



Southwest Association
of Rail Shippers



The Rail Rebound: *Recruiting and Retention*

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Galveston, TX 2024





*He who laughs
most, learns best.*

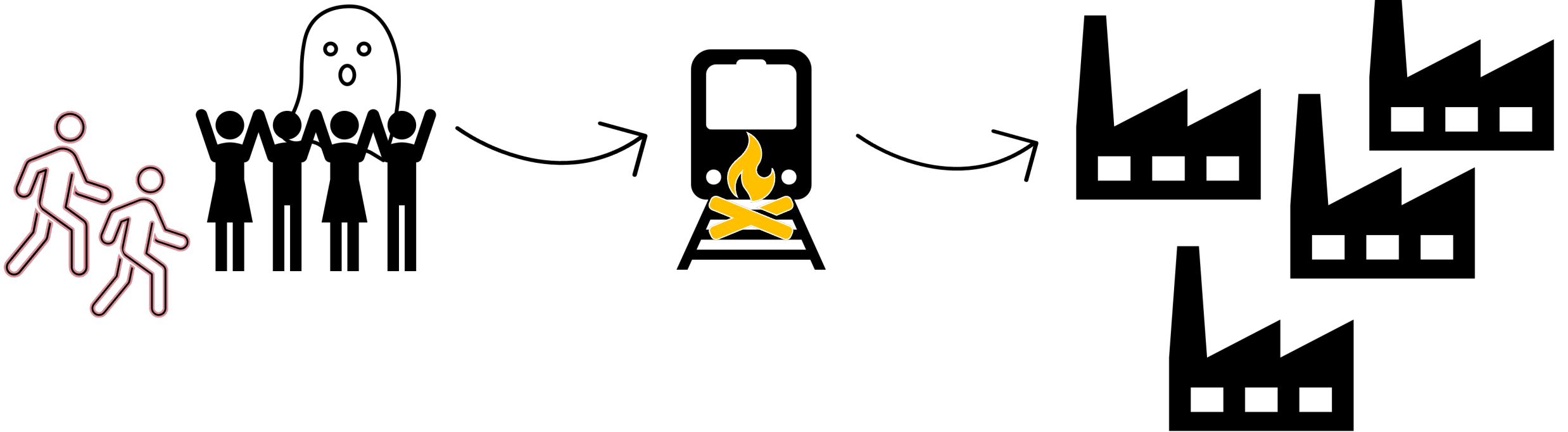
- JOHN CLEESE

The Railroad System

People

Stuff

Customers



Cultivating a “Stay” Culture

- SHADOWING PROGRAMS
- EDUCATION TOURS
- RELATIONSHIPS WITH COORDINATORS AND RECRUITING EVENTS
- MENTORSHIPS –
 - *Formal or Informal*
- APPRENTICESHIPS
 - *Veteran benefits*
- INTERNSHIPS
- RETURNSHIPS
- EXTERNSHIPS
- ALLYSHIP PROGRAMS
- COMMITTEES / ERGS



WHY DON'T WE HAVE ANY FRESH IDEAS AROUND HERE?



Why does it matter to make inclusion a priority in your corporate culture?

Two Times

as likely to meet
or exceed
financial targets

Three Times

as likely to be
high-performing

Six Times

as likely to be
innovative and
agile

Eight Times

as likely to
achieve better
business
outcomes

Helps abate groupthink

THANK YOU

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