

...If employees are our greatest asset, then why do we treat them as cattle??...



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A presentation anchored on four perspectives.

1. Parents
2. Students
3. Education
4. Companies

Developments, interest, what can we do?

Wrap up

A bit of history first...

1937 → 2017 - 80 years



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A bit of history part 2...

1966 → 2016 – 50 years



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Parents

Developments

- Born 1970-1975; a relatively stable world
- Economic crises and booming periods
- Technological advances
- Political / global unrest, a seeming loss of value
- Now; affluence on the surface but flexible and parttime jobs underneath...?

A general sense of insecurity?

Parents

Their questions

- How and where can I guide my child?
- Will he find a decent job and keep it?
- Will he become an educated man with proper values?
- Will I have done well? Can I be proud?

What can we do for parents?

- a) Find the communication channels parents use, they are still an important influence on children.
- b) Convey a truthful image of the sector
 - a) Honesty → we hold and maintain good old values
 - b) Meaningful → we help feed Europe
 - c) Good pay → your son can support himself
 - d) Stability → your son can start a family and find happiness

Students



Young students

Developments

- Busy working parents → less time for attention
- Social media → diverting attention from what really matters.
- A trainload of new jobs → what do I choose?
- Where did the steady job go?
- Robots, drones, AI → will there be jobs left...?

A sense of insecurity, where are we going?

Young students

Their interest

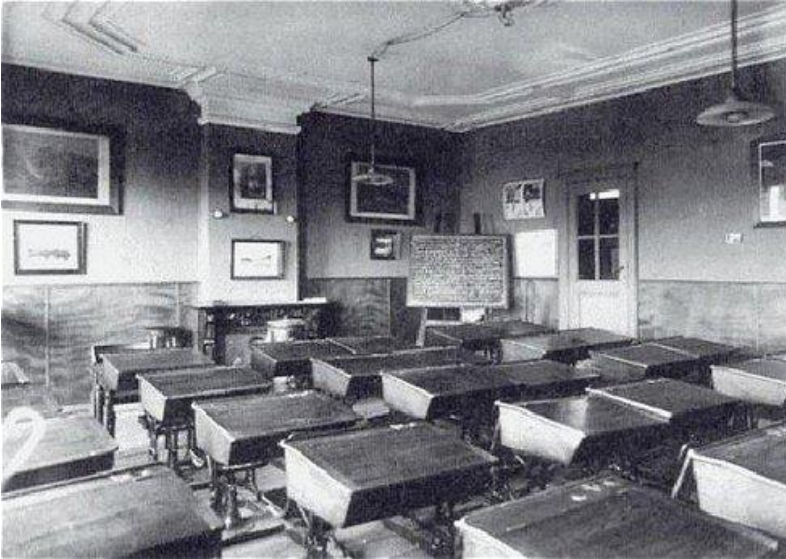
- Basic needs: a stable environment, good pay, security, a place like home (?)
- Psychological needs: friends, colleagues, a sense of accomplishment, variety and fun at work, challenge, attention from mature adults.
- Self fulfillment needs: actualization, develop their potential
- Challenge, accomplishing things at work

What can we do?

- Find their communication channels
- The beta-mentality model – target groups
- Convey a picture of a sector that offers
 - Basically; stability, good pay, prospects, security
 - Psychologically; friends, colleagues, a challenging place where you can accomplish things, genuine attention.
 - Self-fulfillment : Meaningful work, achieving your potential

Education

Old and 'new' classroom..?



A really modern classroom.



Education

Developments

- Little attention for technical education.
- Budget cuts by governments and reorganisations
- Classrooms looking like cattle sheds
- Ageing and dissapointed teacher population
- Old views hanging on

Education

Interests of teachers

But still.....:

- I want him to learn and help him
- I want to see him grow into a decent adult
- I lack the time to really teach him and let him enjoy his education.

Education, what can we do?

Share responsibility with government in developing a challenging educational system. Strive together for:

- a safe and inspiring school environment where students like to be and learn.
- a team of highly motivated and competent teachers who still have (working) roots in the sector and time to teach.
- a solid learning structure for the younger students and open learning challenges for more proficient students.

Companies



Which one would you prefer as an employee?

Companies

What are they dealing with?

- Technological developments, targets/sharp competition and government regulations leading to more costs.
- Farmers that want the best bargain for money.
- 'Excel' management showing us where our money goes.

Developments tend to result in focus on cost rather than on added value. Consequence for management style.

Companies

Their interest

- I need young employees (*...not to expensive...*)
- I need ambitious employees
- I want them to work 60 hours per week....
- I hope they stay with me for a long time.

Companies

Challenges

- Every sector is competing for young students, offering a job and 'challenges'.
- Temping agencies are aggressively approaching qualified staff.
- Experienced mechanics begin to feel the physical stress during their thirties and may look elsewhere.
- Older employees have a hard time keeping up.

Companies

What can we do?

Raise awareness in the sector that it helps to have/give:

- a) Proper place to go to for work.
- b) Professional challenge; a great place to work, with a 21st Century management style, autonomy.
- c) Personal attention; a genuine interest in employees' personal development, life and health, a team of friends/colleagues.

If our companies do not strive for that ideal environment, what is the use of communication?

Where would this canteen be?

Bank, hospital, metal company or old pensioners' home?



Wrapping it up

What can we do?

- a) Students → present a sector that is stable and challenging to work in, with good values and meaningful work.
- b) Parents → present a future oriented sector that will provide a steady job, good pay and honest values.
- c) Education → cooperate in providing challenging, new forms of education in an inspiring environment and with motivated top class teachers who care.
- d) Companies → raise the awareness in the sector to create a great workplace and live a genuine interest in the development of our employees, personal and professional.

Finally...

- Identity...

- Thank you

- Questions?

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