



Solving Our Workforce Problem



01

+ Turner Mining Group

+ How it started?

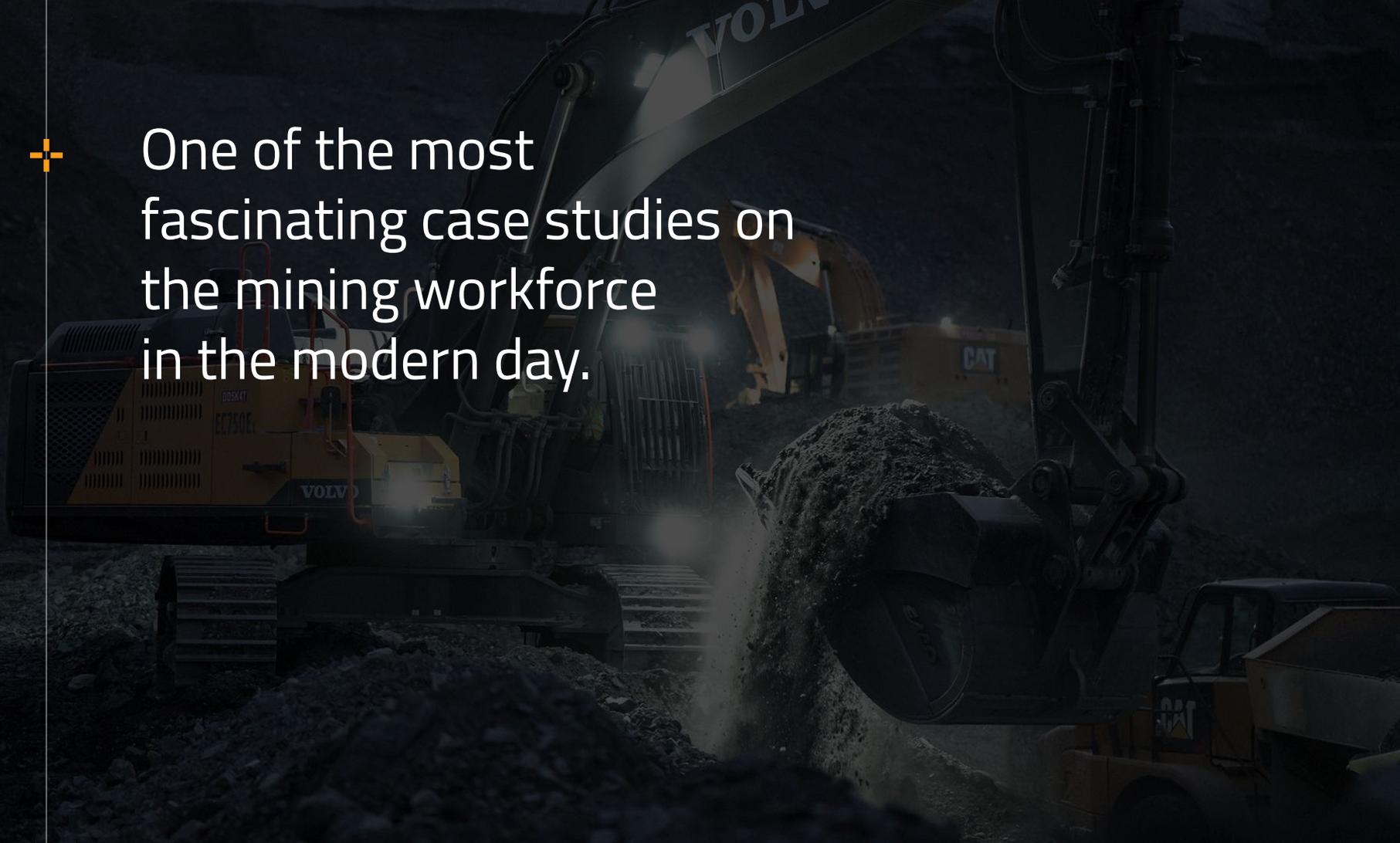
01 Followed Keaton Turner on social media in college.

