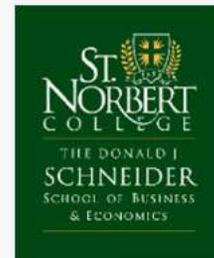


Welcome!

Business Intelligence Survey Findings and Discussion on Navigating the Future

Jerry Murphy
***Executive
Director
New North***



Brian Bruess
***President
St. Norbert
College***

January 30, 2019

John Kreul

CIO & VP of Supply Chain, Bemis Company

BUSINESS INTELLIGENCE COMMITTEE

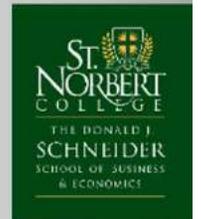
- Established in 2018
 - CEOs - Education - Non-Profit Leadership
- Research with forward-looking scans & analysis
- Trends, disruptive change, opportunities and strategy adjustments
- 14 engaged committee members
- Preview of survey results at New North Summit – Dec 6
- Deeper-dive discussion on Navigating the Future

new north

ST. NORBERT
COLLEGE
THE DONALD J.
SCHNEIDER
SCHOOL OF BUSINESS
& ECONOMICS

New North Business Intelligence

Supporting Partners



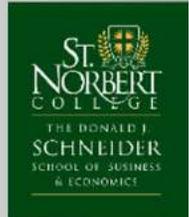
Jamie Lynch

St. Norbert College



Business & Non-Profit Survey

- CEO Level
- Focused on Talent



Business Intelligence Study

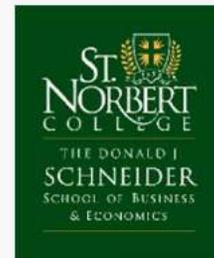
Part 2

Insight to guide us toward the future

Commissioned
by:



Conducted
by:



February 20, 2018

Primary Objectives

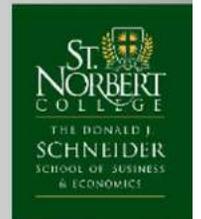
Core Areas

1. Leadership & Talent Gaps
2. Technology & Innovation

Data Sources

Perception Survey

Census Bureau Data Abstracts



Study Details

Online survey conducted October 1-16, 2018

288 Organizations

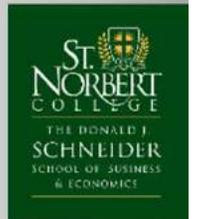
Majority manufacturing, service (healthcare, legal, advertising, etc.), and construction

Mix of small, moderate, and large companies (revenue & employee size)

Median size: 51-100 | Median revenue \$5-15 million



Talent & Leadership



Disruption Risk

By 2020

40% are highly concerned they will be disrupted

67% believe they are at risk of disruption

Feeling the Pressure

To innovate or offer new products, or introduce new technology

Large sectors less concerned, small sectors feel intense pressure



1.

What is your business doing today to prepare for the future demography of Wisconsin?

2.

What will your business do tomorrow to limit disruption?

3.

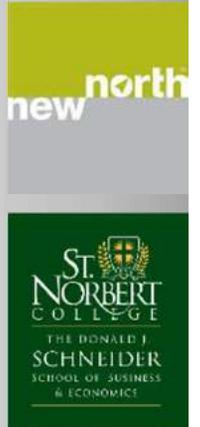
What will your business do next year to thrive and limit disruption?



*“There are some companies embracing diversity and creating opportunities for young professionals, however, we have a lot of work to do to create change. Overall - **companies are slow to change, practicing the way they always have.**”*

