

We can't find anyone here...

In the last chapter we talked about the Industrial Craftsman, that concept, that mythological figure which is half artisan (in resources) half industrial (in thought) and which will be the only possible form of evolution to contrast in a concrete and successful way the process of evolution in which we are all immersed.



Unfortunately, the Industrial Craftsman, however good and prepared he may be, is not enough, it is not enough in the sense that he needs to be helped by people, professionals who understand and share his goals.

Not even Lewis Hamilton, a skilled man who can think of winning races on his own, drives but without those on his team (which you can't see, but there are and often are even more important), Lewis Hamilton would be in a Chilean mine 700 meters underground extracting raw materials.

Today, doing business and having a company is infinitely complex, it requires a lot of skills in the most diverse fields, so you need teams that are close-knit and motivated.

Several years ago a carpenter was not required to have enormous skills to be appreciated by the market and to be able to prosper his business.

Years ago, who needed to make a detailed and accurate estimate to convince a customer, or even just to protect themselves from any legal disputes?

Years ago, who needed a website or targeted marketing activities?

Years ago, where everything was abundant, who ever posed the problem of having a business control to bring out in an analytical way the costs of business management in addition to the real cost of products made?

Nowadays, doing business for a carpenter no longer means just mastering production issues, but it has become vital to familiarize yourself with commercial, administrative, tax and organizational information and so on.

Well then, where is the problem? Let's hire!
Here's the problem, yes, this is the real problem ... finding people who want to work in a carpentry.

A while ago, I read a survey on the Internet where they were asking the causes of why carpenters were not able to find people for their companies.

I remember well, that the very first reason that carpenters recognized as the cause, was "Because young people do not want to make sacrifices", followed by the order "young people have no passions", "They do not see a perspective" and others ...

Personally I found that survey very significant in understanding the real reason for this problem.

So let's start by saying that carpenters don't find people because as you can see from the survey, they don't have the vaguest idea of the real reason that keeps young people upright away from them.

I apologise but now I will be a little harsh on this point, as it is a serious mistake on the entrepreneurial side.

The 3 reasons I wrote to you (the others I didn't write to you were all on the same line anyway) are called from my point of view, DISCHARGE OF RESPONSIBILITY.

Are we realizing that to say that today's smart guys (let's not kid ourselves, smart guys are here today, as they were 20 years ago) are all awful, bad guys, they don't have passions, they don't want to work is an endless stupid thing?

The way I see it, as an entrepreneur (I know what I'm talking about because I am one myself) for every bad luck that happens to him, the first thing he thinks is to unload the responsibilities and then proceeds to go to do another job.

But let's forget about this very important aspect for a moment, we'll come back later to explain it even better.

Are we realizing that to say that today's smart guys (let's not kid ourselves, smart guys are here today, as they were 20 years ago) are all awful, bad guys, they don't have passions, they don't want to work is an endless stupid thing?

The way I see it, as an entrepreneur (I know what I'm talking about because I am in my turn) for every bad luck that happens to him, the first thing he thinks is to unload the responsibilities, must go to do another job. But let's forget about this very important aspect for a moment, we'll come back later to explain it even better.

According to you, when Google or Ducati or many other companies (I'm not necessarily talking about multinationals) put out announcements of hiring ... Do they have major problems finding people?

I have the feeling that in front of their gates, there is a line of guys willing to work 16 hours a day ... while in front of our carpenters there is none.

Why give them everything and nothing to us?

Unfortunately, the time has come to say things as they are, but I warn you, it will hurt you, it will make you angry... so much.

The real reason is that in people's heads, WORKING IN A CARPENTRY IS CONSIDERED UNCOOL.

I'm sorry, this is the sad and raw truth ... I can't do anything about it, indeed I can do something about it, but we'll get there soon.

If you are still shaken by the news and you can't really understand why I said (in your eyes) such nonsense, then I'll try to explain the situation better.

- If we have a dirty, messed up, disorganized, dangerous carpentry where in 2019 you still risk your fingers for lack of appropriate technology, it does not mean that young people do not come because they "have no passions", they are not coming because smart young people certainly find something better.