02 Had dinner and talked about the future of the mining industry.

03 Began working with TMG when I started BuildWitt.



One of the most fascinating case studies on the mining workforce in the modern day.



02

+ Where We're Going



How did TMG generate thousands of applicants to work for a mining company?



+ What steps can you take to start solving your people problem?



03

+ The People Problem

A group of construction workers wearing hard hats and safety vests are gathered together at a construction site. One worker in the foreground has his arm around another worker's shoulder. The scene is dimly lit, suggesting an indoor or shaded outdoor environment. The workers are wearing white hard hats with American flag stickers and high-visibility safety vests. One vest has the name 'Gravitock' visible. The background is blurred, showing construction equipment and vehicles.

It's a troubling problem
that spans across the
entire industry.





Everything starts
with people.

Your reserves, balance sheet
and new opportunities are
meaningless without people.



We're competing with every other industry in the U.S.

We're on the **same team!**



A yellow bulldozer is shown in a snowy, dark environment at night. The bulldozer is illuminated by its own headlights, which create a bright glow and cast long shadows. The machine is positioned on a snow-covered ground, and its large, treaded tires are visible. The background is a dark, starry night sky. The overall scene conveys a sense of ruggedness and the challenges of working in winter conditions.

Raising wages is a temporary solution.

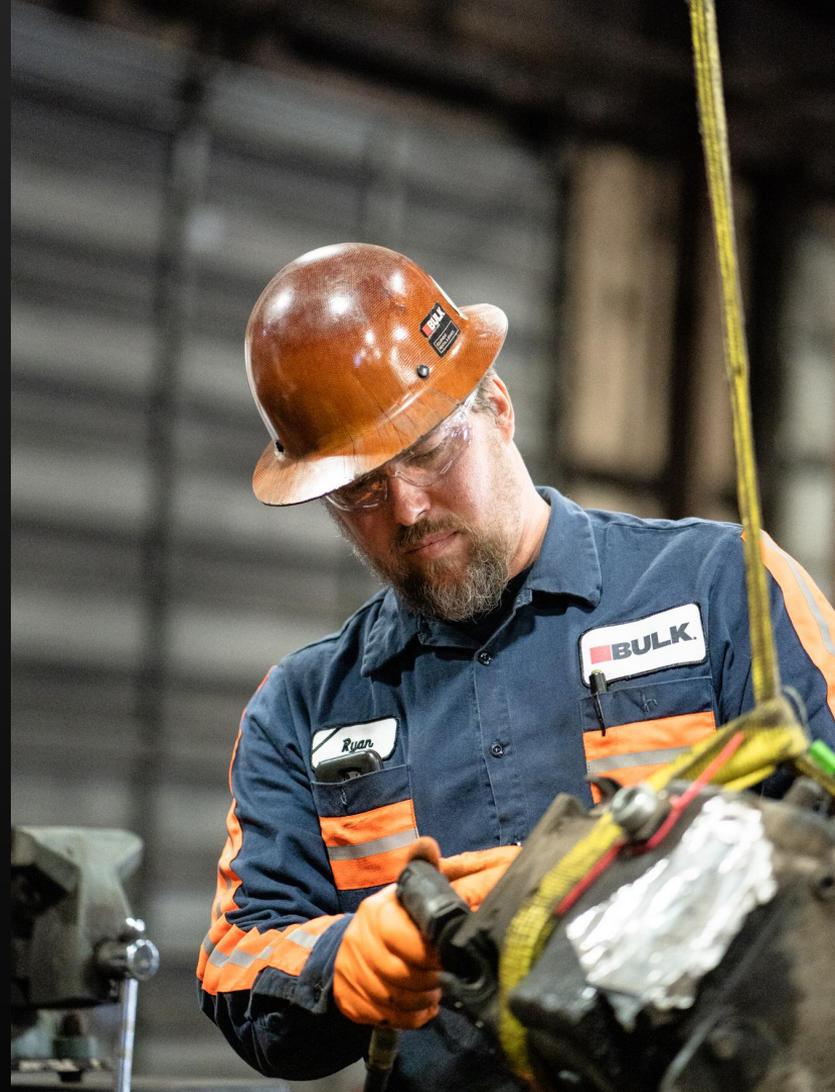
04

+ We Can't Fail

Essential Industry —
our communities
depend on us.