-Midsize employer

February 20, 2018



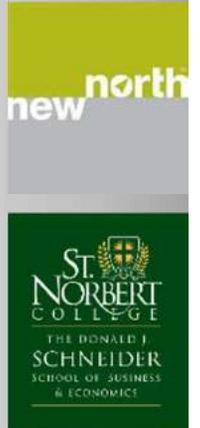
Talent & Disruption

Company size or revenue \neq perceived risk of disruption

Disruption is associated with workforce capacity

Fear of failure \rightarrow workforce availability

Fear of failure \Rightarrow planning & resources



Attracting Talent & Leadership

Conflicting Opinions on NE Wisconsin

60% → NW Wisconsin demographics are **positive** for attracting talent

75% say recruiting competent job applicants is a **moderate or major problem**

>50% understaffing as a **moderate or great** problem



Looking to the Future

Workforce Development in Northeast Wisconsin

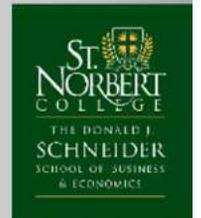
TALENT



PROTECTION FROM DISRUPTION

Midwest demographics trends are trailing the nation

Legacy models focused on talent and workforce will become more challenging



Demographics of Brown County

Population Structure in 2010



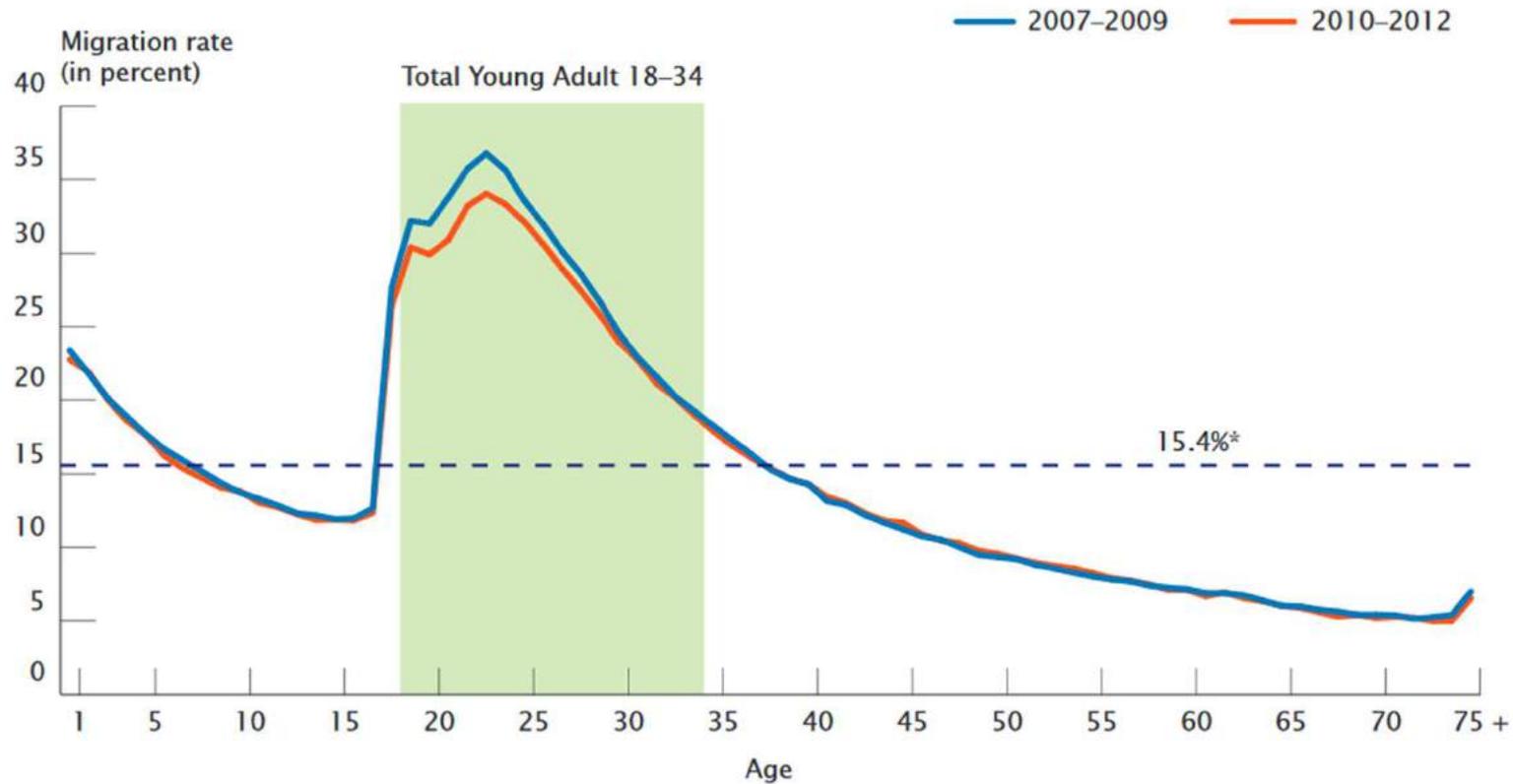
Population Structure in 2040



February 20, 2018



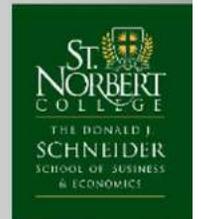
Age-Specific Migration Rates, 2007–2009 and 2010–2012



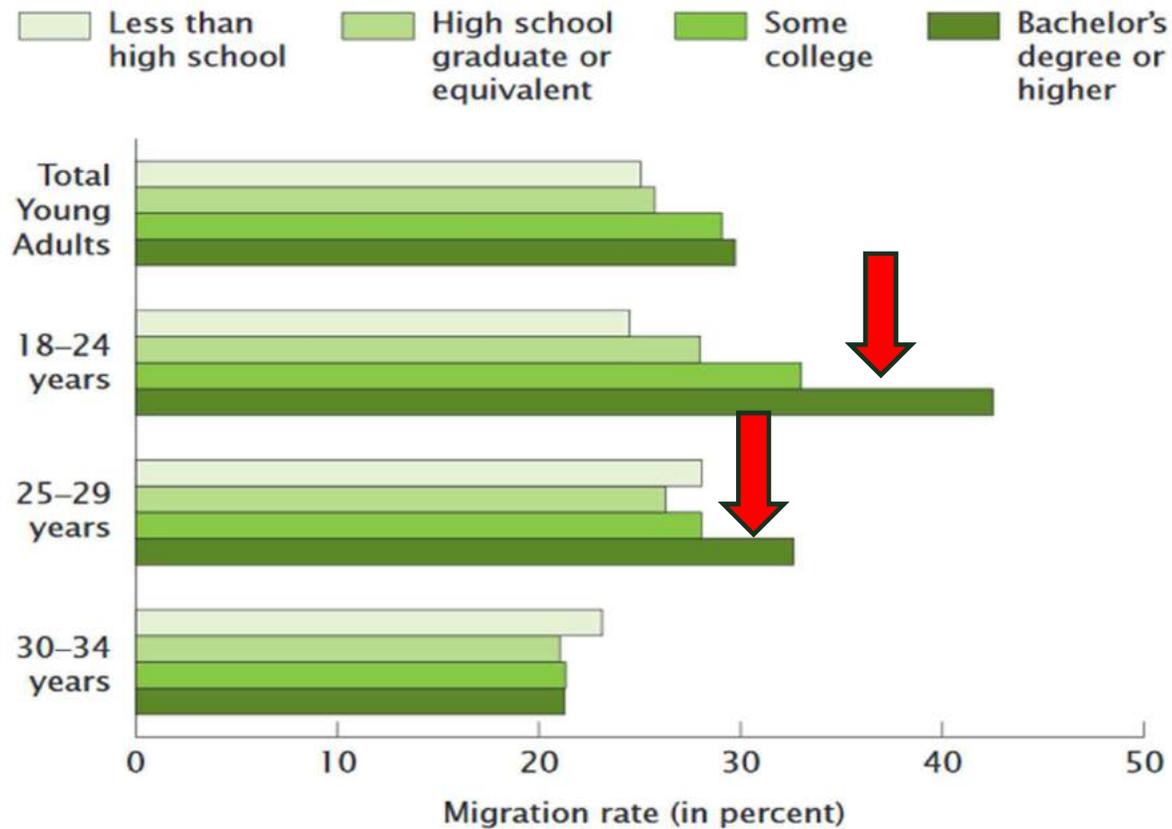
*The average migration rate for the total population, 2007–2009 to 2010–2012.

