



HEADHUNTERS NW
THE BEST HEADS FOR BUSINESS



**SHOOTING INDUSTRY
EMPLOYEE SATISFACTION SURVEY**

2023

PURPOSE

HeadHunters NW developed the Shooting Industry Employee Satisfaction Survey to assist employers and managers in the firearms industry understand the needs and expectations of their workforce.

As companies struggle to determine which workplace incentives spark collaboration, motivation, and productivity, this survey provides useful data for corporate executives, team leaders, and human resource managers.

"Our position and experience in the shooting, hunting, and outdoor industry perfectly situate us to communicate with executives, hiring managers, AND employees. We present the ONLY resource to learn what our Industry workforce wants."
~Shaylene Keiner

The results of the Shooting Industry Employee Satisfaction Survey answer the following questions:

- *How can we be more successful at motivating our workforce to help reach our corporate goals?*
- *What do current and future staff need and expect?*



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SURVEY INTERPRETATION

Data from the HeadHunters NW Shooting Industry Employee Satisfaction Survey presents a few surprises, clarifies motivating factors for workers, and suggests progress the industry has already achieved.

SURPRISES

- Opposite of today's mainstream media, our respondents did NOT suggest that the cost of living in their place of residence led them to consider relocating. 33%
- More than half stated they WOULD recommend their organization as an excellent place to work. 53%
- When choosing between working in-person, remotely, or a hybrid combination, only 14% preferred in-person. There was close to a 50-50 split between remote work and a hybrid model of remote work plus in-person.
- When asked if senior leaders generate motivation and commitment in the workplace, 51% answered "yes," while 49% answered "no."

MOTIVATORS

- The workload question resulted in a virtual 3-way tie. When answering if they felt their current workload was reasonable, 25% answered "somewhat agree," 26% answered "agree," and 25% answered "somewhat disagree." Recommended solutions included adding personnel at 41%, more pay and benefits at 33%, and more training was requested by 19% of respondents. In the "other" category of solutions, most people noted "more realistic, clear direction from management."
- A considerable 51% of participants expressed an eagerness to improve skills via professional education or a course outside the organization. While 31% hunger for hands-on training from leadership.

SURVEY INTERPRETATION

ROOM FOR IMPROVEMENT

- When responding to whether people are given the time and resources they need to address changing priorities 27% said "no."
- While 59% feel recognized for providing high-quality products and services, 41% do NOT feel recognized.
- Similar percentages are reflected when asked if organizations do not tolerate arbitrary action, personal favoritism, or political coercion.

PROGRESS

- The results reflect a well-intentioned workforce who believes in the intended mission and goals of their companies. They are invested in success and want to learn, grow, and add value. Individually, these employees are held accountable and take pride in their work contributions.

WHAT TO CONSIDER

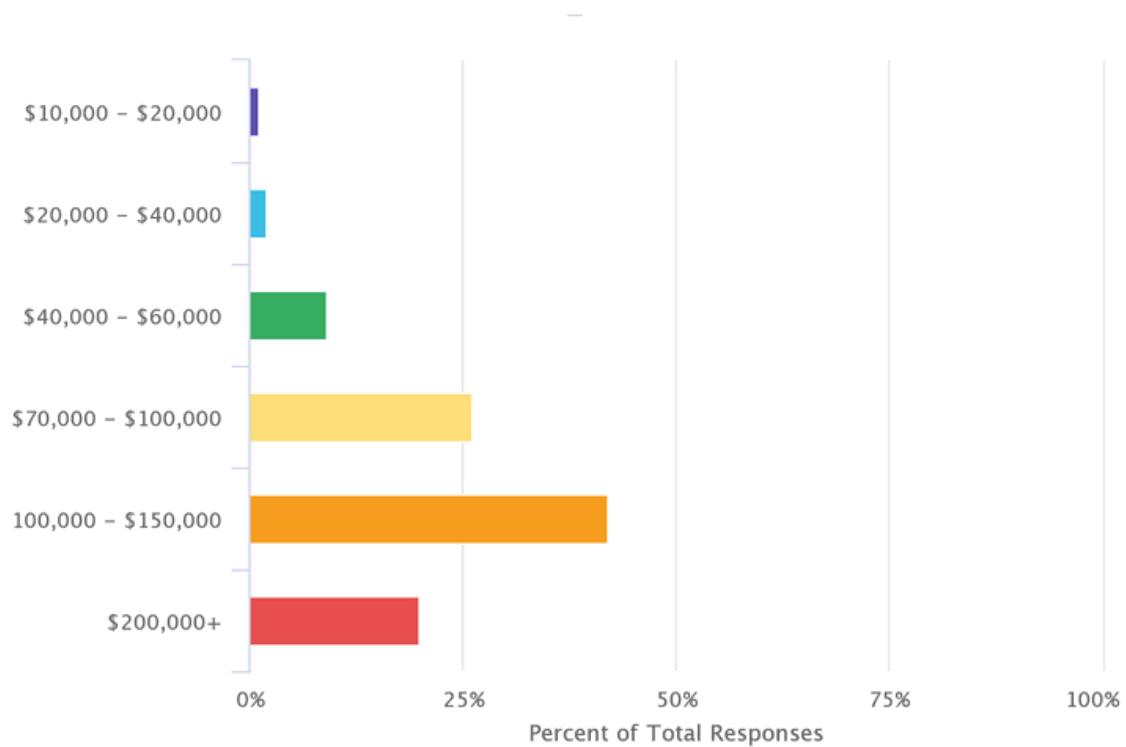
- If more personnel is required for a team or work unit, and we know the company requires more profit in addition to other fiscal demands, what are equitable solutions?
- Would it help if we learn how to manage and work with remote employees? How can we help them feel like part of our team?
- If our leadership had time to mentor, teach, and build future leaders, would that help our workforce be stronger advocates for hiring the best talent rather than suggesting people look elsewhere?