✦ Our success is
our responsibility.
Extreme Ownership.



05

+ My Story



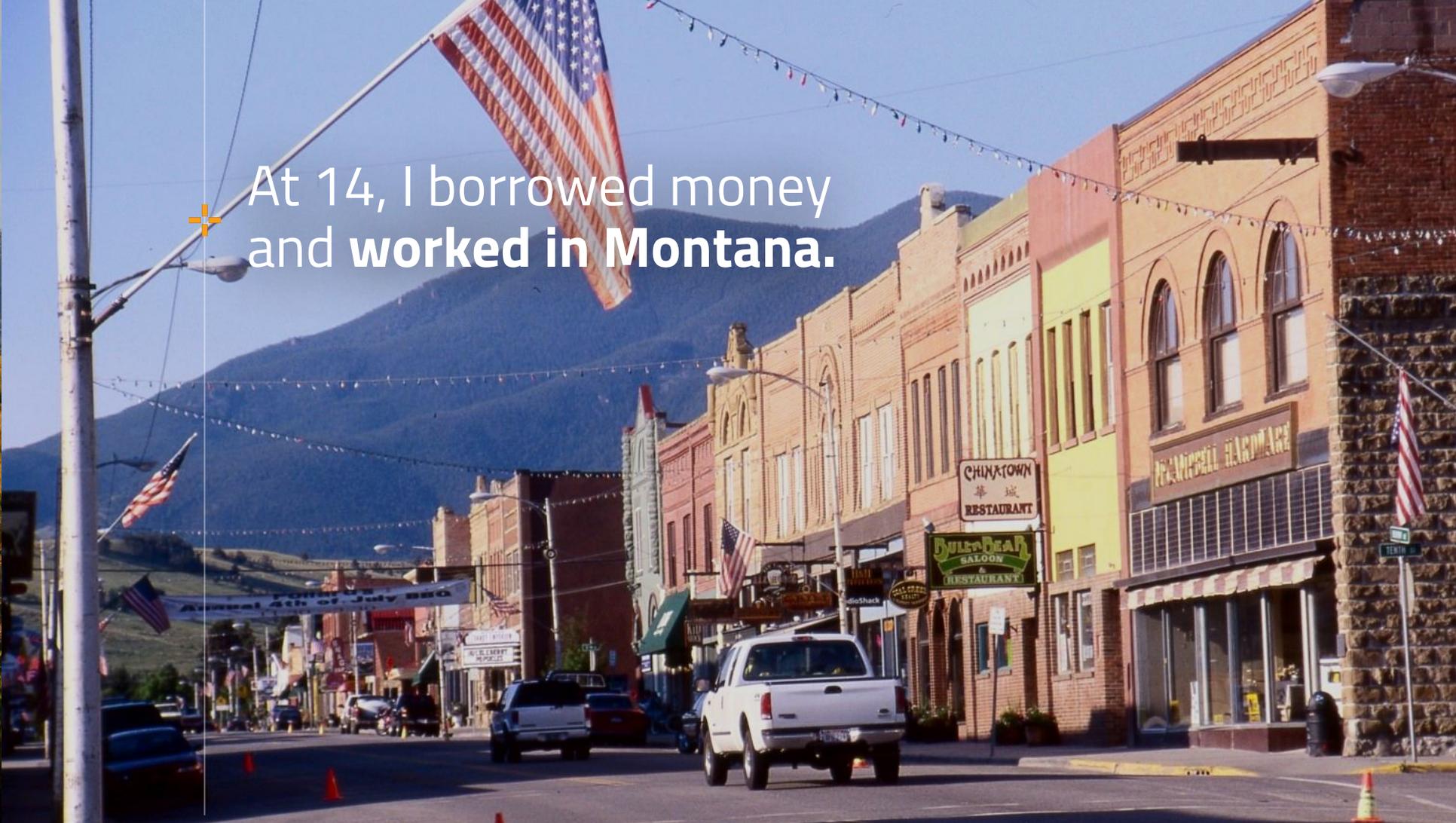
Never knew **blue-collar work**
growing up.