Note: This figure does not include movers in Puerto Rico.

Source: U.S. Census Bureau, 2007–2009 and 2010–2012 American Community Survey 3-year estimates.



Migration Rates by Age Group and Educational Attainment, 2010–2012 Postrecession Period



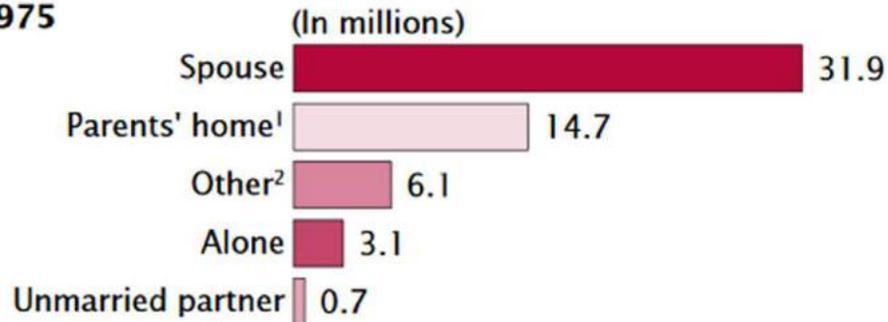
Source: U.S. Census Bureau, 2010–2012 American Community Survey 3-year estimates.



More Young Adults Lived With Parents Than a Spouse in 2016

Living arrangements among adults aged 18 to 34: 1975 and 2016

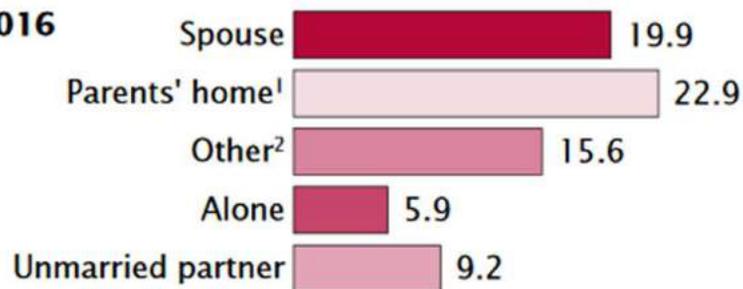
1975



(In percent)



2016



¹ College students who are living in dormitories are counted as living in the parents' home.

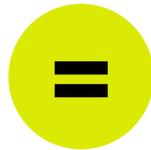
² "Other" includes people who are living with relatives besides a spouse, such as siblings or grandparents, and nonrelatives such as roommates.

Source: U.S. Census Bureau, 1975 and 2016 Current Population Survey Annual Social and Economic Supplement.

Training for the Future

The Future Workforce of NE Wisconsin

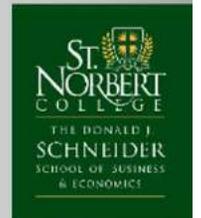
TALENT + TRAINING + INNOVATION



RESILIENCE IN THE FACE OF DISRUPTION

Simultaneous investment in resources & talent

Legacy models focused on talent and workforce development will become more challenging



Leadership (Talent, Data, & Technology)

Workforce & Workplace Assessment

1. What plans are in place for routine data collection and assessment?
1. What strategies are in place for automated perception and comparative data?
1. What plans are in place for skill-assessment and training onsite through partnerships?

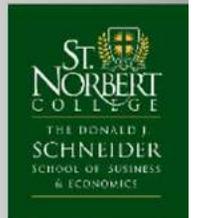


Leadership & Talent Gap

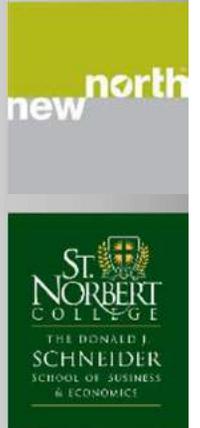
Panel Speakers / Table Discussion

- Mary Goggans - Encapsys, Appleton
- Dean Stewart - Center for Exceptional Leadership-St. Norbert College, DePere

Moderator – Oliver Buechse, Executive Director- Advancing AI Wisconsin and Founder-My Strategy Source



Technology & Innovation



1.