CONCLUSIONS

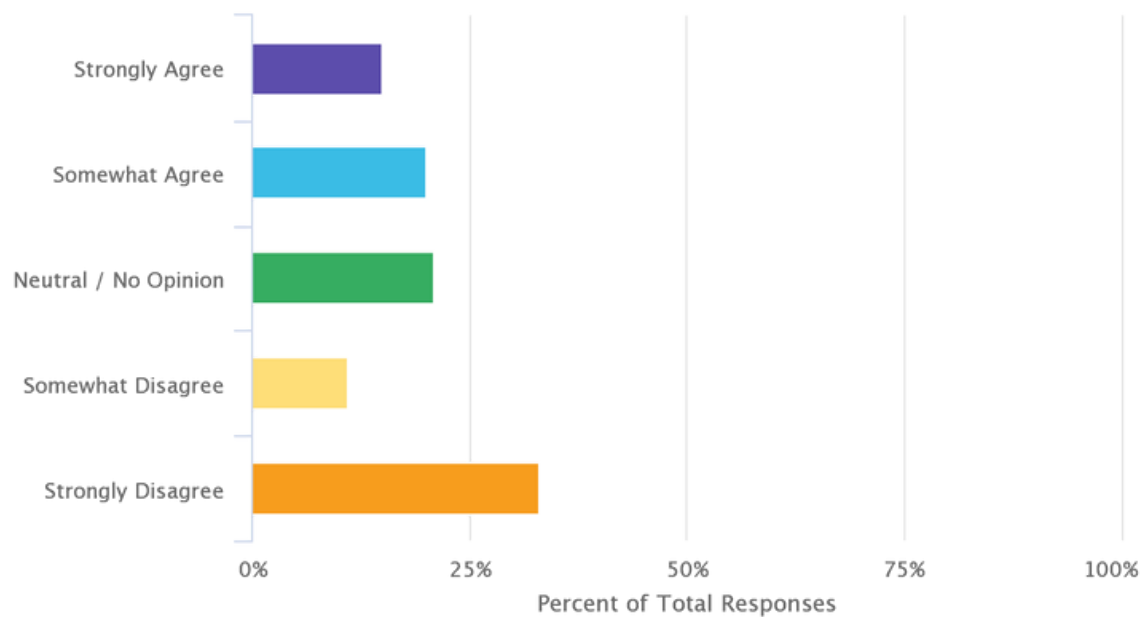
IMPRESSIONS

- Overall, we have a wonderful workforce committed to our missions, goals, and visions. People are marching forward to accomplish their duties. However, they **WANT TO DO MORE** and are eager to learn more and take on more responsibility. But **NOT** more with less.
- Folks want leadership with clear direction and more pay for increased responsibilities. No one likes micromanagement, and people do not appreciate having another person's duties added to their own after a colleague leaves the organization.
- Employees are the best salespeople when it comes to hiring and attracting talent for your organization. With close to half of our respondents suggesting they would **NOT** recommend their companies as an excellent place to work, what must we do to remain ahead of competitors and attract top talent? This requires a thoughtful dive into what fulfills our staff and consider asking introspective questions. Is it a reflection of our culture, is it our benefit structure, or do folks want to work remotely?
- Existing talent and potential candidates for new roles need reassurance that the industry will meet their needs, career goals, family requirements, and more.
- Clearly, people want to improve their skill sets and prioritize a career versus a job. Think future vs. dead-end.
- Industry leaders must get support to accomplish their day-to-day duties and free them to lead, mentor, teach, encourage, and listen.

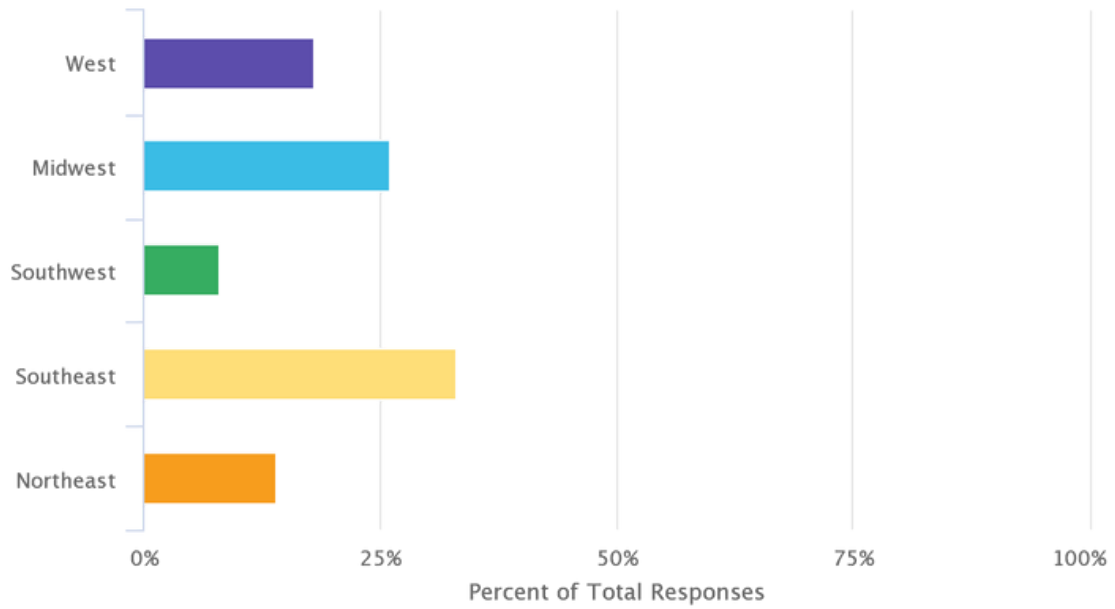
WHAT IS YOUR CURRENT SALARY RANGE?



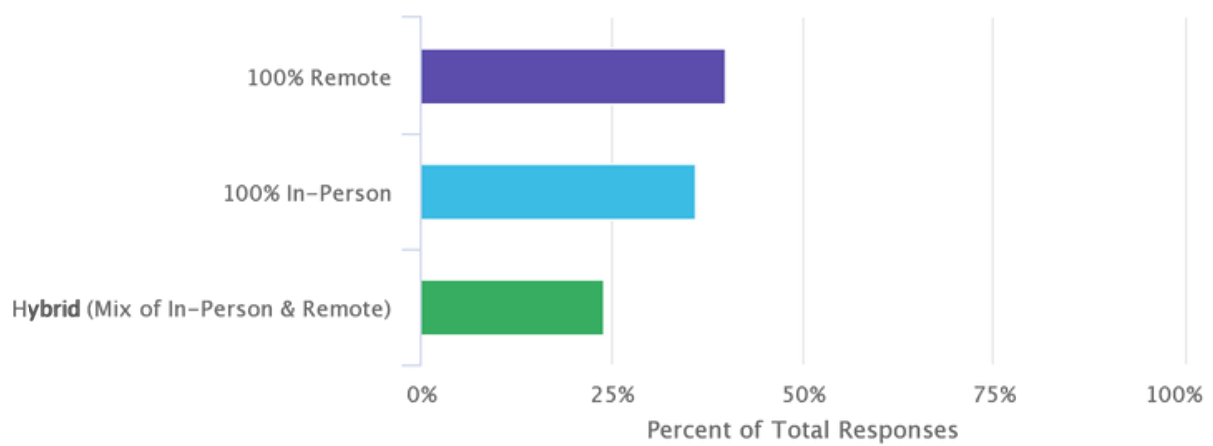
"THE COST OF LIVING IN MY AREA HAS LED ME TO CONSIDER MOVING ME AND/OR MY FAMILY WITHIN THE LAST 12 MONTHS"



