

ANNOUNCING NOTEWORTHY PODCAST GUEST, REID HUTCHISON

Chief Operating Officer at HOH Water Technology



How do you recruit and keep top talent in 2023?

If you missed **Reid Hutchison's** presentation on this topic at the AWT Convention, this episode is essential to anyone looking to hire the next generation of water treaters.

Reid Hutchison, Chief Operating Officer at **HOH Water Technology** shares that at a very core level, Millennials and Gen Z “Would love to be a part of a company that makes a difference, to be a part of an industry that makes a difference in the world.”

That said, how are YOU showing potential employees what your organization *is* doing to **make a difference**? At HOH, they have learned that their employees felt more aligned with the company when everyone could rally around ending the Global Water Crisis.

If you are looking for fresh ideas on ways to draw top talent to your company, tune in to the **Scaling UP! H2O Podcast** on **Friday, December 23, 2022**, to hear Reid Hutchison's latest podcast episode.



Change the world by 2030

Reid Hutchison envisions a world where everyone has access to clean drinking water by 2030, and that vision is something that the top talent at HOH rallies around.

Reid shares “I was captivated by the work of bringing clean water to the **771 million people** in the world today that live **without basic access to clean water**. Although it seems a big number, that number could be 0 by the year 2030 based on what the government has set in the UN for helping reduce or eliminate poverty. The reality is that it is not an aspirational goal, solving the Global Water Crisis is achievable by 2030. In 2030 I will be able to confidently raise my hands and say I had a part in solving the global water crisis.”

“We, as individuals, and individual companies, can't give nearly enough to make a difference, to see the Global Water Crisis end. The Global Water Crisis is **bigger than one person or one company**. There are a few people in this world that can give a lot, but there are a lot of us that can at least give a little. Companies bringing awareness and participating in the **Global 6K for Water** could actually end the Global Water Crisis by 2030.”

What do you want your company to be known for?

Reid Hutchison knows that what a company is known for makes a difference to potential employees and plays a large part in why staff remains at a company. To hear more ways your company can find ways to align staff with company values, visit scalinguph2o.com/287 or tune in wherever you get your podcasts anytime after **December 23, 2022**.



Want to learn more about the Scaling UP! H2O podcast?

To contact the Scaling UP! H2O podcast for an interview or other queries, email Executive Podcast Producer, Corrine Drury at corrine@blackmore-enterprises.com.

At Scaling UP! H2O, we believe in providing easily accessible educational content for professionals working in the best industry in the world, industrial water treatment. Because of our drive to provide the very best digital content for professionals in the water industry, we air a weekly podcast episode delivering groundbreaking content that can be heard wherever our audience listens to their podcasts. Thanks to our trusted and knowledgeable host and generous industry expert guests, our podcast has skyrocketed to become ranked in the top 3% of all podcasts globally by Listen Notes, averaging over 10,000 weekly downloads.