



Elevating the Wood World

Busting Industry MYTHS
&
Addressing Workforce Challenges



The background of the slide is a photograph of a dense forest of tall evergreen trees, likely spruce or fir, shrouded in a thick mist or fog. The trees are dark green and silhouetted against a lighter, hazy background. The overall color palette is a monochromatic teal or seafoam green, with the text in white for high contrast.

**What MYTHS have you heard
about the wood industry?**



What MYTHS have you heard about the Forestry Industry & Wood World?



MYTHS we hear about Industry

“Logging is **bad** for the environment!”

“Logging & Sawmills use **antiquated** technology.”

“The wood **industry** **doesn’t** care about the environment”

“The work is physical and dirty. **No brains required.**”

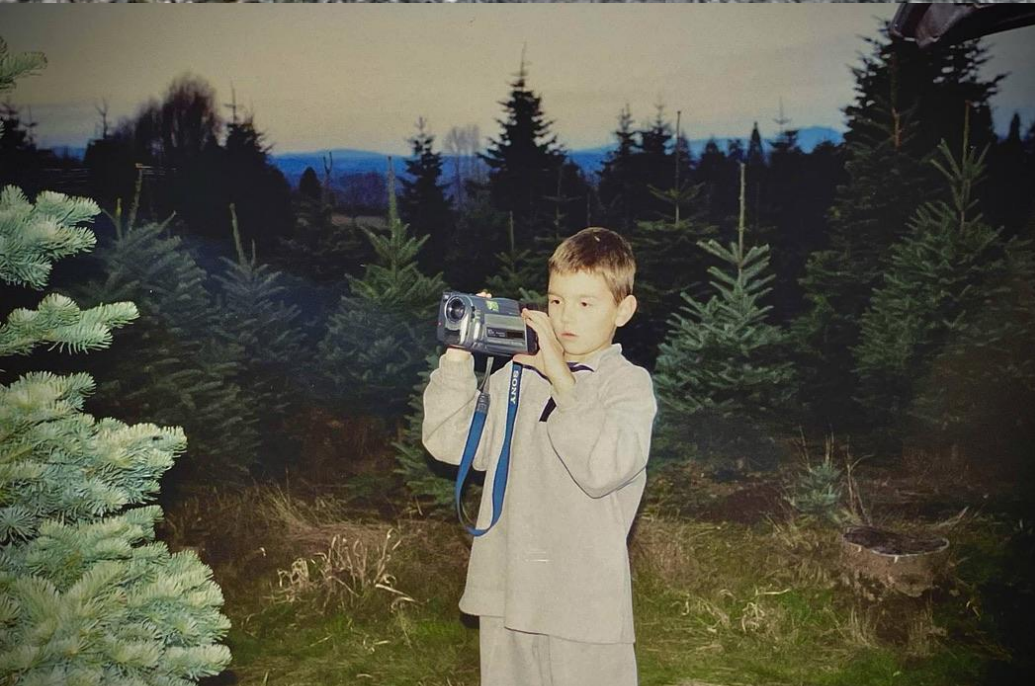
“Working in the woods and in **sawmills** is for **drop-outs.**”

“You **can’t** be **successful** working in the wood industry.”

“Corporate **greed** drives decisions”

Why do we care what they think?

- Detracts people from joining our industry
- Limits the quality of the people applying for jobs
- Over regulation/policy for industry
- Respect for industry and our people
- Growing the next generation loggers, trades, sawmillers



Koval is on a mission to:

Improve the lives of people
in the wood industry **globally**



Our WHY goes deep:

God said to them,
“...**subdue** the earth.”

Genesis 1:28



What is the Wood World?

A. **Wood Products Manufacturers** and whole fiber supply chain

B. All supporting companies making machinery, products, services for Wood World







From the Woods to the White House





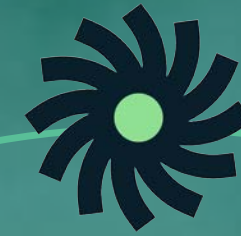






Perceptions

In the Community & Potential
Candidates



Industry
MYTHS



Workforce
Challenges



Tell your story
website, social media, tours,
schools, events

MYTHS
Busted or Confirmed



“Does The Experience Match the Story?”