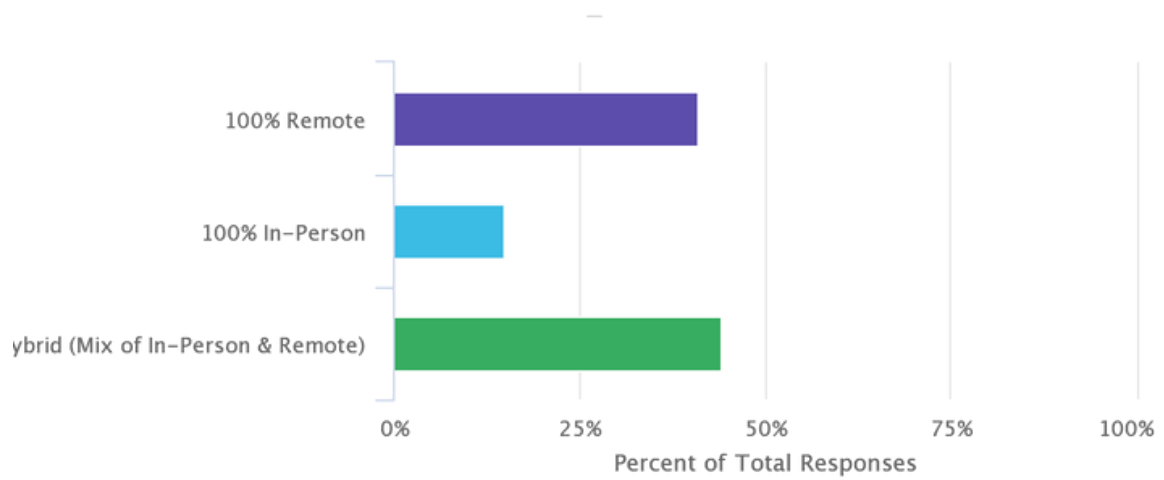
REGIONAL LOCATION



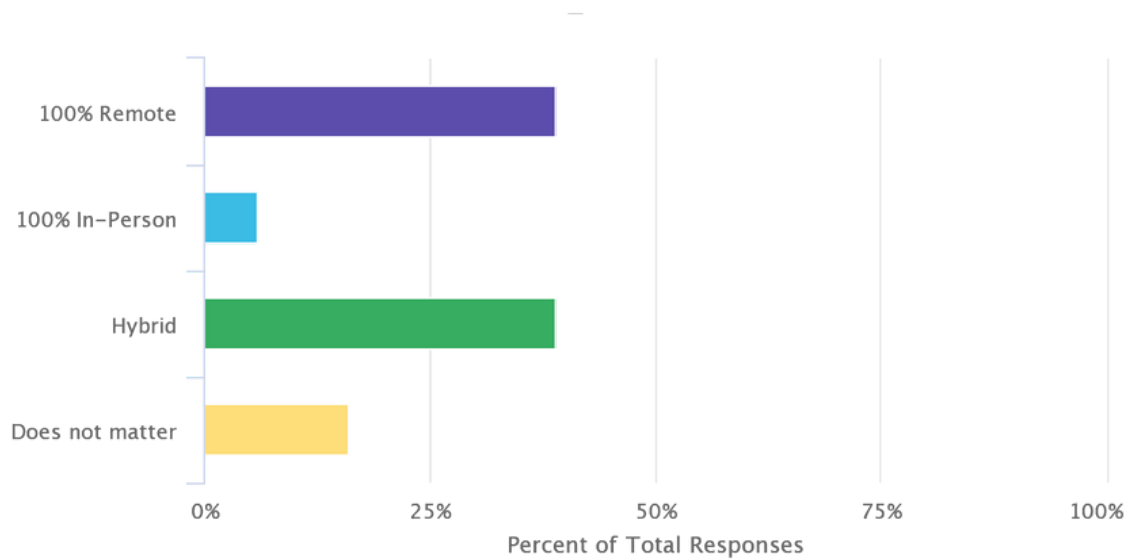
TYPE OF WORKER



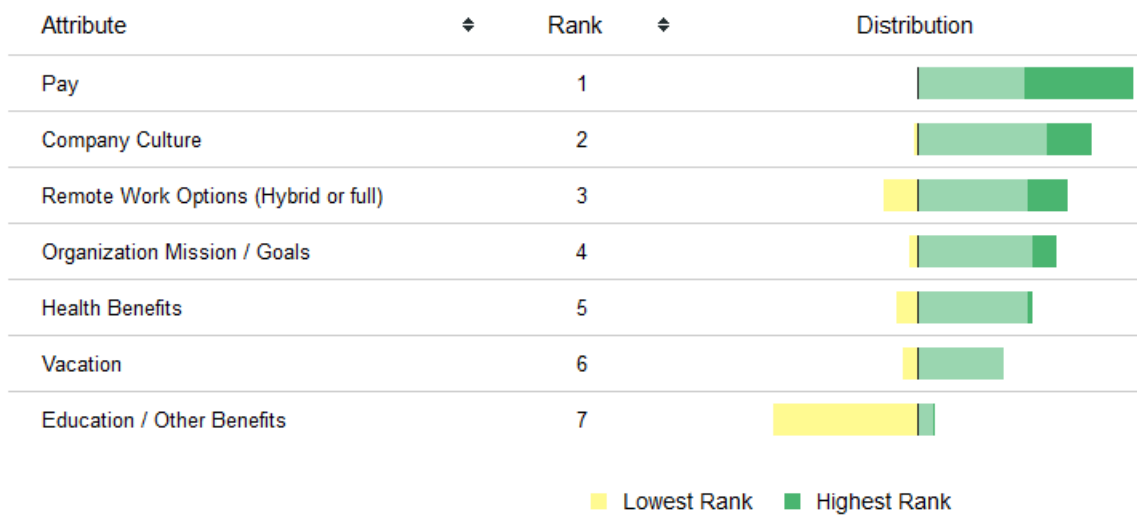
**GIVEN THE CHOICE FOR YOUR CURRENT POSITION,
WHICH OF THE FOLLOWING WOULD YOU PREFER?**



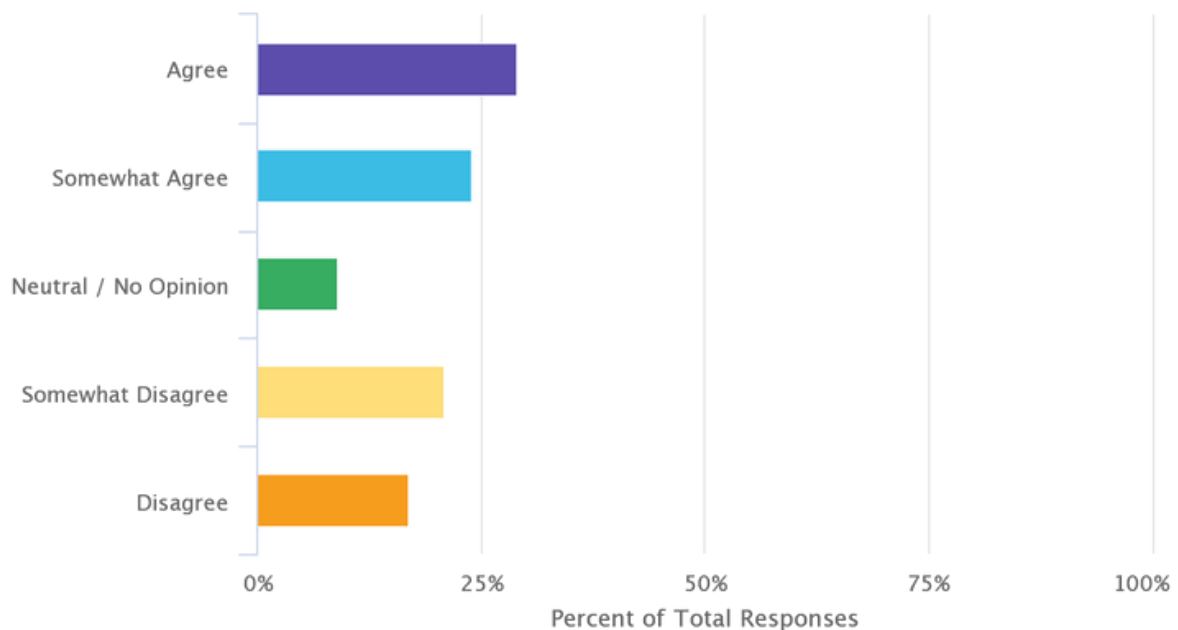
**IF YOU WERE LOOKING FOR A NEW POSITION,
IN A NEW COMPANY TOMORROW,
WHICH OF THE FOLLOWING WOULD YOU PREFER?**