+ But I always loved the Dirt World.



+ At 14, I borrowed money
and **worked in Montana.**



✦ Enter: Rich Pierson...



+ He gave me my first industry job as a laborer.



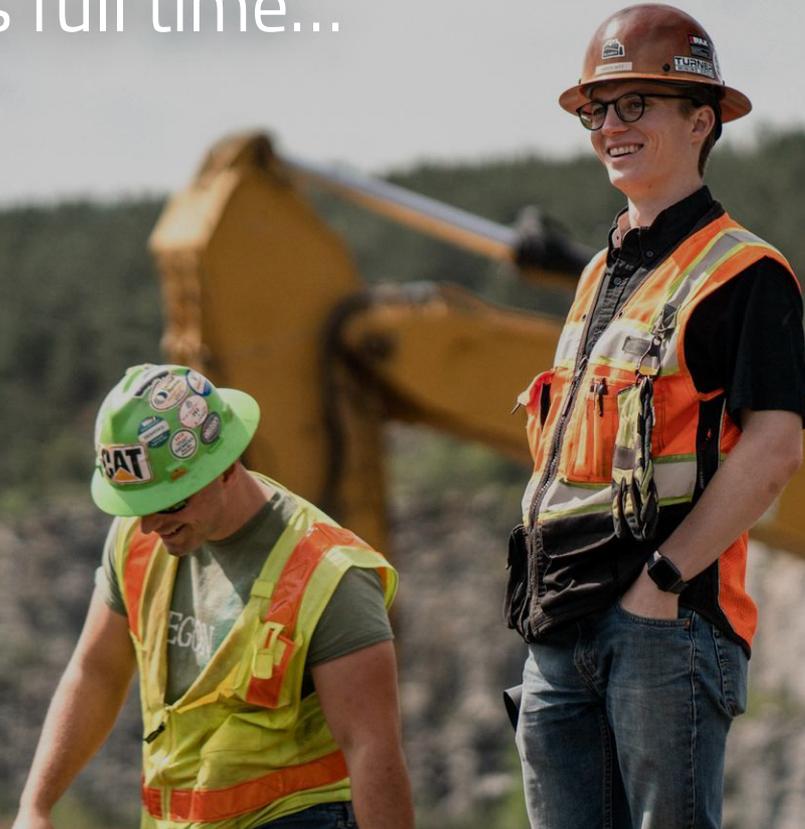
+ I worked through school.





+ Then I began **sharing stories.**

✦ And finally, I took the leap to tell stories full time...



