

Industry Innovation Team



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Industry Innovation Mission

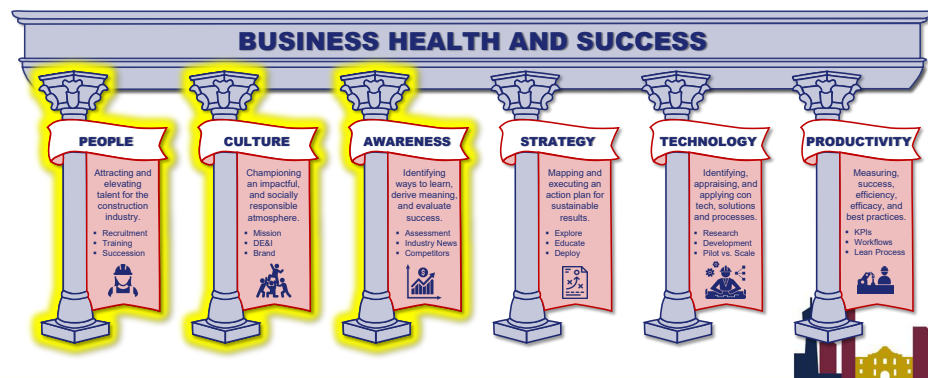
Empower NECA Contractors to **increase market share** through strategic application of **industry trends** and **emerging technologies**

Eliminate **today's challenges** and explore **tomorrow's opportunities**

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Pillars of Innovation

How do you ensure resilience in uncertain environments?



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Group Participation

To join our **virtual room**:

- Send a **text** to **22333** that says **tauhiraali468**
- Scan the **QR code**
- Visit **PollEv.com/tauhiraali468**



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[illegible]

Employment Planning

- Who's on your bus?

Draw an Org Chart for your organization.

- ☆ Identify with a star individuals who are extremely difficult to replace.
- Circle the people that will not be with you in the next 5-10 years.
- Add boxes for the additional roles you will need due to your growth.

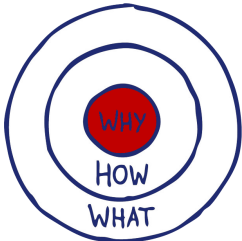
Consider

- What can you do to retain these talented people?
- What plans do you have to document their knowledge & experience?
- Who will fill the openings and the new positions? Do you have a pipeline of people for future roles?

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Start with the WHY

Simon Sinek's "Golden Circle":



The diagram consists of three concentric circles. The innermost circle is red and contains the word "WHY" in white. The middle circle is white and contains the word "HOW" in blue. The outermost circle is white and contains the word "WHAT" in blue.

Why: Core belief of the business, why the business exists

How: How the business fulfills that core belief

What: What the company does to fulfill that core belief

What's your **why**?



A stylized silhouette of a city skyline with various buildings in blue and yellow, located in the bottom right corner of the slide.

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What's your WHY?



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Recruitment Strategies

Active



Referrals



Passive



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Recruitment Strategies

Active



Key Points

- Everyone is a recruiter
- Sell your "why"
- People work for companies, not jobs
- Be creative, visible
- Leverage technology
- Go and find local talent
- Expand your sphere of influence
- Give back, pay forward
- Track your efforts
- Your employees are #1 fans

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Recruitment Strategies

Active



Elevator Pitch

- 3 min: What are the key points of your compelling message to candidates about why they should join your company?
- 2 min: Pitch it to your neighbor (and switch)
- Recap
 - Did you share things you loved about your company?
 - What stood out?
 - How many of you asked about their interests?

Finding a good fit is as much about them as it is about you!

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Recruitment Strategies

Pros

- Save money
- Better retention levels
- Better quality candidates
- Higher applicant conversion rates
- Better cultural fits

Referrals



Cons

- Less diversity of ideas
- Team dynamic challenges
- Less stringent screening
- Referrer performance
- Not enough on its own!

Consider

- What is the incentive to refer great people to work at your company?
- Would you recommend any changes or improvements to your company program?
- What else could you do to encourage referrals?

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Recruitment Strategies

Casting a Wide Net

- Online Presence
 - Company Website
 - LinkedIn
 - Glassdoor
 - Facebook
- Community Presence
 - Build a pipeline
 - Show up with integrity
 - Identify quality candidates
 - Play a long game

Passive



Consider

- How do you tell candidates about your open positions?
- How can you increase your reach and target the right people?
- Who are the key people that increase your network effect?

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Recruitment Strategies

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Referrals



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What makes someone successful in your organization?