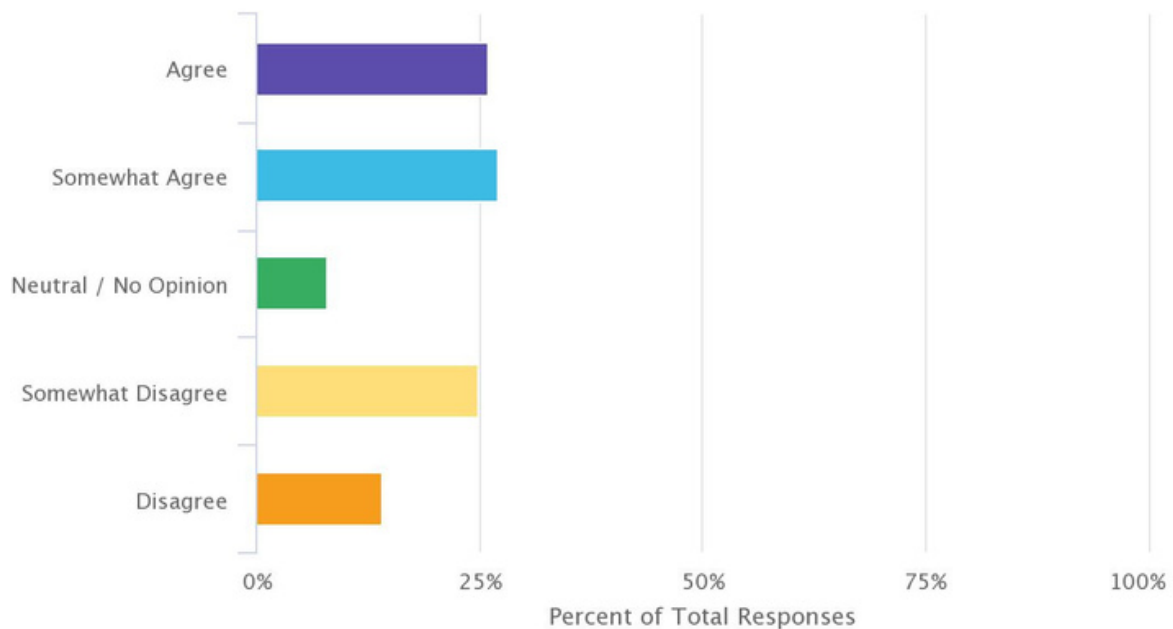
**IF YOU WERE LOOKING FOR A NEW POSITION
IN A NEW COMPANY TOMORROW,
PLEASE RANK THE FOLLOWING ITEMS IN TERMS OF IMPORTANCE.
(FIRST BEING THE MOST IMPORTANT)**



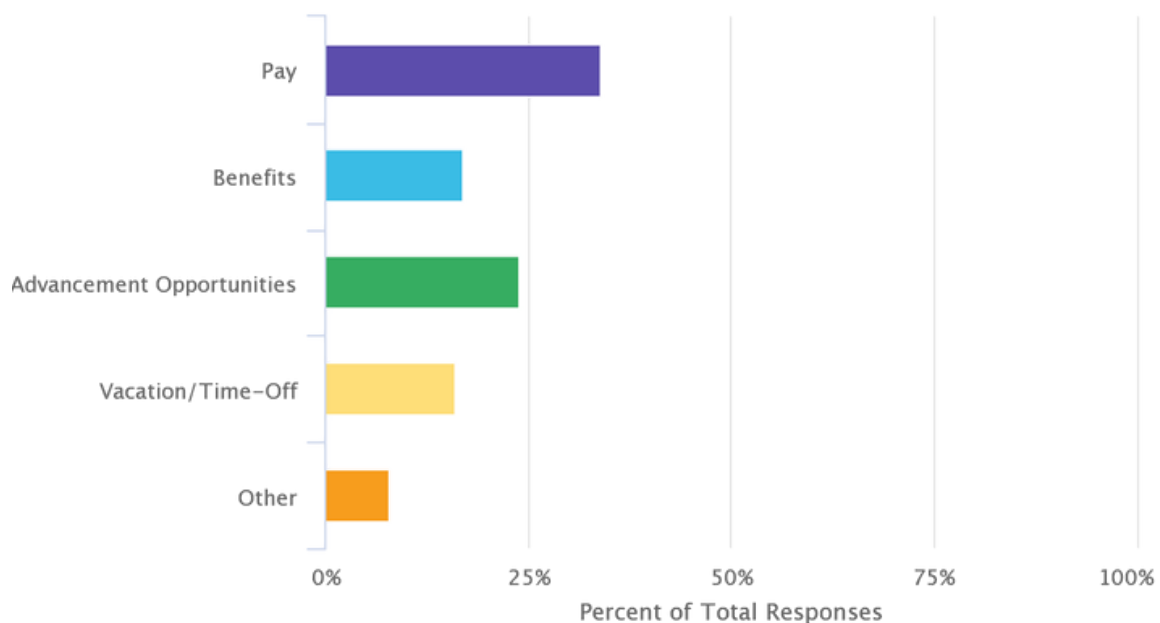
**I FEEL THAT I AM BEING ADEQUATELY COMPENSATED
FOR MY SKILLS AND HOURS WORKED IN
MY CURRENT POSITION/COMPANY**



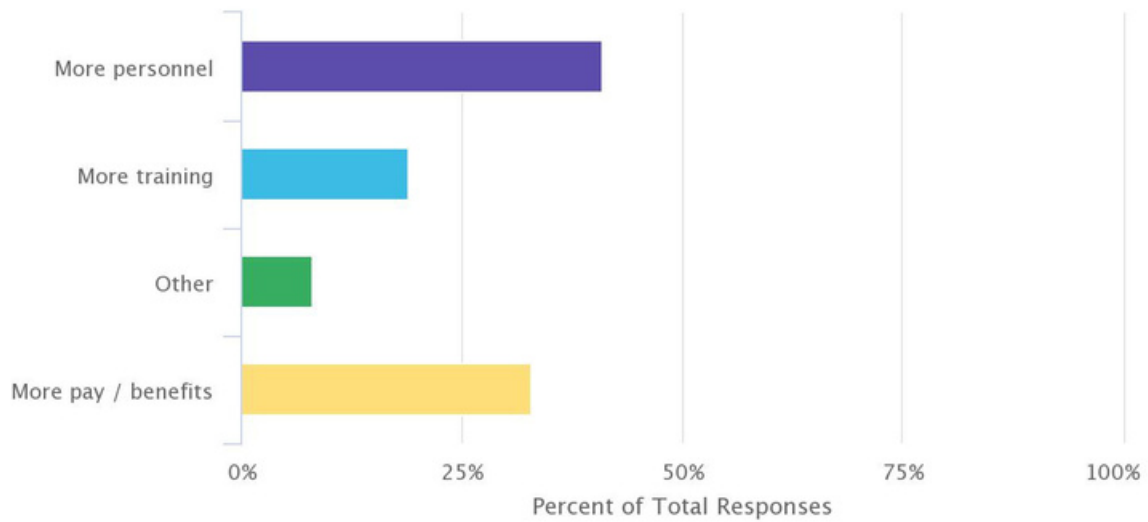
I FEEL THAT MY WORKLOAD IS A REASONABLE AMOUNT FOR ME AND/OR MY TEAM TO HANDLE.



