



Changing perceptions: attracting young talent into logistics

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Changing Perceptions: Attracting Young Talent into Logistics



TALENT IN LOGISTICS

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Sector Challenges



- Ageing Workforce
- Driver Shortage (& others)
- Skills Gaps
- Diversity and Inclusion
- Poor Perception
- Lack of knowledge

Our Research

Talent in Logistics attended World Skills UK last November and spoke to just under 500 young people about their knowledge and perceptions of supply chain and logistics.

- Only 8% of young people see logistics as an attractive career option
- 42% don't know what logistics is
- 18% have been spoken about it in their school
- 45% don't know what skills they would need to work in our sector



Logistical concerns amongst young people

- Logistics is just for men
- Logistics is not academic/too academic
- Logistics doesn't pay well
- Logistics is not a safe sector to work in
- Logistics is boring & lacks variety in roles
- Logistics isn't environmentally friendly



What can we do?



- Employer Branding
- Educate
- Engage
- Do we really fall into it? Be proud of the sector you work in..
- Its not just the youngsters!

Any Questions?

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