

## Your Next Top Performer May Be Hiding in Plain Sight

**Q.** What do professional dancers, actors, musicians, and athletes have in common?

**A.** According to the Bureau of Labor Statistics, they're all in the top 6 of the [15 dream jobs](#) that our nation's youth aspire to have one day.

What jobs didn't make the list? Maintenance and control technicians, systems operators, machinists, technical product specialists, warehouse workers, mechanical designers, etc.

Trouble is, the jobs that didn't make the dream list aren't sexy. They offer no promise of fame and fortune. Their titles don't generate 'likes' on Facebook pages. And while the emerging workforce is brimming with aspiring singers and rappers, YouTube stars, video game designers, and professional skateboarders, few fantasize about a job as a plant worker, a mechanic, a maintenance tech.

**"HELP! I can't find anyone who wants to do this job!"**

Young people fill stadiums hoping to get an audition that could lead to becoming the next [America Idol](#), and Google ([Fortune's #1 rated Best Place to Work for 6 consecutive years](#)) receives more than two million applications each year. But unless you're offering instant stardom and a multimillion-dollar recording contract, or a six-figure starting salary and fringe benefits that include free afternoon massages, gourmet food, child care, and laundry services, odds are you aren't getting nearly enough applicants to fill your openings.

The United States is suffering its worst labor market in decades. Many power transmission manufacturing and distributing jobs pay well and offer free training and rapid advancement to anyone with a GED who can pee in a cup and count to ten. However, many misguided youth have set their sites on careers that will never materialize, and these important and meaningful jobs go unfilled.

And the resulting labor crisis is bringing scores of business owners and managers to their knees.

**How are you meeting your staffing challenges?**

Ever since the economy began to rebound a decade ago, I've gotten an earful from employers bemoaning that they *can't find good people*. Committed to finding the answers that could help them, I scoured the world in search of savvy employers who have seemingly cracked the code on hiring, to tell their stories in my newest book, [FULLY STAFFED](#).

My research team was instrumental in helping me to unearth some incredible recruiting and retention ideas, so that I could reveal the tactics that will work in your operation, regardless of size, or scope.

When the pendulum swings from a COVID-inspired economy to where it was pre-COVID – and it will – you'll want to master recruiting from some of the more often-untapped labor pools, like returning military, recent retirees, second chance offenders, friends and peers of current employees, college job fairs, and people with special needs. You'd be amazed at the quality of potential top performers in your business that are hiding in plain sight.

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