What is your business doing today to prepare for the future demography of Wisconsin?

2.

What will your business do tomorrow to limit disruption?

3.

What will your business do next year to thrive and limit disruption?



Technology & Innovation

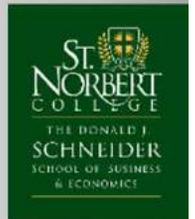
Perception Assessment

70% → pressure innovate has increased

66% → pressure to introduce new technology

71% have an **ROI** measure for new technology

52% have an **ROI** for increased recruitment and retention



Workplace Technology

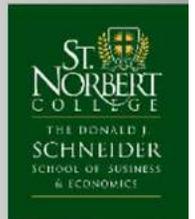
More likely to hire a recruiting firm than invest in new workplace technology

Most common:

- Wages
- Flexible staffing
- Train or poach

Least common:

- Outsource
- Technology
- Rehire



Preventing Disruption

Workforce Development

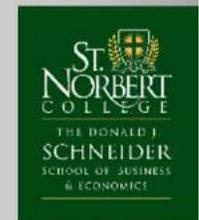
Talent = protection approach; a narrow focus on workforce development

40% have not adopted practices to compensate for workforce gaps

Future Resources

Few have taken steps to ensure resources will be available in the future

Heavy reliance on current demographics and operations

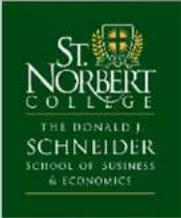


Innovation + Technology = Workforce

In the past three years, has the workforce with the skills and experience needed by your business...

Decreased	Stayed the Same	Increased
24%	35%	42%

Which group is most likely to invest in new technology?

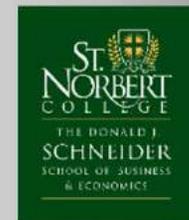


Technology as a Tool for Innovation

Is Technology a Reactive Solution?

No association with resources and disruption

Significant but weak positive correlation between workforce scale and disruption scale



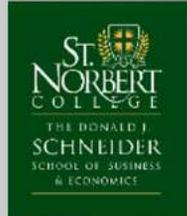
Innovate to Reduce Disruption

How?

1. Who is focused on innovation?
2. Workforce development strategies?

Perceptions

There is no correlation between size of business or revenue and risk of disruption



Looking to the Future

Workforce Development in Northeast Wisconsin

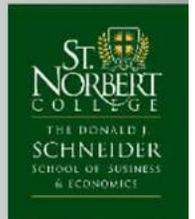
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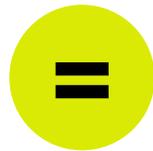
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TALENT + TRAINING + INNOVATION



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THANK YOU

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Executive Director, Strategic Research Institute

St. Norbert College
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920.403.3088

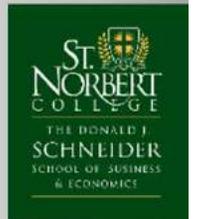


Innovation and Technology

Panel Speakers

- Joe Bashta - Axicor, Green Bay
- Mitch Weckop - Skyline Technologies, Green Bay
- Alan Gonzalez - Nematik, Sheboygan

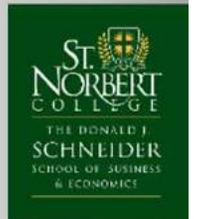
Moderator – Oliver Buechse, Executive Director- Advancing AI Wisconsin and Founder-My Strategy Source



Wrap Up Comments

John Kreul, CIO & VP of Supply Chain, Bemis Company

- Review the table discussion notes
- Determine appropriate New North Strategic Action
- Develop Action Plan for Implementation



THANK YOU!

