

# Employee Retention

ARM Executive Meeting  
Italy 2024  
Corey Eystad





# Who we are

- Rhino is a rotomolder in central Minnesota whose focus is mainly on proprietary products within the marine, tank, and outdoor recreation sectors. Additionally, we have a small part connected to custom molding.
- We employ approximately 140 employees in 3 main departments, roto, mold shop, and warehouse.

# Why do employees leave?

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Insufficient wage

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Lack of advancement opportunity

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Poor leadership

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Communication/Transparency in absent

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Poor Culture

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Inadequate training

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Not being challenged in their roles

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Attendance

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# Labor

The labor market is at a challenging point with labor shifting away from the “manual labor” jobs. This puts Rotomolding in a compromising position.



What is Rhino doing?

# **If you want to improve something, measure it!**

- We have instituted tracking for exited employees which creates visibility and understanding of our potential opportunities.
- When it is feasible, we conduct exit interviews.
- From here, we take a continuous improvement approach.

# Focus on our Core Values

Work hard, play hard

Values

Can Attitude

Appetite for Growth





# Hiring/Onboardin g

- We use the Entrepreneurial Operating System (EOS) “Traction” approach to hire the right people for the right seat.
- We are creating tools to aide in giving new hires a steppingstone into the world of rotomolding.
  - Multi-week checklist of tasks and objectives to complete
  - Partner with an experienced team member for guidance and feedback
  - Training mold to provide understanding of molding concepts/techniques and finishing processes (In development)



# Continuing Education

- Professional development classes and seminars (external)
- Women in Manufacturing
- Lean Manufacturing courses/training
- ARM events and trainings
- Internal rotomolding training
- Tuition reimbursement to applicable fields



# Employee Engagement

- Employee newsletter to keep employees informed
- “Townhall” meetings with entire team
- Employee birthday cards with gift cards
- Service awards
- Career pathing
- Employee product discounts
- Bravo board
  - This is a peer to peer shout out
  - Drawing at the end of each month
- Suggestion boxes
  - Continuous Improvement
  - President’s box
  - Fun Committee suggestion







# Continuous Improvements

We are working on creating a safer and less demanding work environment

- Introduction of flip and lift tables
- Improved safety gates on the machines
- RotoLoad units on the larger machines



# Employee Events

- During summer months, monthly picnics
- Cookoff challenges
- Monthly activities
- Holiday events
- NCAA Bracket Challenges







# The Future

If we continue to gather information, listen to our employees, and be willing to be open minded about constructive feedback, we can continue to keep and bring new labor into the industry.

***Thank you!***

***Grazie!***

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