



JOIN THE BEST,

BE THE BEST



The Multi-Generational Workforce

Healthier Workforce Center



Multi-gen Workforce

Watch on  YouTube



BABY BOOMERS

Hard Working Generation who define themselves by their jobs.

GENERATION X

The Children of the Baby Boomers

They value friendly, flexible workplaces and prefer work to be measured by productivity rather than hours clocked in.



02



MILLENNIALS

The fastest-growing segment of the workforce

Millennials want to be evaluated on their work and will move around between workplaces to fit the right fit.

They are the first generation to truly grow up with the age of technology. They're technologically savvy and use technology to make their work more efficient and generate a long-lasting impact for their team.

GENERATION Z

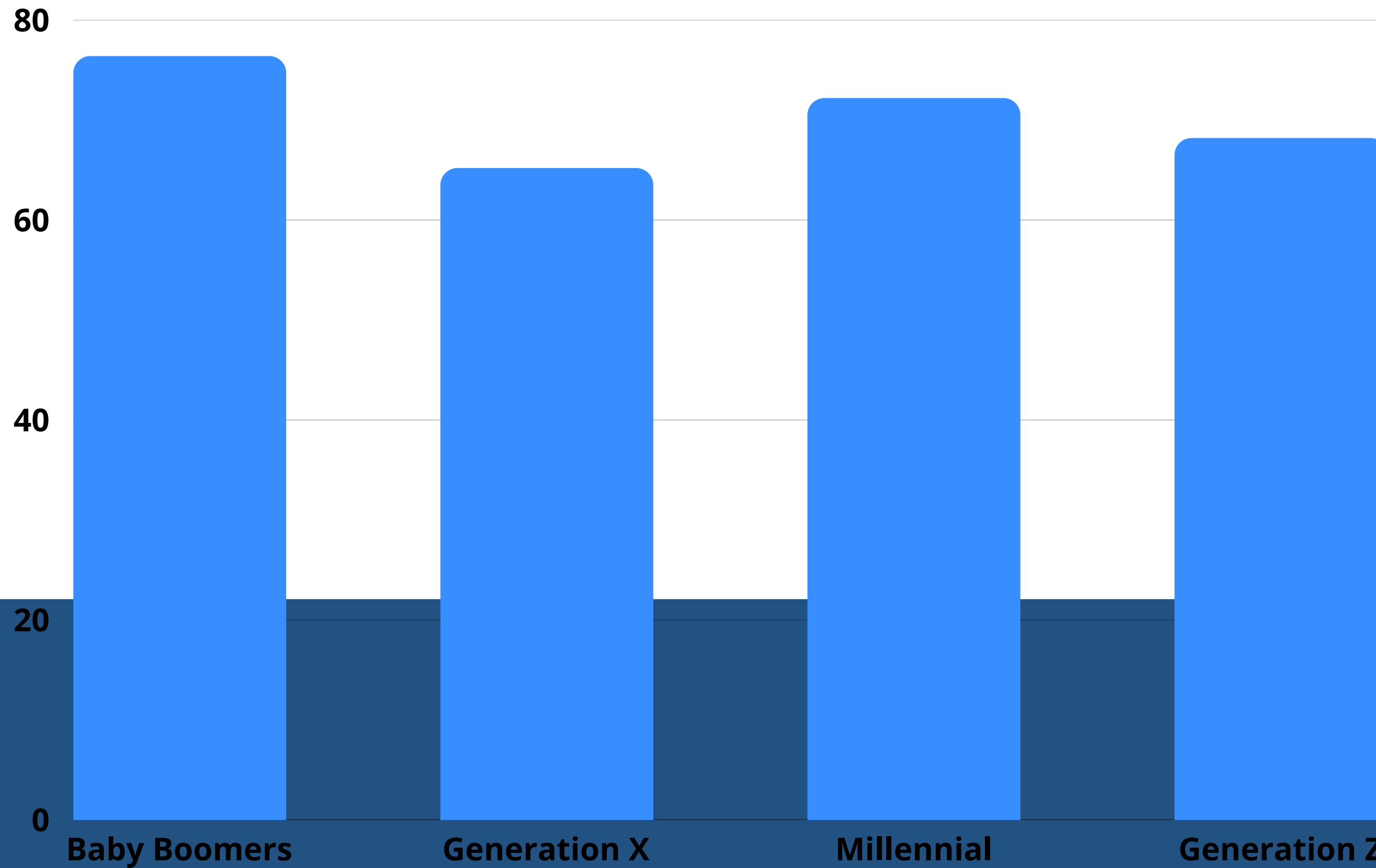
Generation Z is the most racially, ethnically, and sexually diverse generation ever

They want authentic employers and see flexible work environments, clear directions and transparency about their work as near requirements.





**So what does
this all mean?**



No generation has produced as many people as the Baby Boomers.



**How do we
effectively market
ourselves?**



HELP
WANTED

**The Bureau of Labor Statistics
predicts a 3% growth in
welding jobs over the next
ten years.**



Discover Success: Earn More Through #Welding Jobs
Build Your Future

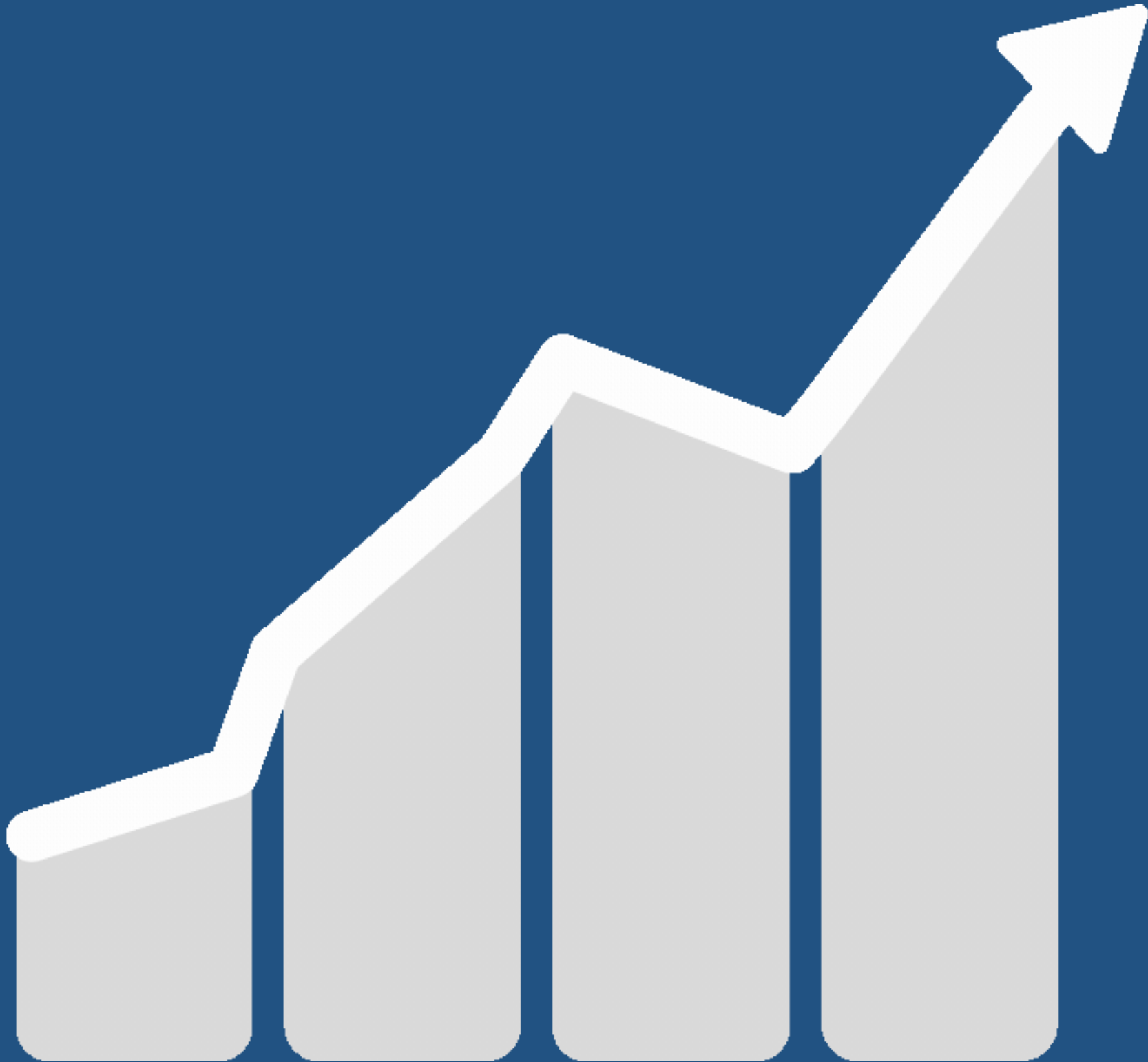
SUCCESS STORY: *WELDER*

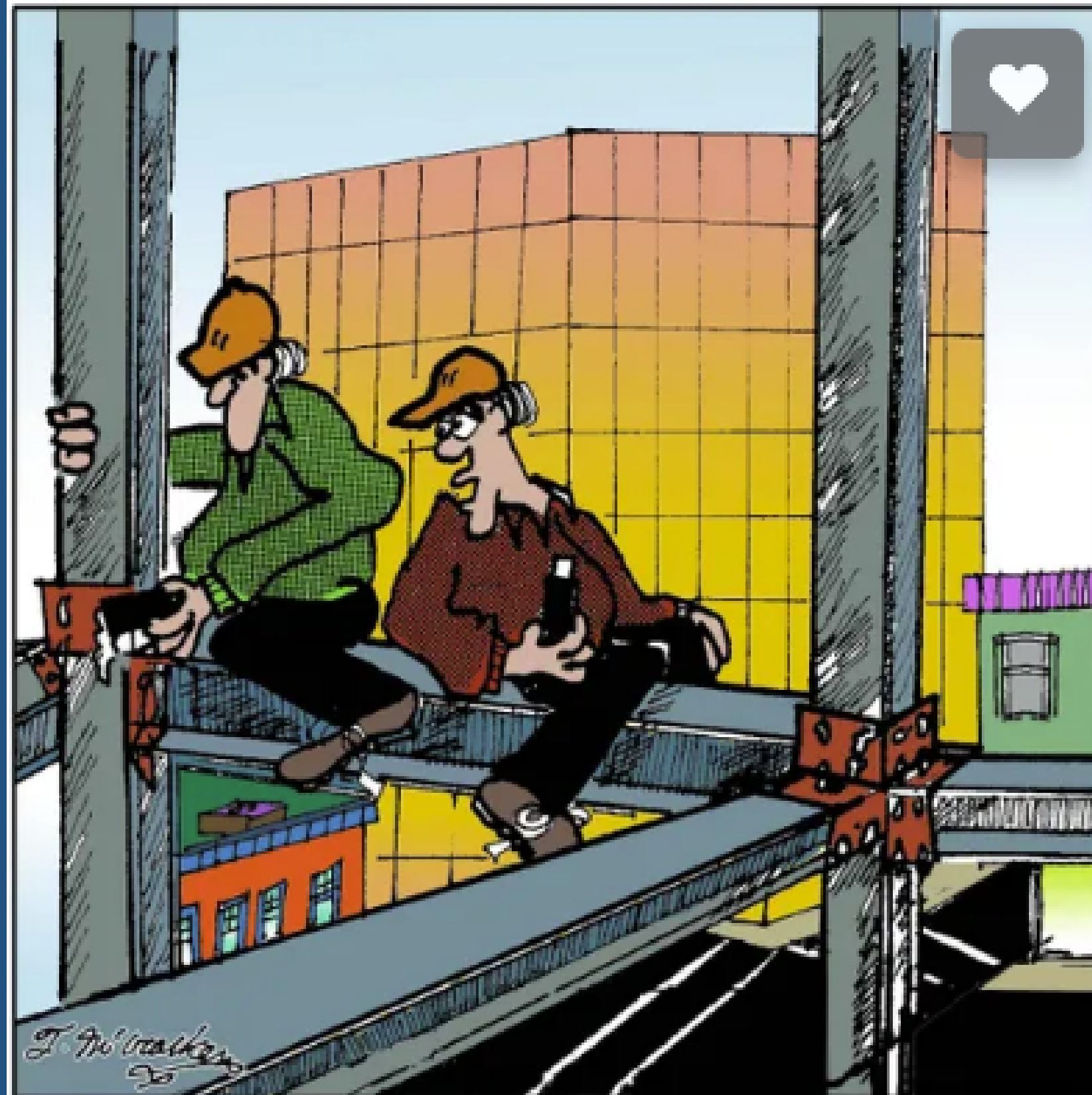


Watch on  YouTube

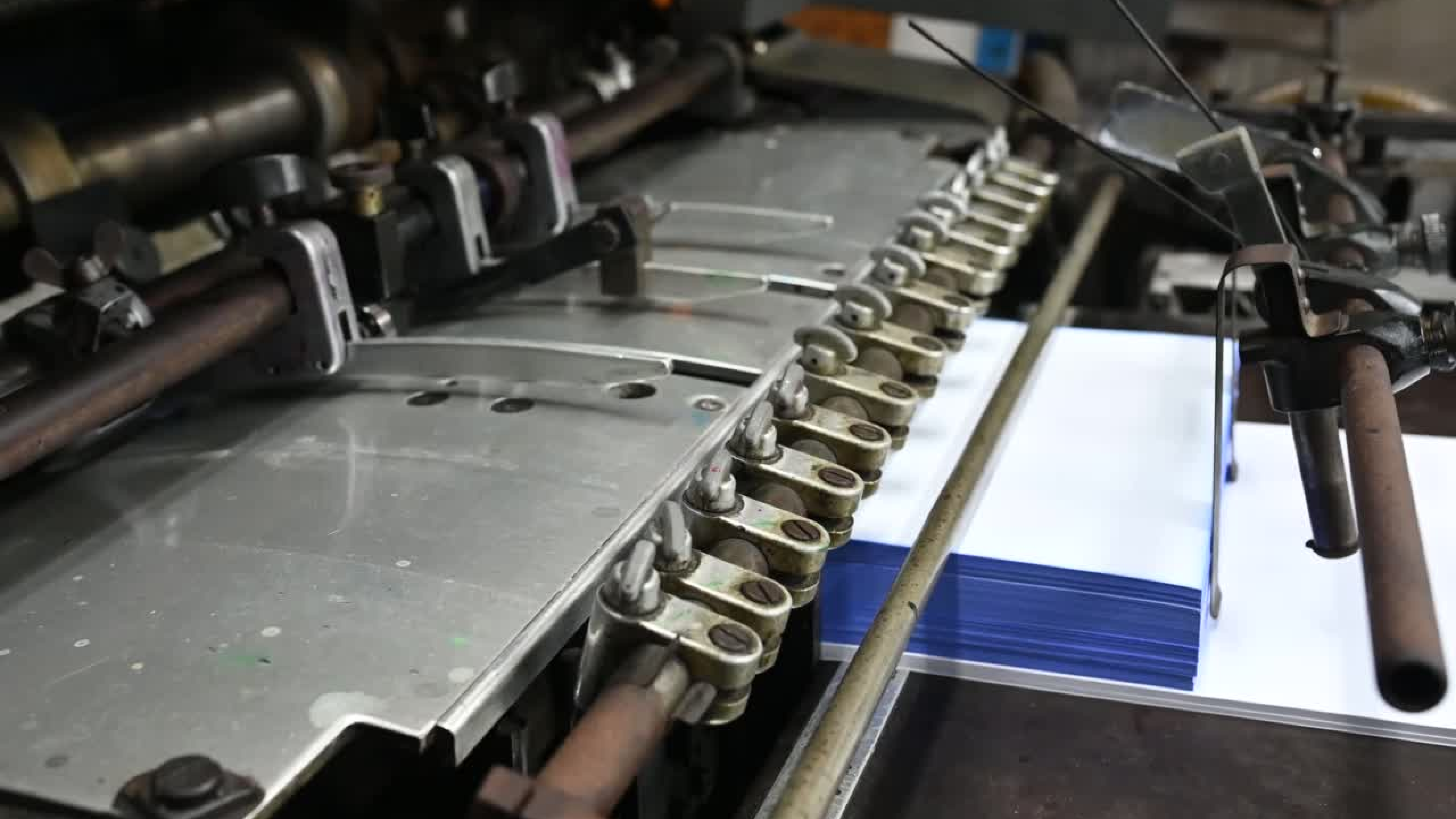


The U.S. Bureau of Labor Statistics speculates expectations are the need for welders to grow by **26%** by the end of 2020, although Covid-19 did become a bump in the growth rate. This also makes welding one of the fastest-growing professions in America.





"It may be industrial strength Crazy Glue©,
but substituting it for welds isn't
the way to be low bidder."





Google

q |

Google Search

I'm Feeling Lucky

McDonald's







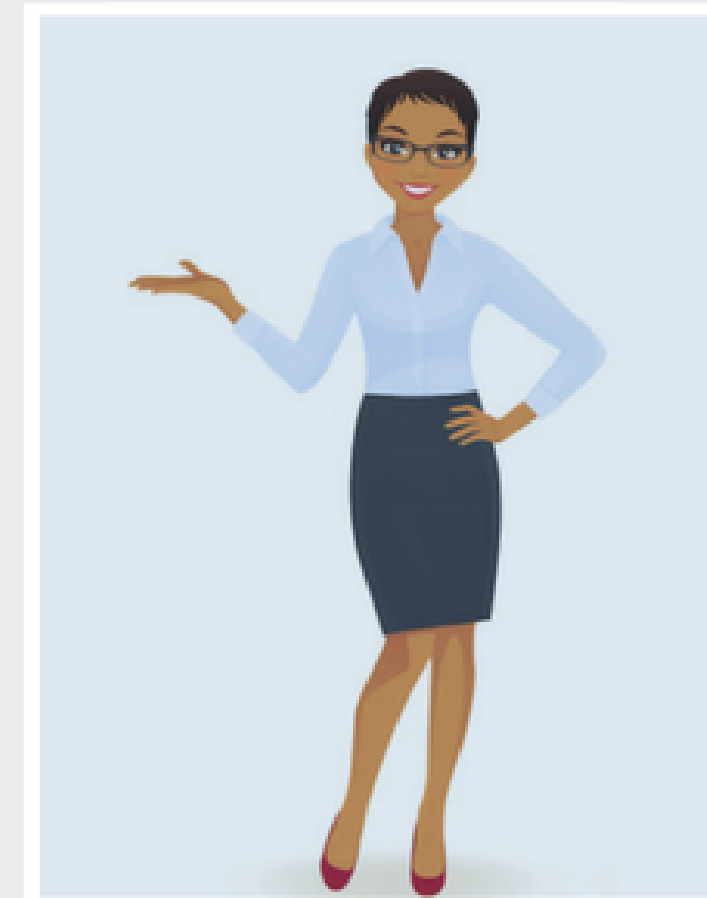
BLUE-COLLAR

A blue-collar job is work that involves manual labor. This may involve manufacturing, construction, custodial work, and other kinds of physical work.



WHITE-COLLAR

A white-collar job is work that does not require manual labor and usually takes place in an office. This may involve sitting at a desk or working with a computer.





E-MAIL MARKETING

Marketing
Strategy
Solution
Customers

SUCCESS

Communication

This is
important!

Business
Marketing

STRATEGY

To Do List?

- 1 So
- 2 MANY
- 3 THINGS!

✓ ONPAGE
OFFPAGE

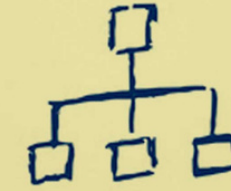
CONTENT



TRAFFIC

★★★★★
RANKING

SITE
ARCHITECTURE



INDEXING
KEYWORDS

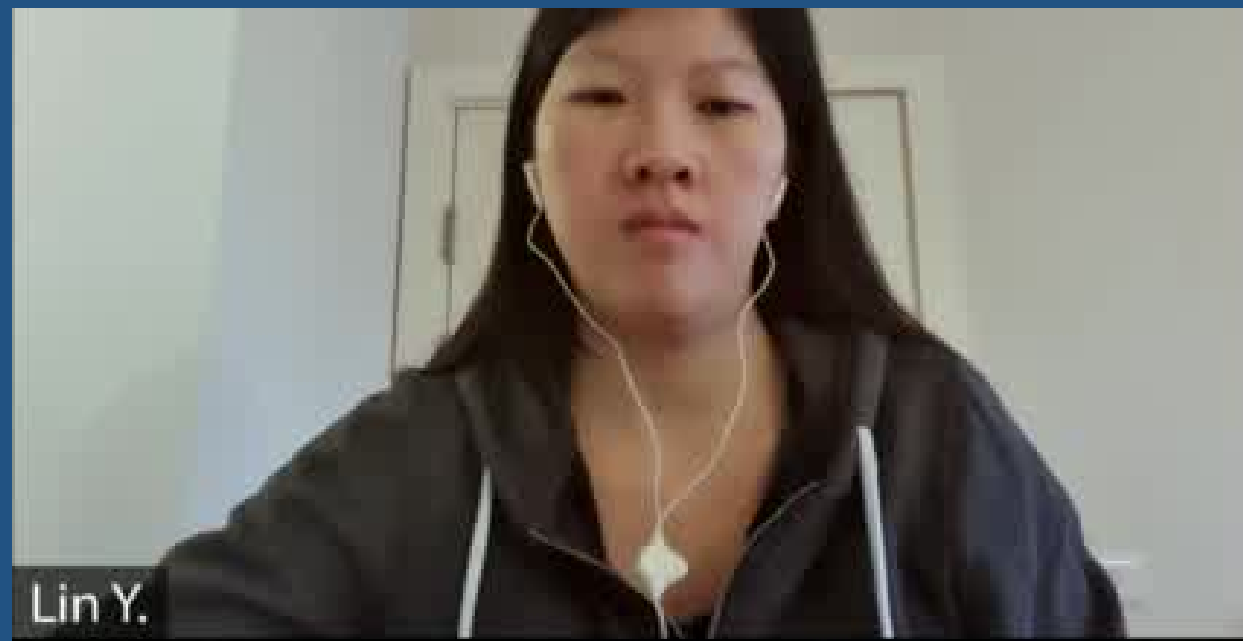


««««»»
BACKLINKS

SEO

Search Engine
Optimization





Lin Y.



Hannah P.



Karim Alaoui



Maya Khan



Prof. Markou



Tara Balik



Tulu Johnson



Amber Smith



Jerome N.K

End Meeting



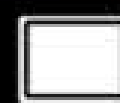
Record



Invite



Manage Group



Share Screen



Discover Success: Leaving a Legacy (Welder Success)