Sharing Solutions:

Watch Steely Lumber



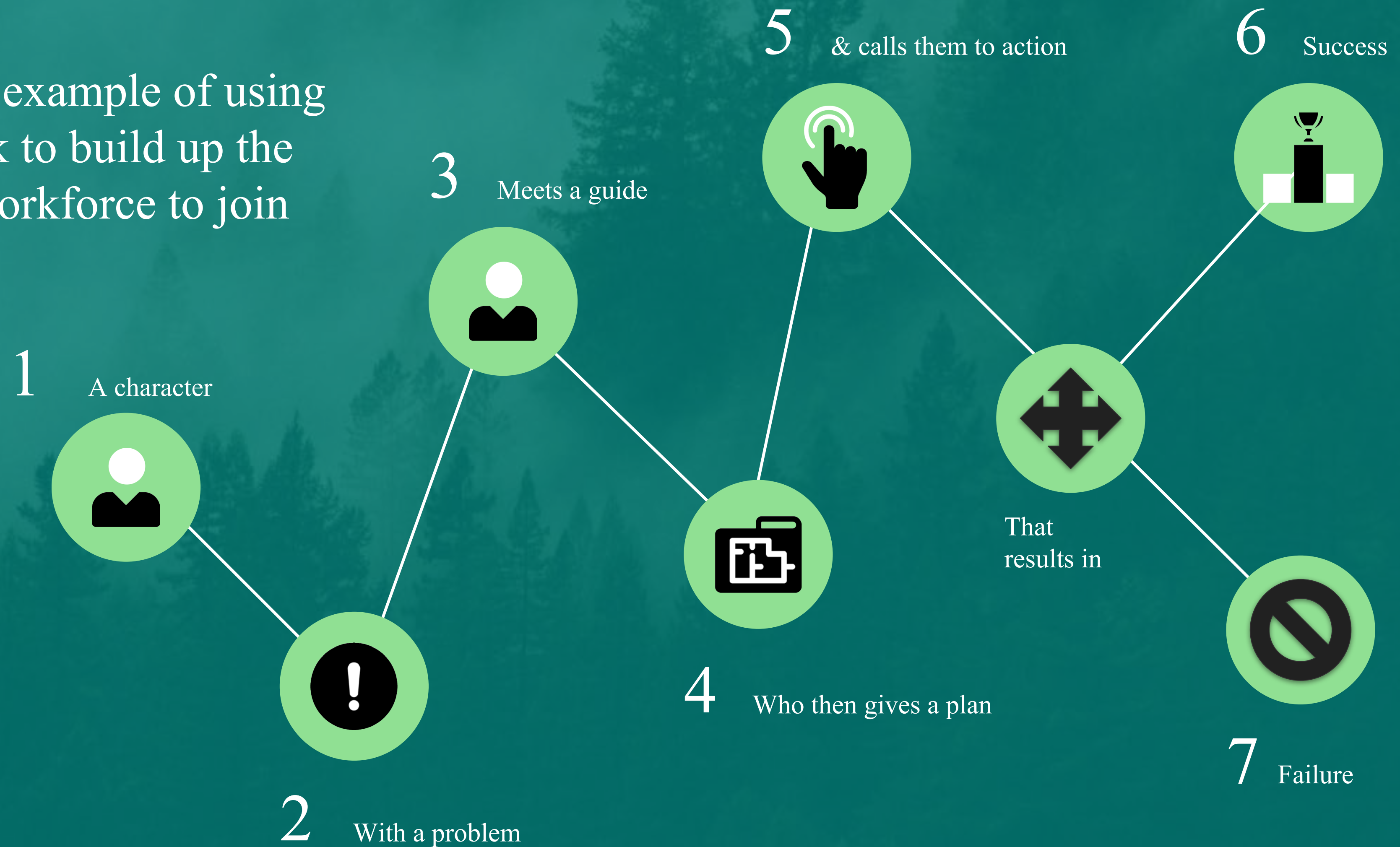


INTERFOR®

Start here. Go far.

