



# RELEVANCE IN RECRUITING:

## CREATING THE WHY, WHAT, AND HOW

Pacific Northwest Association of Rail Shippers  
Fall Meeting

*October 10<sup>th</sup> 2023*



# SPRING

Succession Planning for Railroads  
Investing in the Next Generation



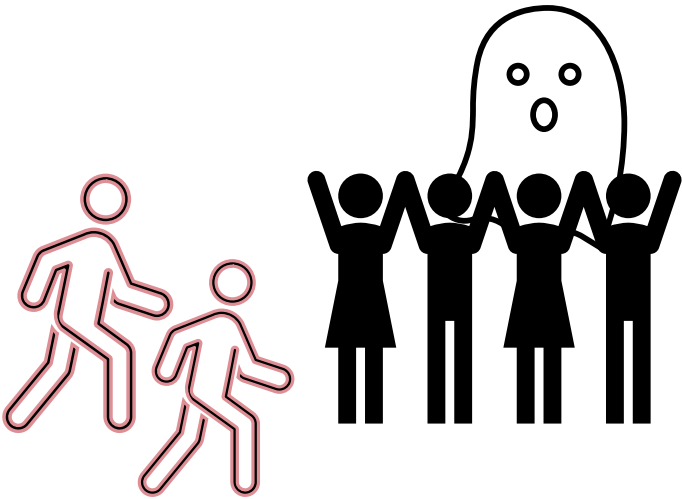


*He who laughs  
most, learns best.*

- JOHN CLEESE

# The Railroad System

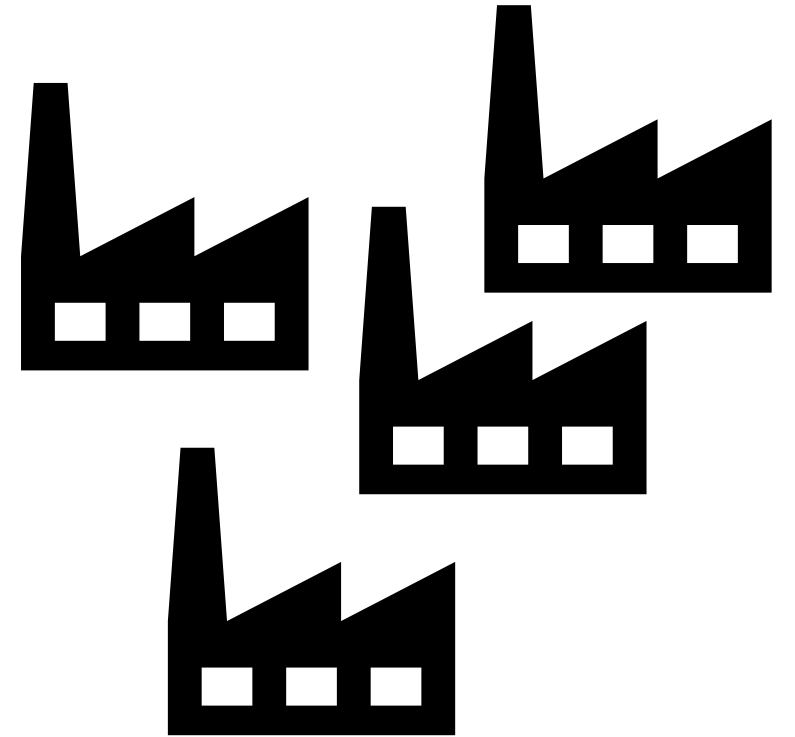
People



Stuff



Customers



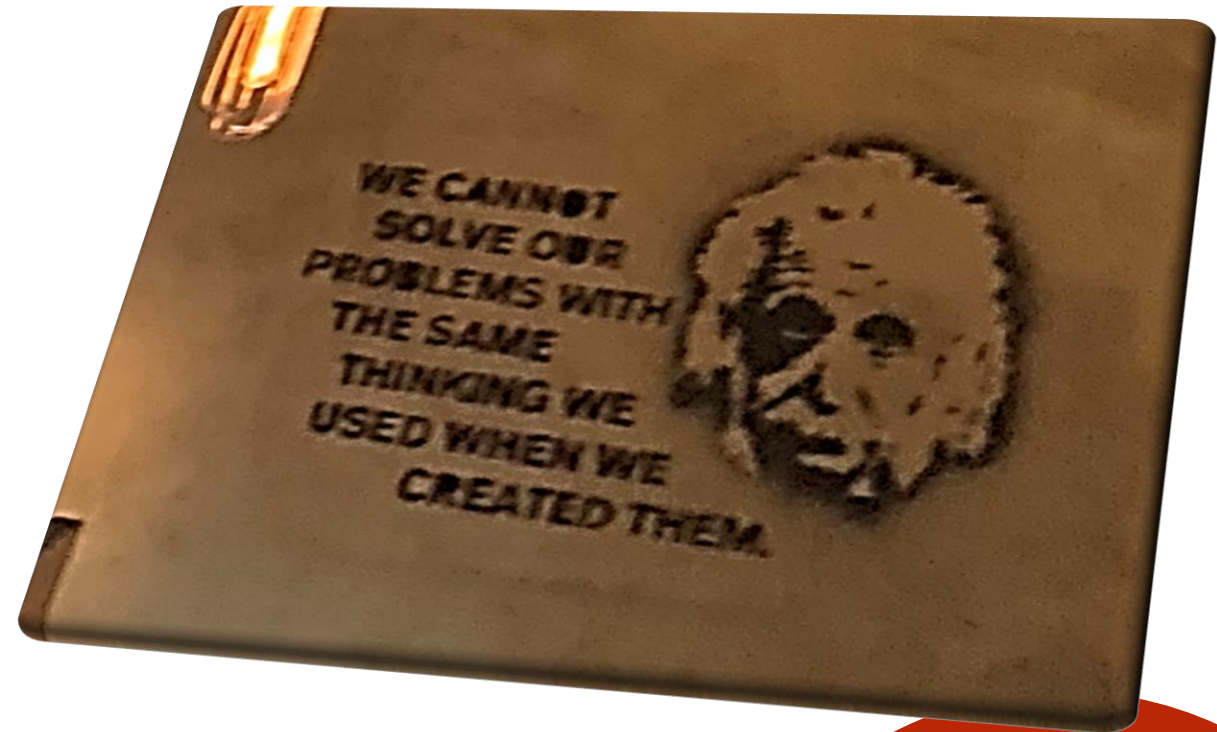


# Well...

## What's the ROI?

*(FIRST, STOP THINKING LIKE A  
BANKER WHEN IT COMES TO  