06

+ BuildWitt is Born



BuildWitt



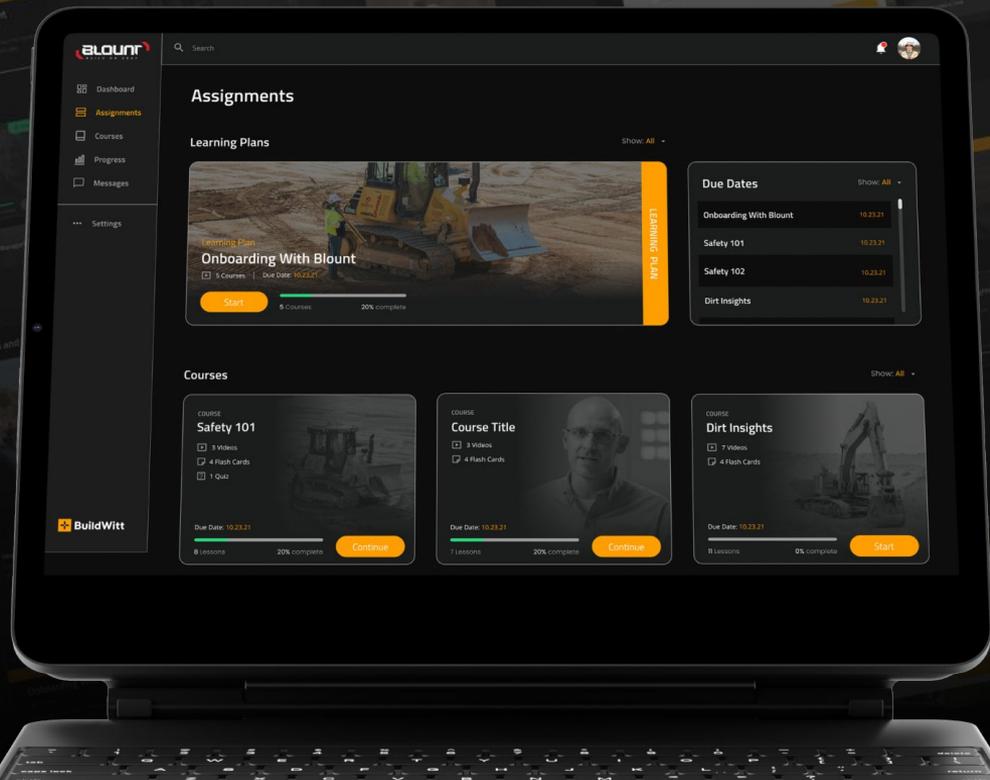


Making the Dirt World
a better place!



TRAINING

BY BUILDWITT



+ I travel the world to experience the industry.



07

+ Our Hiring Capabilities

01 **114 applicants** per open position.

02 Lost four people (voluntary / involuntary) since August 1.

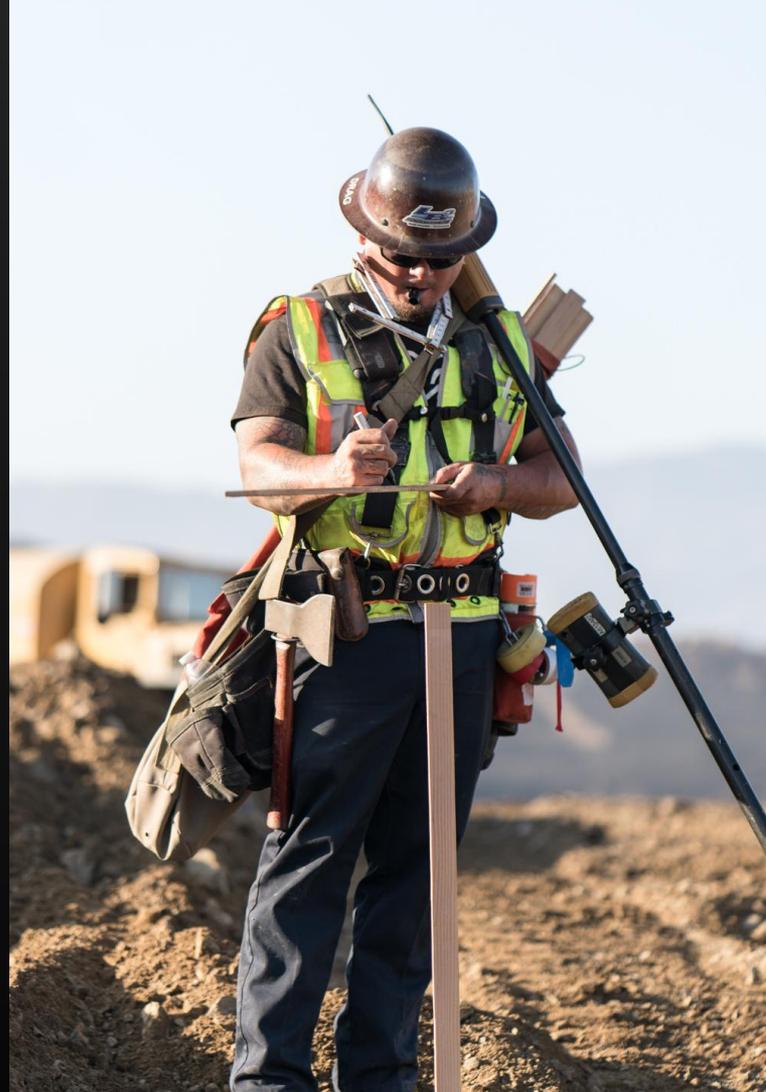
03 Average Age = **33**

08

+ TMG Case Study

+ Clearly Defined Higher Purpose

Why should I work for you?



