



# Ewing Education's Solutions for Three Tough Labor Challenges



### **Challenge: Finding and Keeping Talent in a Tight Labor Market**

With an increasing number of competitors flooding the green industry, landscape businesses are facing tough labor challenges. How can companies source potential talent when there are fewer people in the labor market to fill open positions? And once businesses onboard great talent, what can they do to keep that talent?

### **Solution: An Easy-to-Implement Recruiting Strategy**

Realizing our customers needed an effective business solution, we created a specialized workshop through Ewing Education.

As taught in Ewing's *Recruiting and Retaining Talent* workshop, Ewing's Director of Talent Development, PJ Rovinelli, drives home two points: the importance of creating a culture of recruiting and implementing a strong referral program.

"You have to create a culture of recruiting. Great team members know the impact of finding other great team members! When your people are raving fans of your workplace, eager to see it grow, and you have a strong referral program, those employees become your best recruiting strategy," Rovinelli said.

The best way to create this culture is by incentivizing through strong referral programs. The five keys to an effective referral program are:

- 1. Determine the bonus timeline (Recommended after 12 months of employment)**
- 2. Determine how much the business can afford to pay to retain a good worker**
- 3. Pay both the referring team member and the new hire**
- 4. Promote the referral program**
- 5. Celebrate milestones**

**"I implemented the strategies taught in Ewing's workshop. For the first time in my career, we retained all of our employees and rehired all of our seasonal workers." - Ewing Customer, Bend, OR**



### **Challenge: Lack of Time for Essential Training for an Inexperienced Workforce**

Our next generation of workers lack crucial experience, but our fast-paced industry makes finding time to train our teams increasingly challenging. Where do we find the time to develop the skills and knowledge of our new workers?

### **Solution: Convenient On-Demand Training**

Feedback from our customers led Ewing to create on-demand training videos in English and Spanish with step-by-step instruction, allowing green industry professionals to learn anywhere, anytime. Our [YouTube channel](#) offers over 40 playlist categories, including videos that cover:

- [Weed Management](#)
- [Irrigation Systems Electric Troubleshooting](#)
- [Landscape Lighting](#)
- [Irrigation & Landscape Maintenance](#)
- [Outdoor Living](#)

Additionally, Ewing offers [previously recorded educational webinars](#). From Electrical Trouble Shooting to Irrigation Design and Irrigation Scheduling, the information landscape professionals need to succeed is easily accessible and available for every member of the crew.

**“These webinars are extremely helpful in building my confidence, so that I design better and can better discuss irrigation with my contractor.” - Ewing Customer**



### **Challenge: Developing Specific Training so Teams Can Expand the Company**

With growing competition and lack of employee motivation, landscape businesses are constantly looking for fresh ways to engage and empower their workers to grow their organization and deliver exceptional service. How can business owners find the time to invest in their people and develop specialized training for their teams?

### **Solution: Custom Enterprise Training Provided by Ewing Education**

[Landscapes Unlimited](#), a nationwide multi-faceted golf company, wanted to offer their employees a variety of training and development opportunities to increase engagement, maintain retention and improve project performance. By partnering with Ewing, the company was able to host an in-depth irrigation training event for their teams across the United States.

Over the course of a month, Landscapes Unlimited and Ewing Education hosted three education workshops in Florida, Nebraska and Arizona, providing 32 Landscapes Unlimited employees with an “irrigation boot camp.” The two-day courses covered technical golf course irrigation, on-the-job safety training and a brief history of the golf course management company.

By investing in custom training and partnering with Ewing, the company was able to reach their internal goals for employee development.

**“With education and training, we’ve seen a reduced learning curve for employees, resulting in higher engagement, better retention and the ability to continue to provide superior quality to our clients.” - Cesar Martinez, Landscapes Unlimited Senior Programs Manager**

Partner with Ewing to provide individualized training workshops for your teams. Contact us at [education@ewingirrigation.com](mailto:education@ewingirrigation.com) to discuss custom training today!