PEOPLE...)*

- **ANSWER:** A PERSON THAT ACTUALLY WANTS TO GROW WITH YOUR COMPANY. DEVELOPING A POTENTIAL TO A PERMANENT, TAKES TIME. STARTS WITH HOW YOU BRING THEM ON BOARD.





# WITHIN RECRUITING PROFESSIONALS

The debate remains.  
Talent acquisition /  
Recruiting acts more like  
sales or operations, than  
true Human Resource  
functions.

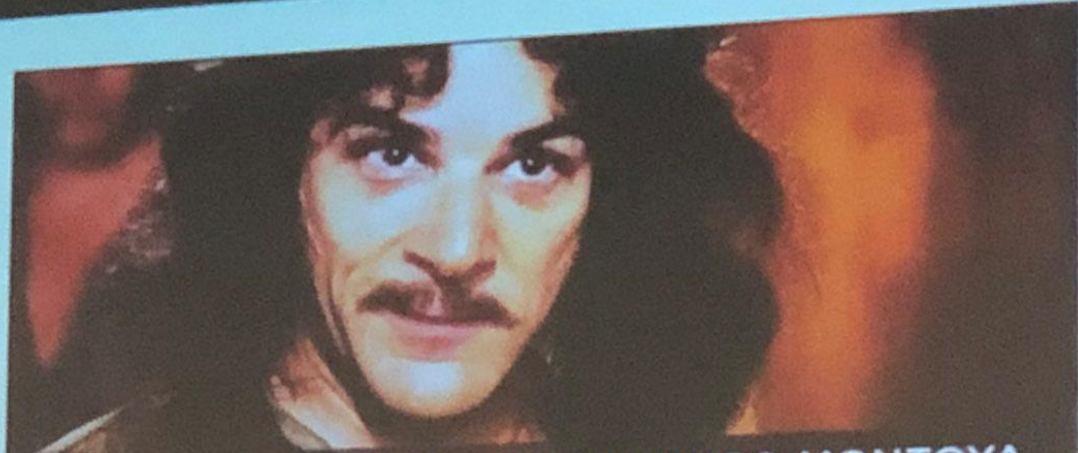
Have to think differently  
about Recruiting.

KLT



External Company  
presence:  
*Review*

## Networking 101



HELLO. MY NAME IS INIGO MONTOYA.  
YOU KILLED MY FATHER. PREPARE TO DIE.