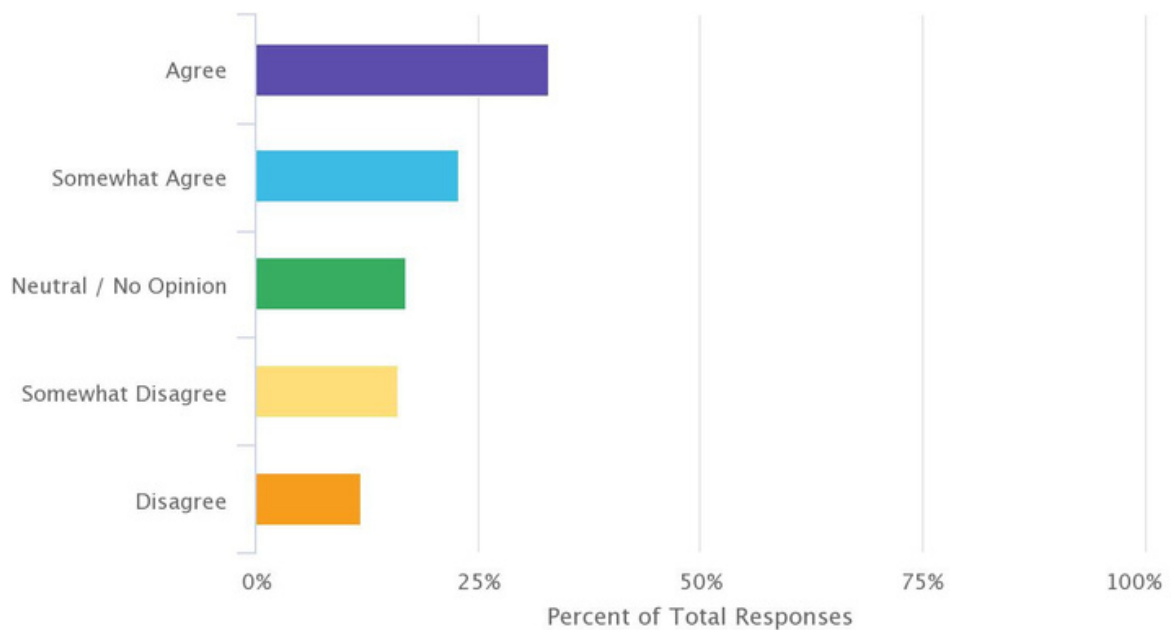
IN REFERENCE TO THE PREVIOUS QUESTION, WHICH ITEMS DO YOU FEEL NEED TO BE ADDRESSED? (SELECT ALL THAT APPLY)



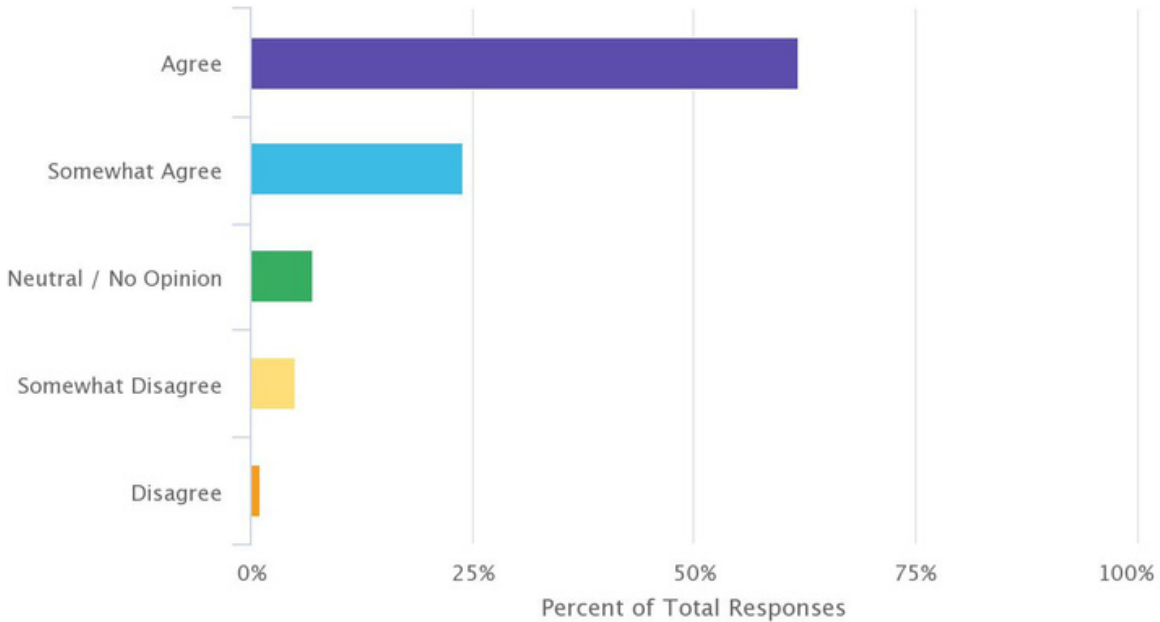
IF YOU DISAGREE WITH THE PREVIOUS STATEMENT, PLEASE SELECT ALL THAT APPLY IN TERMS OF A POSSIBLE SOLUTION.



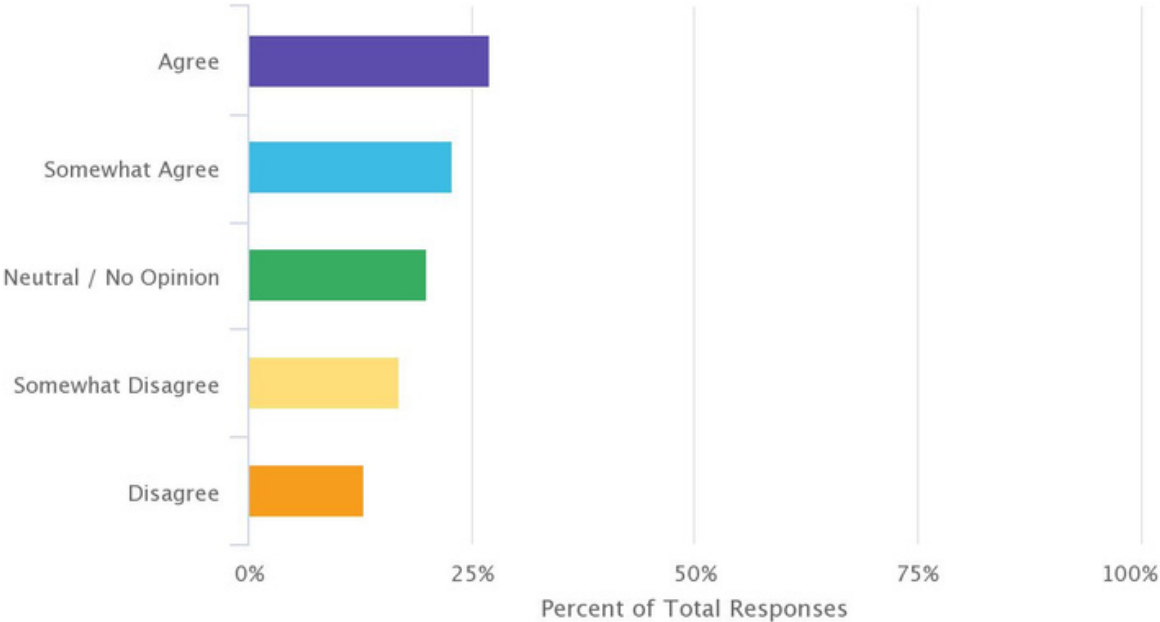
I FEEL THAT I HAVE RECEIVED THE PROPER TRAINING NEEDED IN ORDER TO SUCCEED IN MY ROLE.