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Success Attributes

Success Attributes

- Identify
- Prioritize
- Interview for attributes
- Develop internally
- Recognize and promote

Success Attributes

☐ Check the box for all that apply

- | | |
|--|---|
| ☐ Hardworking | ☐ Flexible |
| ☐ Dependable | ☐ Confident |
| ☐ Positive | ☐ Organized |
| ☐ Self-Motivated | ☐ Goal Oriented |
| ☐ Team-Oriented | ☐ High Integrity |
| ☐ Management Potential | ☐ Decisive |
| ☐ Works Well Under Pressure | ☐ Organizational Fit |
| ☐ Effective Communicator | |

Rank checked boxes from most important to least for your organization



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Retention Techniques



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Retention Techniques

Diversity of AGE



Traditionalists

1928 – 1945

Loyal
Job Titles
Money



Boomers

1946 – 1964

Responsibility
Perks/Recognition
Challenges



Gen X

1965 – 1979

Flexible Schedules
Telecommuting
Bonuses/Stocks



Millennials

1980 – 1996

Culture
Continued Learning
Immediate Feedback



Gen Z

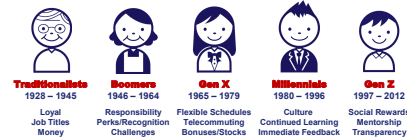
1997 – 2012

Social Rewards
Mentorship
Transparency

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Retention Techniques

Diversity of **AGE**



Consider

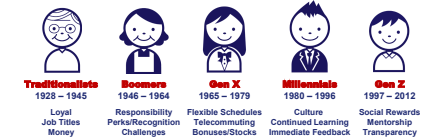
- Thinking about your organization: (refer back to the org chart if needed)
- Which generation is most of your Leadership?
- Which generation is most of your Construction/Service Teams?
- Which generation is most of your Administrative Staff?



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Retention Techniques

Diversity of **AGE**



Consider

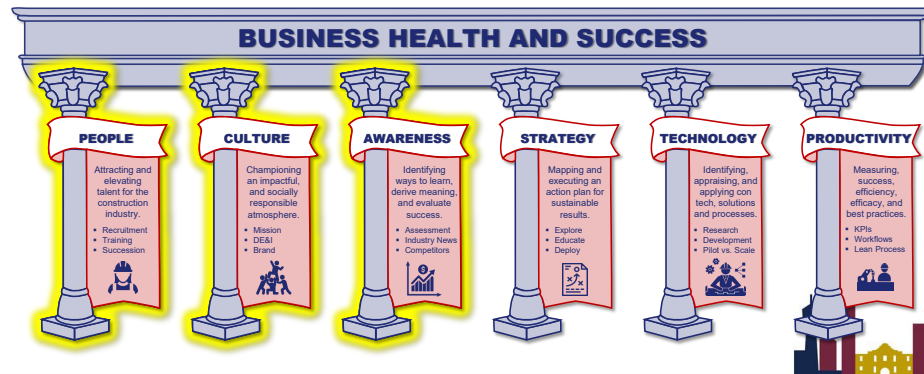
- How are you adapting your organization to the unique differences with each generation?
- Recruiting?
- Development?
- Retention?
- Succession Planning?
- What are you doing well that keeps your people engaged at company?
- What else could you do to make sure the best people continue at your company?
- How are you changing your retention strategies to adapt to the next generation of employees that are joining your organization?



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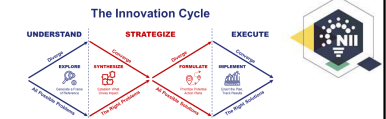
Pillars of Innovation

How do you ensure resilience in uncertain environments?



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NECA Innovation Institute



One-year executive innovation program designed to strengthen the core skills of existing pioneers within your organization.

Outperform your personal best through:

- Foundational executive training
- One-on-one coaching in strategic problem solving
- Intimate peer group discussions
- Capstone Project tailored to company needs
- Recognition as an innovative pioneer



Ideal Candidate:

- High Potential Future Executive
- Positioned to Accelerate Your Company
- Nominated by Executive Sponsors

Join an elite group of innovators poised to take electrical construction to the next level.



NECA Innovation Institute

"Everything we are talking about is permeated with the most recent and **new trends in the market** and what the scholars are presenting in **universities...to succeed in the future.**"

"It has challenged me to **step out of my comfort zone and complacency** and look internally at...how can I help us **move forward and grow.**"

"It's giving us an opportunity to learn **industry-wide strategies, concepts, and relevant and applicable tools** amongst other things, that I can bring back to make our company more **efficient and ultimately more successful.**"

"I have no doubt that the cohort that's being developed here will be a **relational asset throughout the rest of my career.** There is no substitute for a well-developed **professional network**, and I feel very fortunate to have this **kick-start.**"

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Now recruiting for 2024!

Scan the code for details:

