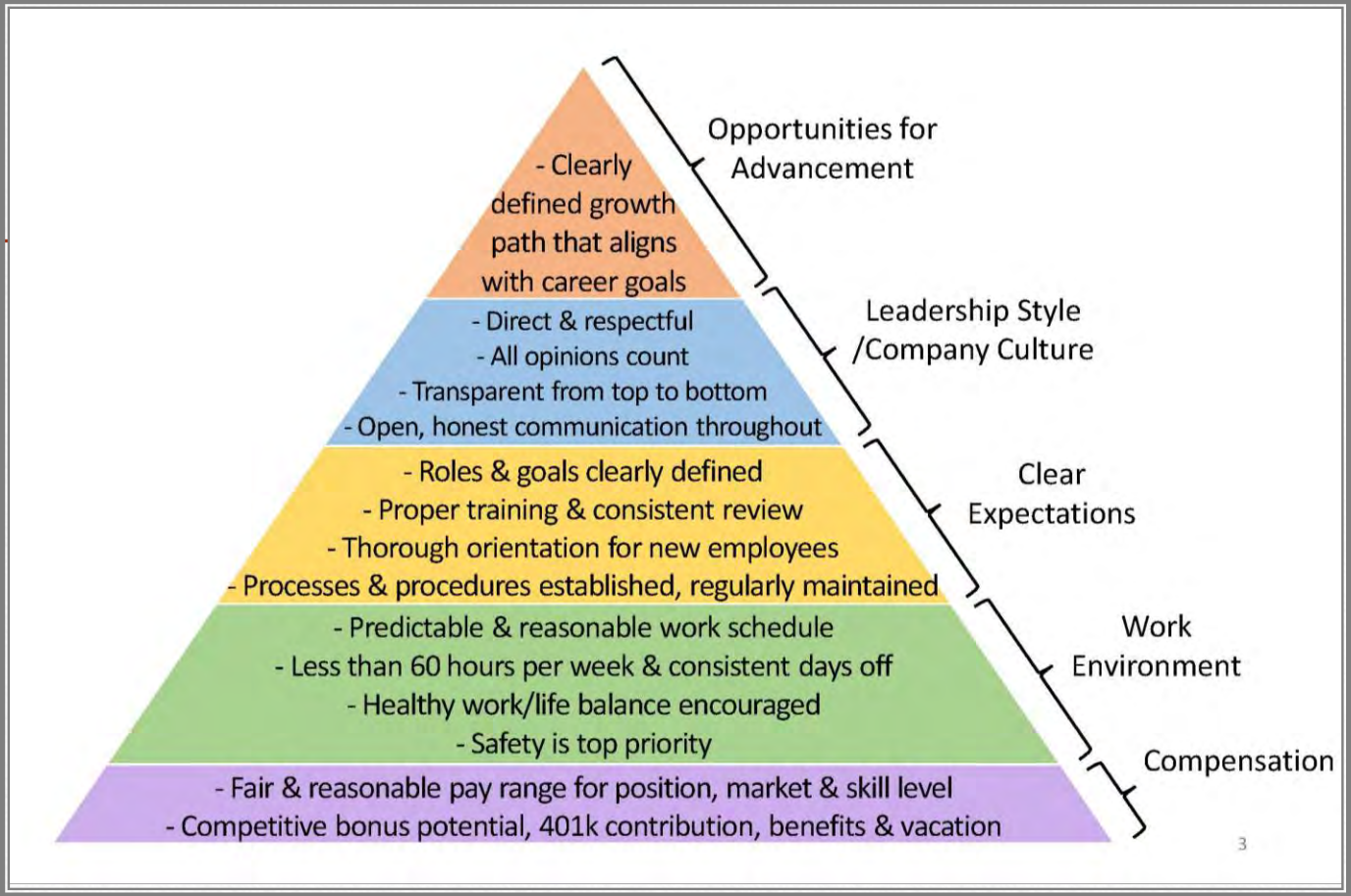
Oberg's Hierarchy of Needs



Oberg's Hierarchy of Needs



Oberg's Hierarchy of Needs



Selling the Dream with Realities

- Longevity
- Growth
- Stability
- Compensation
- Benefits



What do you need to invest in the hiring process?

- What is your hiring process?
- Burn Calories
 - INVEST