### INIGO'S GUIDE TO NETWORKING SUCCESS

1. POLITE GREETING
2. NAME
3. RELEVANT PERSONAL LINK
4. MANAGE EXPECTATIONS



# External Company Presence: *Events*

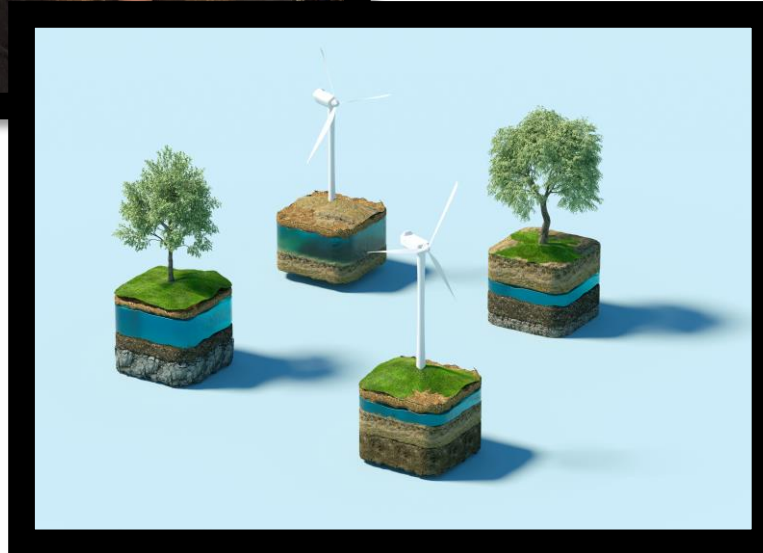
- CAREER FAIRS
- MILITARY, TRANSITIONING  
MILITARY & THEIR SPOUSES  
EVENTS AND CENTERS
- BOOTH ATTENDANCE
- SIGNAGE PRESENCE
- COMMUNITY SPONSORSHIP
- TOURS
- OPEN HOUSES
- TRANSPORTATION CLUBS
- SCHOLARSHIPS





# External Company Presence: *Associations & Causes*

- NETWORK
- SOCIAL GIVE BACKS
- CHARITIES
- COMMUNITIES
- SPONSORSHIP
- GROWTH OPPORTUNITIES



# External Company Presence: *Job Descriptions*



- THIS IS YOUR COMPANY'S SALES TAG
- EXTERNAL WORLD SEES THIS SOMETIMES AS YOUR FIRST INTERACTION – MAKE IT IMPRESSIONABLE
- PICTURES
- IDEA OF MAPS
- OPEN MINDED APPROACH
- PROGRESSION PATHS – SHOW THEM





Sources: Miller, S. (2020 August 19) *College Degree Requirements Hinder Black Workers' Earnings, Career Advancement*. SHRM.  
Fuller, J., Raman, M., et. al. (2017 October) *Dismissed by Degrees*. Published by Accenture, Grads of Life, Harvard Business School.

# **TIP:** Review Your Job Descriptions

<b>Avoid</b>	Avoid gender-coded words
<b>Question</b>	Question numerical qualifications
<b>Include</b>	Include a Diversity & Inclusion statement
<b>Remove</b>	Remove business jargon
<b>Reconsider</b>	Reconsider college degree requirements



# External Company Presence: *Social Media*



- LEARN WHERE YOUR AUDIENCE IS
- LEARN AND SPEAK THE LANGUAGE
- CONNECT WITH FUTURE APPLICANTS
- SHOWCASE THE GREAT STORIES YOUR COMPANY HAS
- BEST CODE BREAKER: HIRE AN INTERN



# Internal Company Presence:

*Diversity*



**DIVERSITY**



# WHY DON'T WE HAVE ANY FRESH IDEAS AROUND HERE?



# Why does it matter to make inclusion a priority in your corporate culture?

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## Two Times

as likely to meet  
or exceed  
financial targets

## Three Times

as likely to be  
high-performing

## Six Times

as likely to be  
innovative and  
agile

## Eight Times

as likely to  
achieve better  
business  
outcomes

*Helps abate groupthink*

# Internal Company Presence:

## *Support & Training*

- APPRENTICESHIPS
- INTERNSHIPS
- RETURNSHIPS
- EXTERNSHIPS
- ESTABLISH YOUR LARRY APPROACH FOR THE NEXT GENERATION





# RECAP



Return to the idea of KLT – Create your relevancy to candidates



Convince communities and thus candidates to know you exist first and showcase how you plan to retain them for the future. If you don't have one, start establishing mentorships or other pathways for new hires to learn first steps with your company. Identify and review goals for your culture



Branding is a key element of success when it's done actively and effectively. It 100% matters what your message is. Find yours.



Recruiting is a key component of safety to ensure you have the people in the pipeline to learn from mentors what they need to do before they too retire. Eliminate the phrase "thrown to the wolves"

***Continuous improvement  
is better than delayed  
perfection.”***

***— Mark Twain***

# THANK YOU

**MICHELE MALSKI**

FOUNDER AND PRESIDENT OF SPRING  
RECRUITING

[MICHELE@SPRINGRECRUITS.COM](mailto:MICHELE@SPRINGRECRUITS.COM)

570-498-0935

