



**COLLISION INDUSTRY**  
CONFERENCE

# Talent Pool Committee

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PRESENTED BY:

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# A Critical Shortage

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- Every year, more than 21,500 collision repair technicians leave the industry, a trend that has increased steadily since 1995.
- An additional 31,000 technicians leave their current employers for another job within the industry.
- The average age of collision repair technicians is 38.7, compared with 35.5 in 1995, and more than a quarter of the existing workforce plan to either retire or change jobs in the next 12 months.



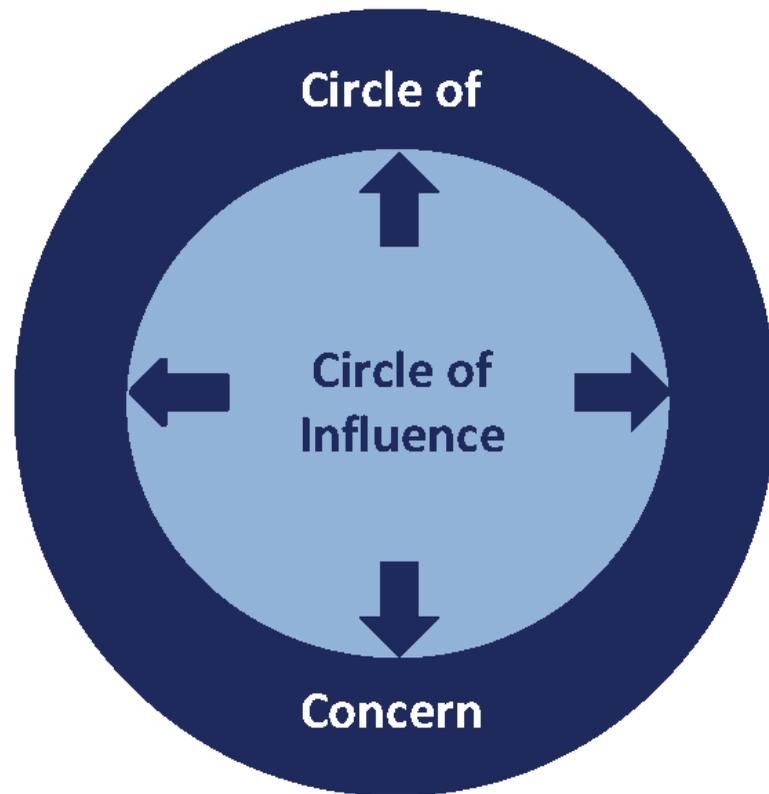
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# The Cause?

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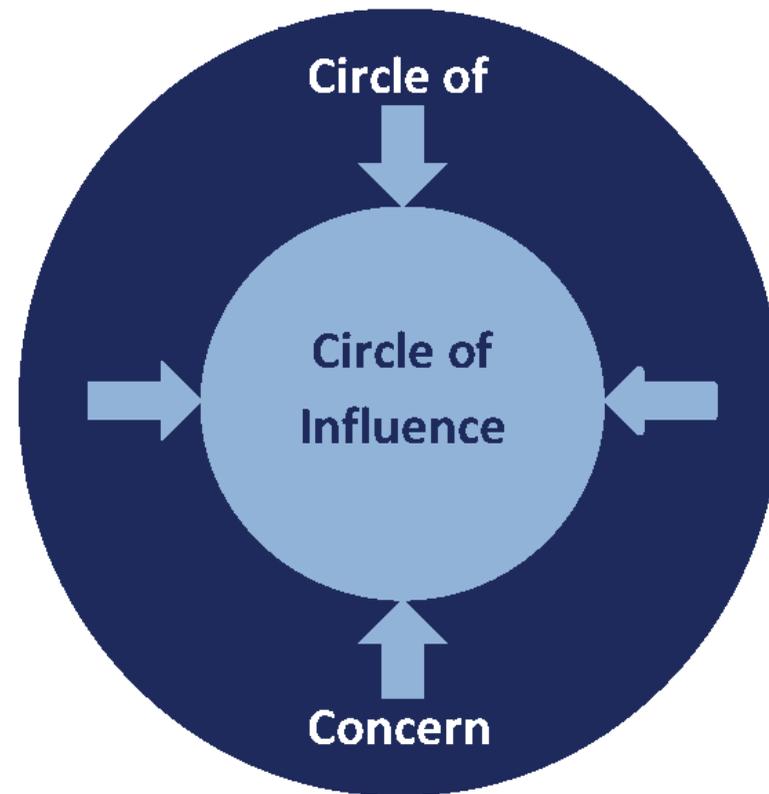
It's simple to understand why people are exiting the business, but what stops new potential talent from entering the trade?