Leveraged Social Media to Reach a National Audience

If you don't tell your story, someone will tell it for you.

Keaton Turner led the charge.



Empowered And Trusted Their People To Share Their Experiences

Your people are your best spokespeople.



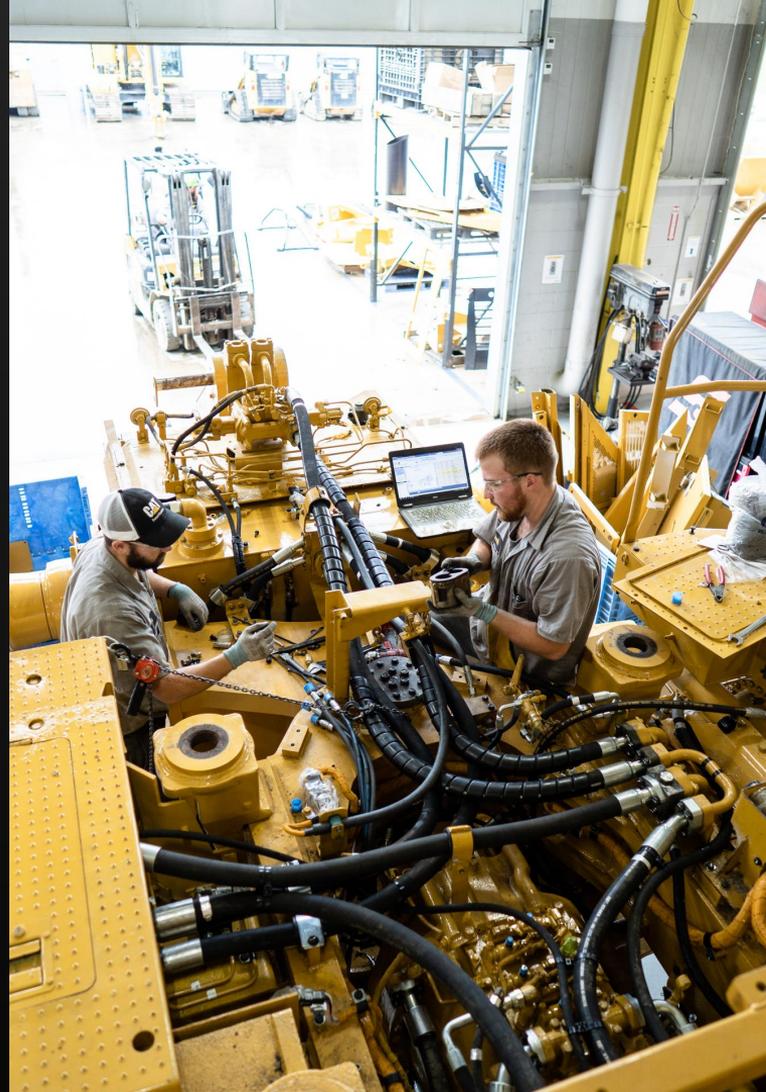
+ Created an Entry Point w/ No Prior Experience

Experienced people already have jobs.
We must create a new workforce.



+ Heavily Invested In Recruitment

Make HR strategic.



Heavily Invested In Marketing And Storytelling

Reframe marketing for culture-building
and hiring — not increasing sales.



09

+ What Can You Do?



Define your unique
higher purpose.



Invest in people, recruiting,
and storytelling like you do
production and equipment.



Tell your story consistently,
especially on social media.



Trust and empower your
people to help tell your story.



Create defined entry points
into your organization.

10



Questions?