

ANNOUNCING NOTEWORTHY PODCAST GUEST CHRIS YEE

Zenith Search Partners Owner



Where did all the applicants go?

5 years ago, it was common for a water treatment company to post a job opening, and within a week, HR would get flooded with hundreds of applicants; gone are those days. Younger generations have different expectations of how and where they want to work, and physically going to an office or being on the road for hours a day traveling from client to client is not as appealing to younger generations, especially after the global pandemic, when so many of them have settled into a comfortable work from home lifestyle.

Chris Yee, owner of **Zenith Search Partners** recruiting firm, shares, “It is hard to find people who want to do that type [water treatment] of work; the pool of applicants is getting smaller.” This creates a problem because water treaters still need to be on-site in order to switch out equipment and physically do the things that remote monitoring cannot do.

The good news is that Chris has ideas on how we market job openings to a younger pool of applicants and shares, “Our industry needs to share that we are a Green industry, a leading basic infrastructure for sustainability and responsibility, which is a selling point. Having people who truly understand the benefit of water and water treatment and the role that it plays in our society is a big deal. Attracting recent generations to approach it from that new perspective will help.



If you are struggling to find quality applicants for open positions, you might need to try a different approach to how you communicate what you are doing to help your local community instead of what would help you. Visit scalinguph2o.com/300 or tune in wherever you get your podcasts anytime after **March 24, 2023**, to hear how you can build the best multigenerational company.

What are the top 3 reasons people leave companies?

Chris Yee knows that it doesn't matter what generation an employee falls in, the three reasons why many employees leave is because they feel one of the "3 Unders", which are: **Undervalued, Underutilized, or Under-compensated.**

Chris and his team have learned that if an employee feels even *one* of the "3 Unders", they may start looking for a job elsewhere.

To learn what to say and do to keep your valuable employees at your company, regardless of what generation they are in, tune into Chris Yee's 2 upcoming Scaling UP! H2O Podcast episodes airing on Friday, March 24th and 31st, by visiting scalinguph2o.com/300, or listen to the Scaling UP! H2O podcast anytime from your favorite podcast player.

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.