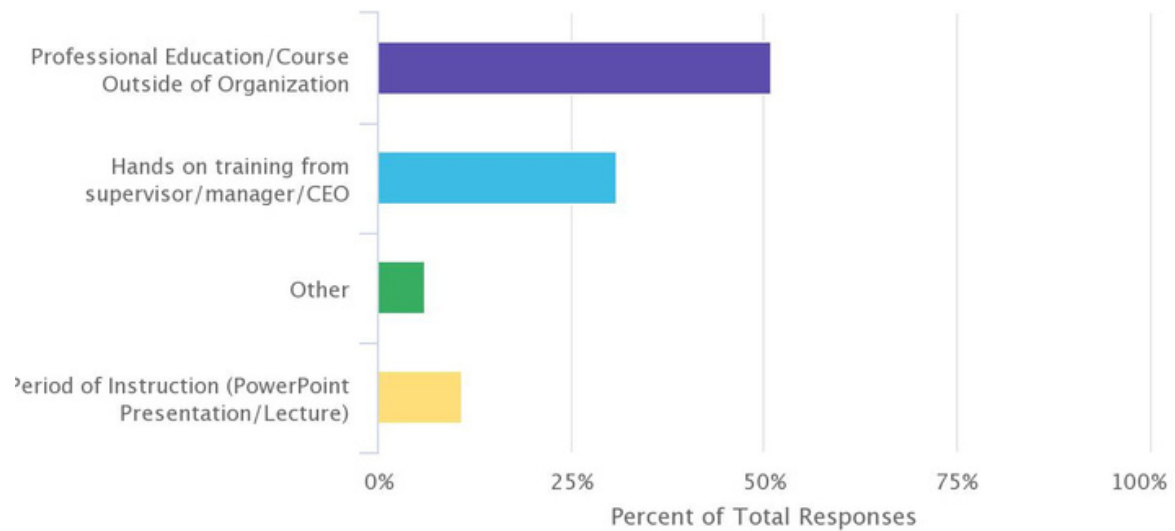
I AM HELD ACCOUNTABLE FOR THE QUALITY OF WORK I PRODUCE.



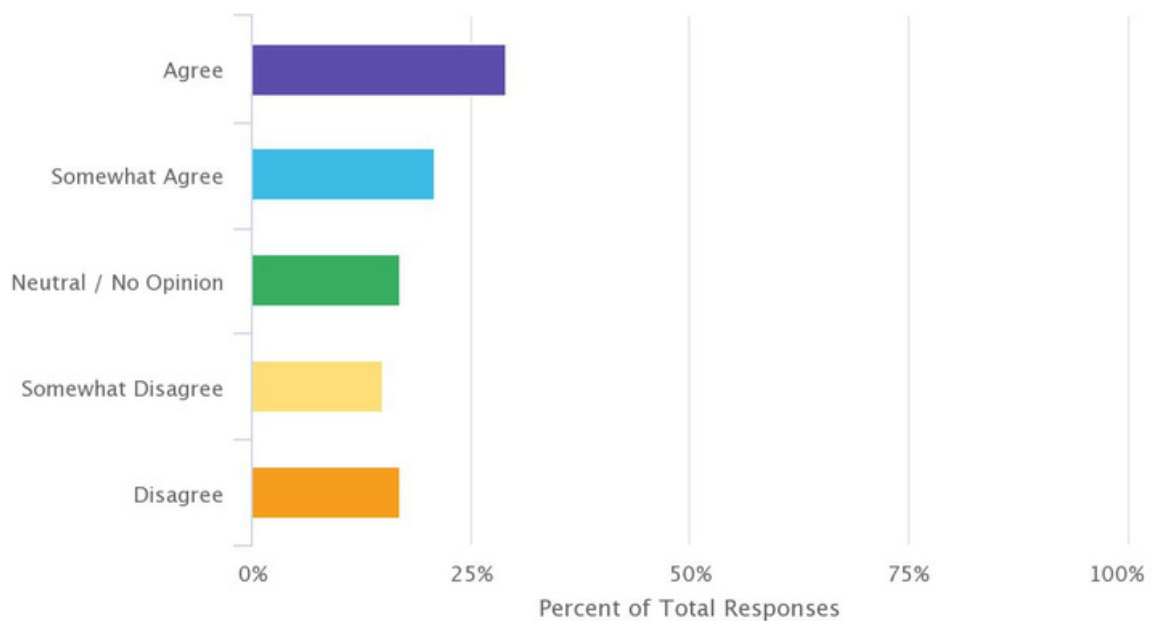
I FEEL THAT I AM GIVEN REALISTIC OPPORTUNITIES TO IMPROVE MY SKILLS IN MY ORGANIZATION.



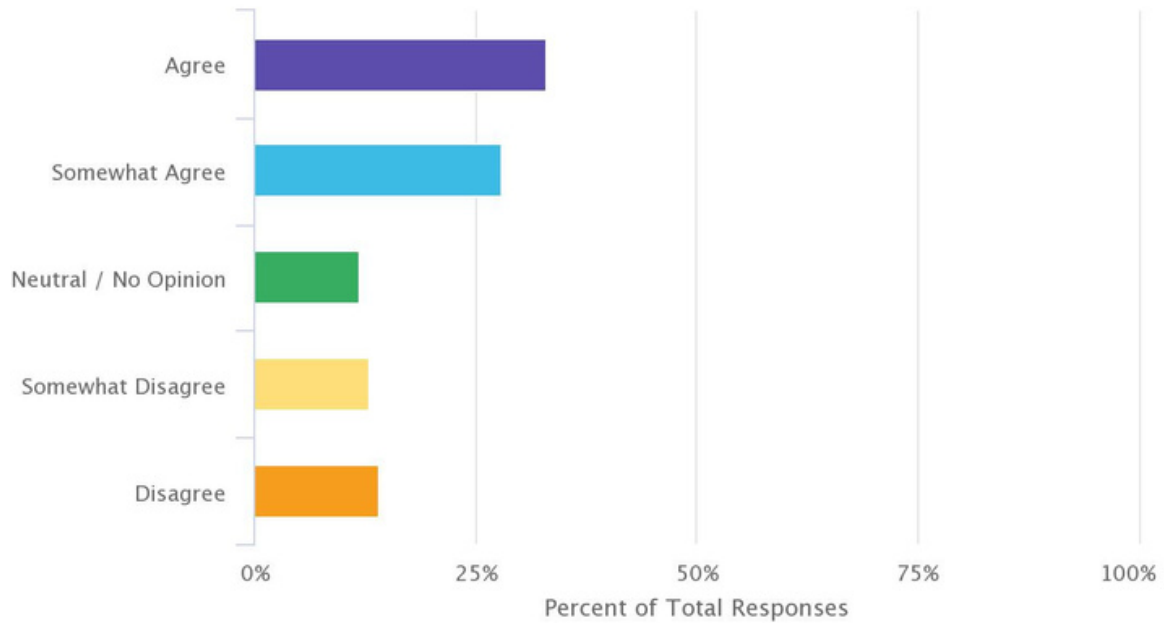
I WOULD LIKE TO IMPROVE MY SKILLS IN MY ORGANIZATION BY: (SELECT ALL THAT APPLY)