- If there isn't a minimum level of organization in the company and this leads employees to work in constant emergency, without knowing what they have to do today for tomorrow, it does not mean that the smart guys "do not see a prospect", it means rather that they understand the fact that the money they earn from you, will be spent on psychotropic drugs to manage the stress conditions to which they are exposed to every single day.

- If when there is a need to do overtime and the smart guys get paid with pats on the back, or when we leave work, making them feel guilty because they asked to take a holiday during the year outside the canonical August and Christmas, they risk ending up in the moulder ... it's not that "they don't want to make sacrifices".

- If when there are problems, it's the employees' fault and when there are successes, it's the boss's merit, then we have to realize that there are already many jobs where conditions are similar, so why should a smart guy come and get dirty in a carpentry shop?



- If we want to hire smart people, but then we don't give them room to express themselves, because "I'm the boss and you have to shut up and run", then it's a problem.

Smart boys also scare and are not always so well liked, because through new and fresh ideas they can overshadow the outdated visions of the boss and consequently diminish his authority.

Many leaders let their most talented people go for these reasons.

- If we do not want to be questioned as leaders, we must surround ourselves with collaborators who are more stupid or unprepared than ourselves.

In this way the entrepreneur satisfies his ego of remaining within his small world as the absolute and undisputed King, but if we do not move the point of view outside the company, we realize that the leader remains the King ... but the King of idiots.

And to me, it doesn't seem like teams made up mainly of imbeciles, with only one dodger in between, have ever won important things.

If we are doing some of the things I have just written, it means that the real reason why young people don't come is not because they are unkind and bad, but simply because we haven't had the ability to make our company attractive enough for them to come. All the rest are discharged of shameful and irritating responsibilities, which I understand from the perspective of a 10-year-old child where "the blame is always due to others", but I do not tolerate that from an entrepreneur.

An entrepreneur who does not take responsibility for his failures, in my humble view, must change his job. Period!

So let's assume for absurdity that we really care about including talented people in our carpentry, but what can we do? How can we attract them?

First of all, to remedy everything I wrote above.

- Clean, safe and tidy company.

- Tools that help to organize the daily activities, because sometimes to do jobs, it would take infinitely less time if only they were organized and planned with more brain and attention.

- Extraordinary, if there are things to do you do. They have to be paid. Period!

- Having less hierarchical structures, within my company my point of view, is like the point of view of any of my employees.

If I say something stupid, my collaborator has the duty to tell me "Ste, you said something stupid" I don't care about being the King of imbeciles ... I prefer to be the imbecile in the Dream Team.

Then it's natural that I put money on it and I have the last word, but I need to encourage employees to have critical points of view, only then will it evolve and improve. And then, have we ever thought that a happy, satisfied and motivated employee can sell for us?

Our employees have dense networks of relationships, friends, parents, children, sisters, brothers...

Then what can they sell?

1) Our products, we imagine in fact that your cousin arrives with "I was thinking about whether to take a wooden or pvc window frame", how will a satisfied employee behave?

It's simple; he will put the knife between his teeth and lead a battle to sell our windows and doors.

2) The company itself; let's imagine you're at the bar, with friends.

Less motivated, sad, resigned friends who instead feel that in your company you work well, you are fine, employees are respected and they also respect the employer, they know that the employer claims but at the same time is also willing to give.

These public relations are of extraordinary power and believe me they are much more effective than 100 temporary agencies.

Being an entrepreneur today also means:

1) Knowing how to manage your employees who, in addition to producing better, will communicate to their dense network of relationships the excellence of your company.

2) Making our company attractive not only to customers, but also to potential future employees.

I hope I've been useful to you, see you next time!

Stefano

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Stefano Frignani, engineer and entrepreneur who has been working for over eighteen years in the carpentry automation sector. He is the creator of the JTF Method, the first method in Italy to become "Carpentry 4.0". In the course of his professional activity he has collaborated with the main manufacturers of CNC machines for the wood industry; he has intervened in foreign universities on the issues of software for windows and doors and has been a guest of local magazines and televisions as an example of entrepreneur who has overcome the crisis thanks to innovation.

He is the author of the book "Software for door windows: how to avoid fraud", translated into three languages and "PVC windows: the things that no one tells you about".