

Achieve Better Outcomes Through Disruptive Problem-Solving

Presented by the PTDA Foundation

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As leaders, we need new answers fast. Finding those answers first requires leaders to think differently—more boldly, creatively, empathetically and collaboratively—to see challenges from a fresh perspective. Supported by Catalyst, the proprietary thinking game for disruptive business challenges, attendees used one of the industry’s toughest challenges as our topic: building awareness of careers in the PT/MC industry.

Talent management is a disruptive problem

Three kinds of issues employers encounter:

1. Tame: Someone quits, and you need to replace them
2. Complex challenge: We created tech, does that mean we need a department? You are bringing in an entirely new skill set.
3. Disruptive: Our population is set to decline, and we are ushering in a new work force. Individuals work in different ways. We have to rethink how we engage these individuals.

Exercises

1. **Consider the multiple roles engaged in the conversation including the PTDA Foundation, a member, student and early career professional. Have people at your table empathize with each role. Consider new hires’ wants and needs to fit within the organization and industry.**
2. **Explore multiple possibilities while introducing a macrotrend to the discussion. How do these additional stimuli impact your first brainstorm while empathizing with your role? How does the macrotrend impact each role?**

Example of a macrotrend: Hybrid work.

Employees need to understand that while they want to progress through organization, they also need to invest time in different activities. You need to create a balance between expectations and regular communication as to why they need to be in the office but allow them the flexibility to manage things in their personal life.

- Offer things like a fitness center and wellness program.
- Have a basket of fruit so it’s special when they do come into the office, so they feel engaged and valued when they are in the office.
- Set up a mentorship within the organization. Have them interview different people.

Gen Z wants to work with an organization that has purpose. What we do in our company needs to align with what the next generation wants to do.

- 3. Formulate a draft resolution to present to the group with one last point of consideration, a barrier card. Build on your empathy for the roles you are playing and the implications of the macro trend to enhance the consideration of your idea. Finalize one resolution and prepare a few talking points to share with other attendees**

Achieving alignment is essential but difficult as it requires a balance between the employee's and the business's needs. Employees need to understand how their individual role ties into the objectives of the business.

We need to get the best people to join the industry and keep them in the industry. Retain as much talent as possible and present it as the sexiest industry in the world. Our industry is diverse and that's what we need to sell to future employees—from food to mining to forestry, we touch everything.

Disruptive challenge is not about looking at the past or filling a role. We are rethinking our industry and who we can bring in and how to retain them. If you're not looking at people in different shoes, you'll never have a complete conversation,

They know what they want. They want fluidity so they can take on new responsibilities, grow their skill set and not be pigeon-holed into one job or career path. Train people on soft skills, to be part of a team, to speak in public. Align these skill sets with many different roles within the company.