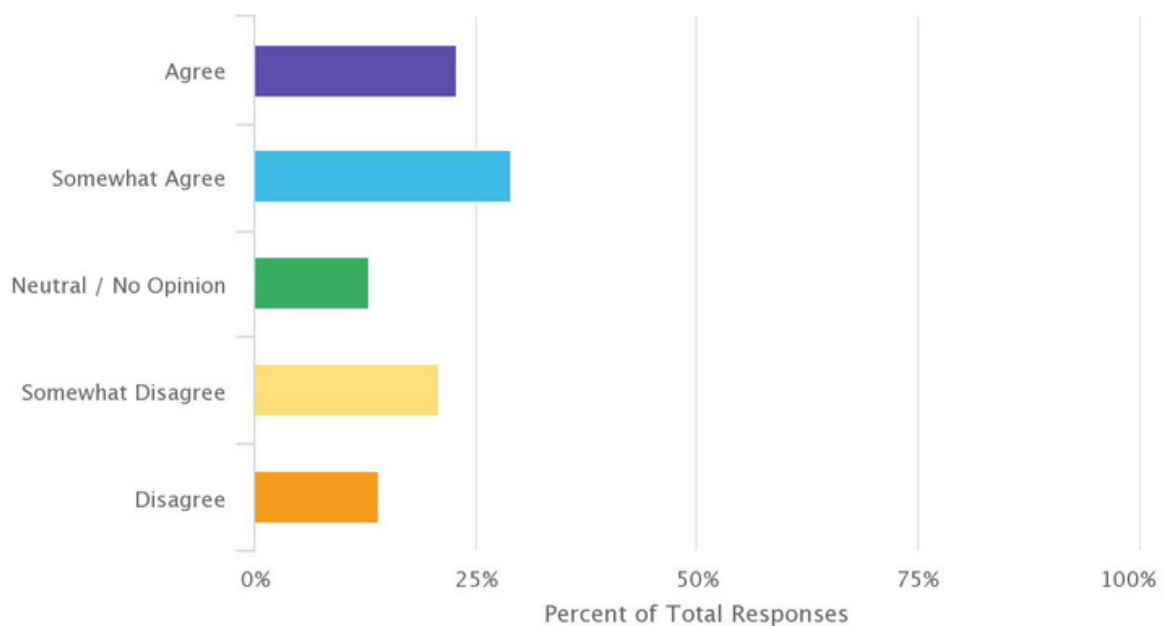
I HAVE EQUAL ACCESS TO ADVANCEMENT OPPORTUNITIES (E.G., PROMOTION, CAREER DEVELOPMENT, TRAINING) AS OTHERS IN MY WORK UNIT.



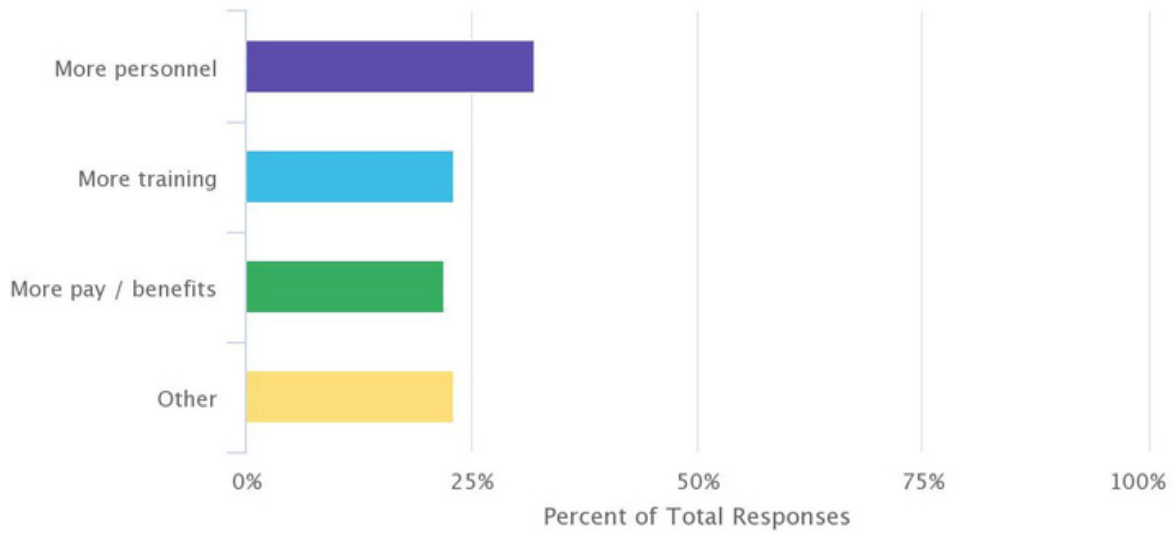
I KNOW MY ORGANIZATION'S LONG & SHORT-TERM GOALS.



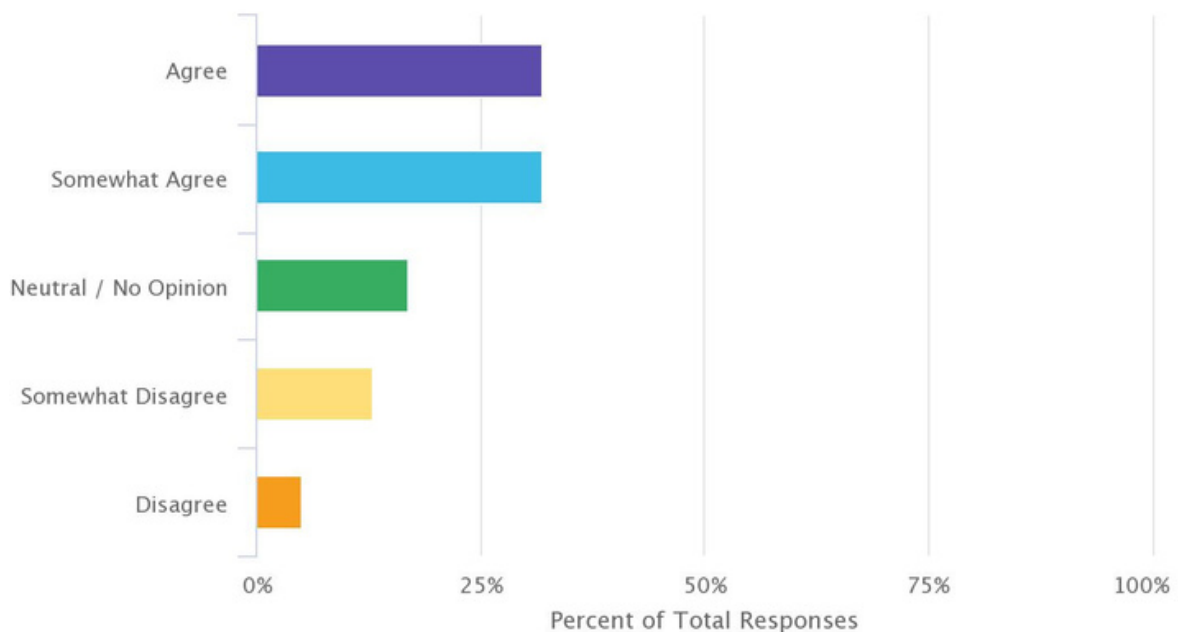
I FEEL MY ORGANIZATION IS SUCCESSFUL AT ACCOMPLISHING ITS INTENDED MISSION & GOALS.