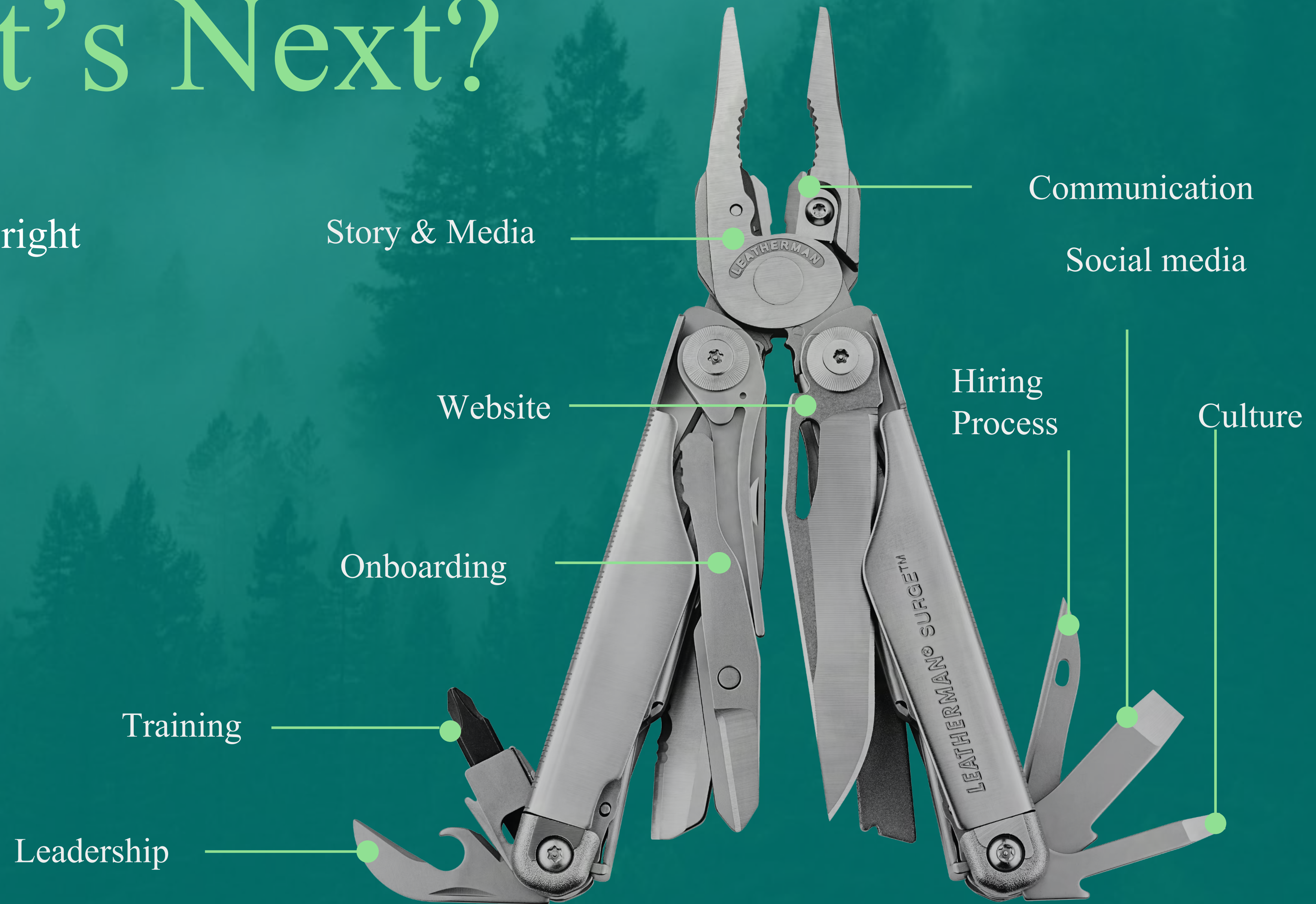
The Plan

For recruitment the example of using the story framework to build up the story that attracts workforce to join your team.



So What's Next?

Many ideas – what are the right tools to deploy?



The Koval Way: Three Stage Approach



1

Discover

Discover needs, Analysis & Setting goals

- Culture and Leadership Assessment
- Evaluate Recruitment, Retention & Training
- Identify Storytelling Opportunities
- Strategic Recommendations

Deliverable: Strategy Document

2

Develop

Develop what is selected from Strategy:

- Design HR and Culture Systems
- Create Story-Driven Media
- Build Communication Assets
- Develop Employee Training Tools
- Solution Design & Development Web, App, Software, Technology
- Film, Photo, Rendering media

Deliverable: Assets

3

Deploy

Deploy what was selected from Phase 1 examples:

- Engage Leadership and Employees
- Activate Story Across Channels
- Launch - Campaign, Website, Content, Social media
- Ongoing Support & Training
- Track Performance

Deliverable: Ongoing Monthly Support



PLC is on a mission to:

Fulfill the need to provide:

sound technical **education about the forest industry**,
educate politicians, educators, their students, and the **general public** about the
need for sound, responsible forestry to supply global needs for wood fiber.

Thank you! Questions?

Let's connect & elevate our industry
together.



Vadim Kovalev

Founder & CEO



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Resources

All Social + Contact Info!