1. Society's unfortunate views of the skilled trades
2. Extreme competition for the already small talent pool
3. Our industry's inability to attract the talent



### Proactive Focus

Positive energy enlarges Circle of Influence



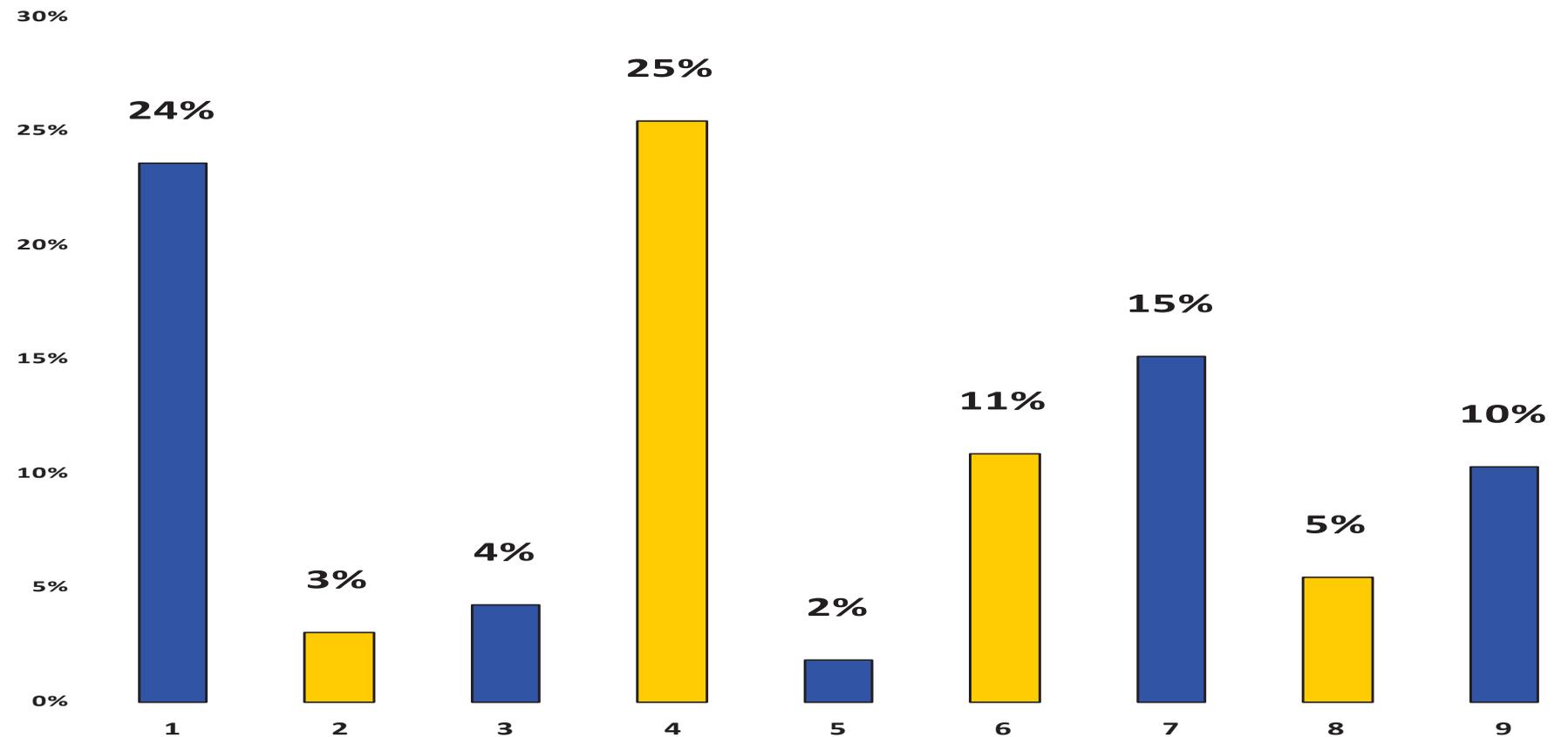
### Reactive Focus

Negative energy reduces Circle of Influence

# Audience Response Question:

Please indicate which segment you represent:

1. Repairer
2. Insurance
3. OEM
4. Supplier
5. Salvage
6. Consultant
7. Education
8. Associations
9. Other/Student

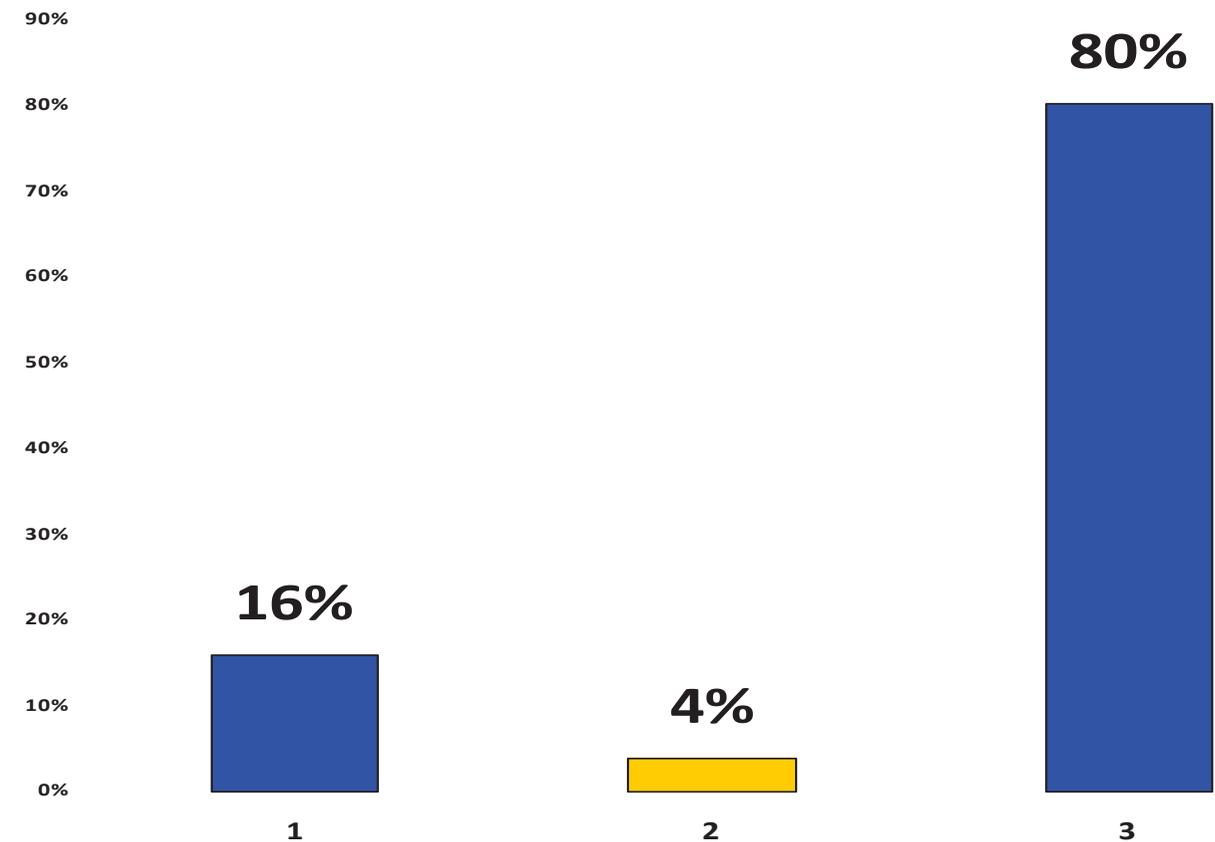


# Audience Response Question:

Which of these three problems does the collision industry have the most potential influence over?

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1. Society's view of skilled trades
2. Fierce competition over talent pool
3. Our industry's inability to "attract"



# Attraction

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*Our attempts, up to now, have been to entice people into an industry that that is unattractive to them.*

My assumptions why it's considered unattractive...

- Shop owner's values & beliefs at odds with a younger generation of worker
- Working conditions
- Lack of vision or mission
- Work-life balance
- Lack of career paths
- Lack of ability to work as a team

***“THESE ARE THINGS WE CAN INFLUENCE!”***



# How Do We Fix the Problem?

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- ❑ We start by accepting personal responsibility
- ❑ We seek to better understand the needs of our younger generation
- ❑ We get focused on the things we have *some* influence over
- ❑ We stop trying to push people and instead inform & attract
- ❑ We start working together to solve the problem in a way that works

# TOGETHER!

- Attempts to fix the problem have been “fragmented”
- We need a “mastermind group.” Leaders with various skillsets working together in a spirit of focused harmony to attack this problem.



# Talent Pool Committee

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- Get the right people on the team
- Determine the feasibility of a committee vs. other methods of a consortium
- Discover the needs of younger generation
- Bring existing players to the table (consortium)
- Determine practical strategic plan
- Powerfully execute!

# Talent Pool Committee



Possible Projects...

- Helping shops build better work environments
- Structured career paths
- Formalized apprenticeship programs
- Targeted social media marketing
- Raise more money together for schools and various projects

# Who's Ready to Make a Difference?

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