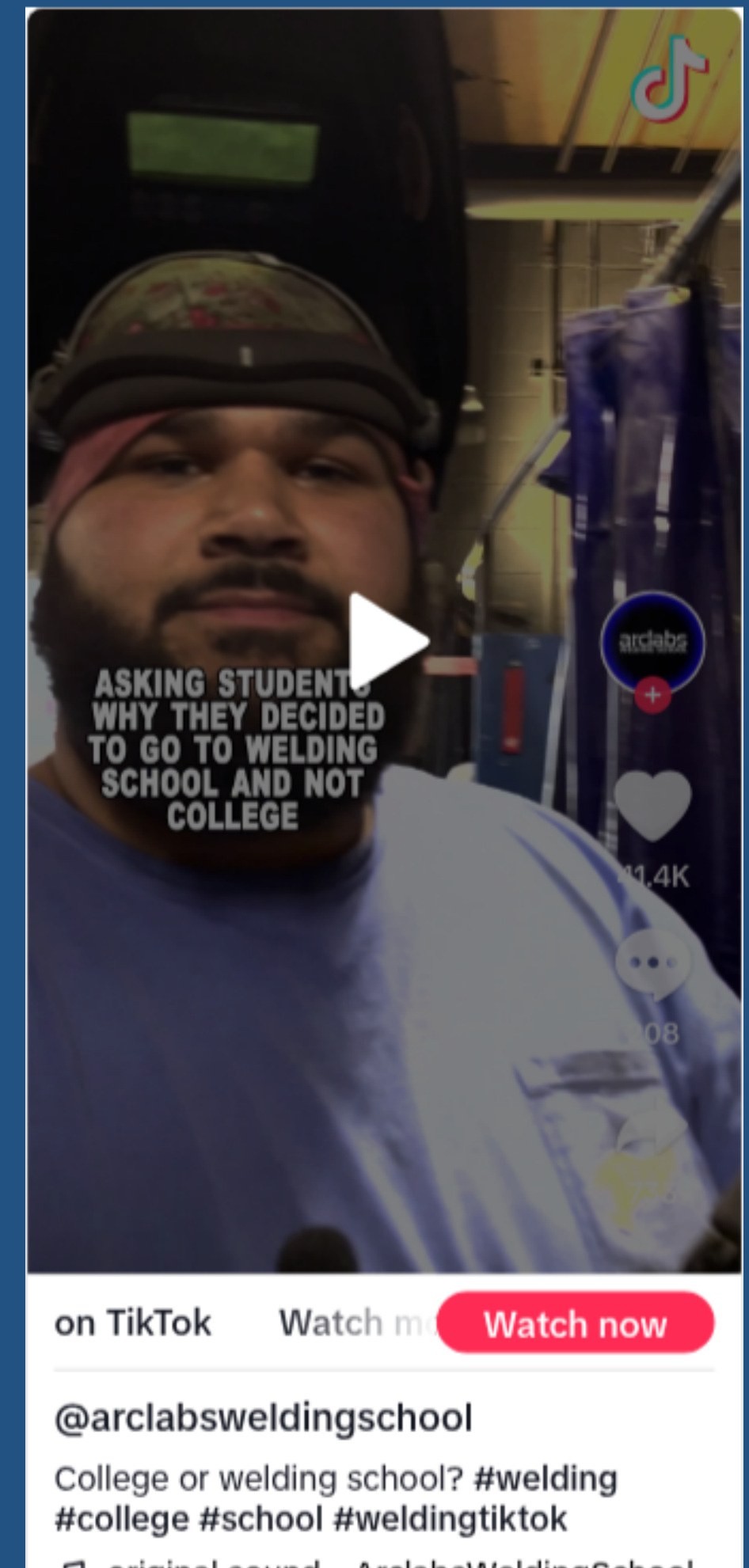
Build Your Future

SUCCESS STORY. WELDER



Watch on  YouTube

Why should you be a welder?



Content is no longer available

What do you own
that's come in
contact with welding?



VSS



CORE VALUES



Passion

We are passionate about the success of our customers, employees, and our communities. Our passion for what we do is infectious.



Integrity

We conduct our business fairly, with honesty and transparency, we hold ourselves to the highest ethical standards to earn trust and respect.



Professionalism

We are committed to building a diverse workforce that is competent, skilled and prepared. We embrace opportunities to learn and improve.



Excellence

We devote our full energy, talent and commitment to achieving the highest quality in all aspects of our work. We never stop seeking better solutions.



Teamwork

We are stronger together than as individuals. We value the contributions of diverse individuals working together to achieve our common goals.