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A core component driving the success of any business is the performance of its people. I can attest from 30+ years in business that our industry has been blessed with a great pool of talent. Our people have helped the PT/MC industry emerge from the pandemic with strong growth, navigating product supply chain challenges and enabling us to meet the high demand for our products and services. However, the continuing labor crisis threatens our work.

The economic and labor news is clear: forces behind these employment market changes are here for the long term. Decreases in the labor force and changes in demographics are causing prolonged workforce shortages. Employee talent will continue to be difficult to find and to have different expectations as to how they define a desirable job.

Using PTDA Foundation HR Tools

As my company is rethinking and relearning how to recruit, hire and retain talent, resources provided through the PTDA Foundation and PT WORK Force® have been valuable to our management team. The webinar series “Winning the War for Talent: Proven Strategies to Attract, Hire and Retain Your Most Valuable Asset” helped us formulate our HR strategies and realize we needed a dedicated HR manager to direct our talent-focused activities. (Note: webinar presenter Alex Chausovsky is the upcoming Industry Summit PTDA Foundation keynote speaker.)

Finding and Attracting New Talent

It is crucial for organizations to communicate a compelling case to potential employees, particularly young people entering the workforce. We are in a fight for talent across all industries and need to re-message our industry and company stories to better connect with Millennial and Gen Z. Contrary to common misconceptions, I believe our industry offers diverse and exciting career paths across various functional departments including sales, marketing, accounting, supply chain management and IT. Opportunities for career growth are abundant.

Adopting creative recruitment approaches, like participating in college on-campus recruiting and establishing internship programs, was recently presented in the PT WORK Force® webinar “Strategies for Successful Internships”. Additionally, the importance of Diversity, Equity and Inclusivity (DEI) initiatives in attracting and retaining talent can not be overstated. Businesses should actively promote DEI within their organizations, implement unbiased hiring practices and offer diversity training to foster an inclusive work environment.

Enhancing Staff Experience and Well-being

Beginning with enhanced onboarding practices, we should foster a positive work culture, promote work-life balance and offer competitive compensation and benefits packages. Implementing wellness programs, mental health support and opportunities for career advancement can enhance employee satisfaction and loyalty.

Retaining and Developing Current Employees

High turnover can hinder growth plans and slow strategy implementation. Opportunities for skill expansion (upskilling and reskilling), career growth, mentoring and challenging roles can help employees feel valued and motivated. HR is vital in training managers to be empathetic in addressing employees’ needs and in creating a work environment that fosters satisfaction, growth and well-being.

Adapting to Technological Advancements

Businesses should investigate technological advancements, such as AI-driven recruitment tools, automated onboarding processes and data analytics platforms to streamline HR operations, optimize talent acquisition and improve productivity.

By understanding the prolonged nature of labor shortages and embracing many of the aforementioned issues and strategies, we can navigate challenges and position our organizations to successfully overcome immediate concerns and create a resilient and adaptable workforce for years to come. ■