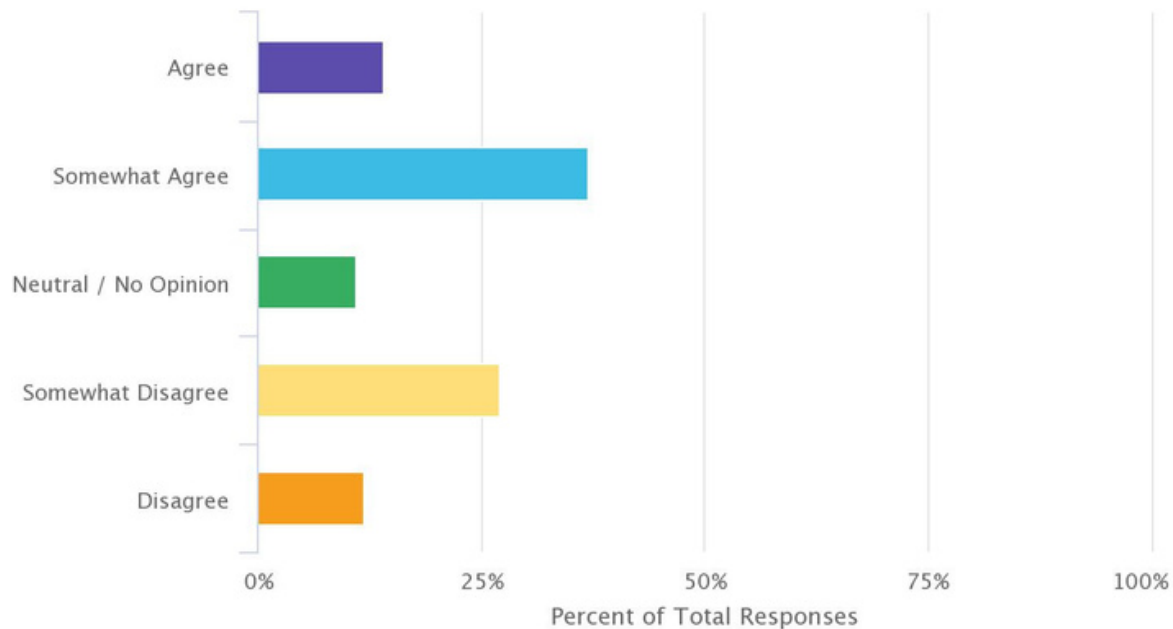
IF YOU DISAGREE WITH THE PREVIOUS STATEMENT, PLEASE SELECT ALL THAT APPLY IN TERMS OF A POSSIBLE SOLUTION.



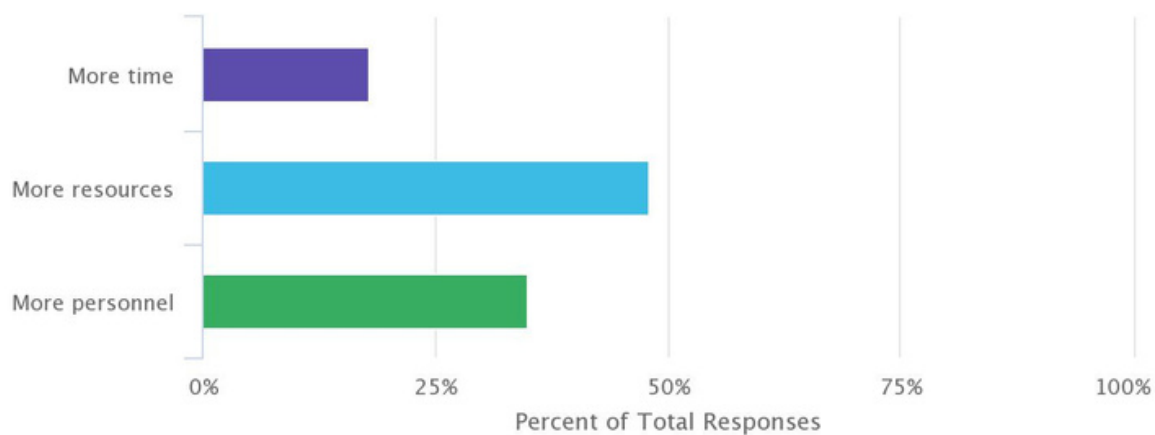
I FEEL THAT EMPLOYEES IN MY WORK UNIT ADAPT WELL TO CHANGING PRIORITIES.



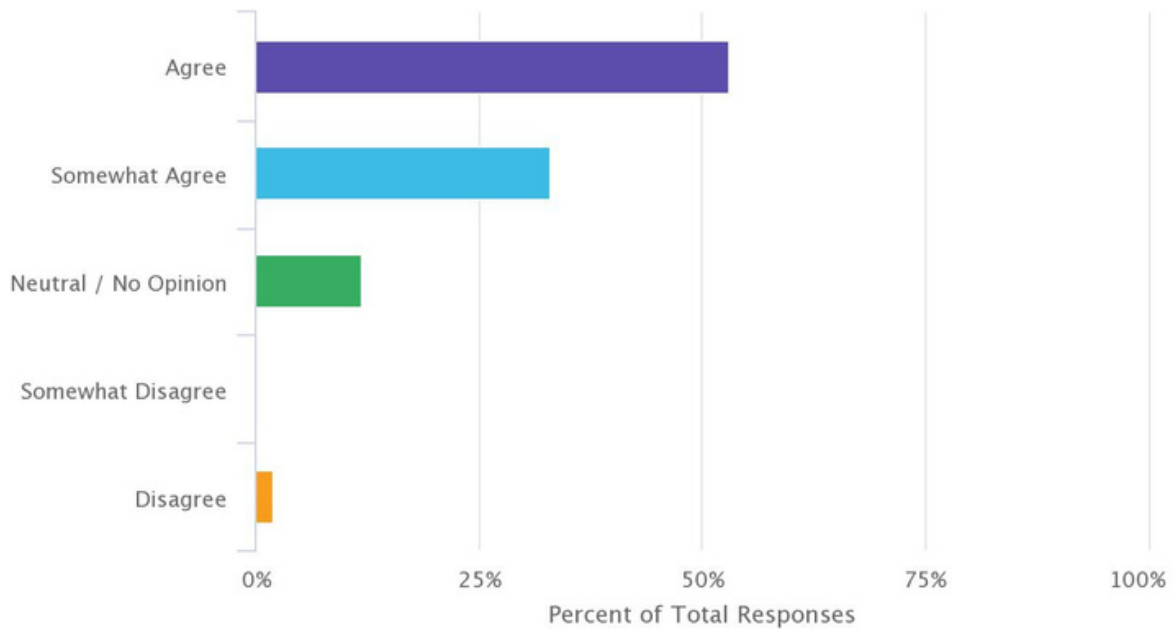
EMPLOYEES IN MY WORK UNIT ARE GIVEN THE TIME & RESOURCES NECESSARY TO ADDRESS CHANGING PRIORITIES.



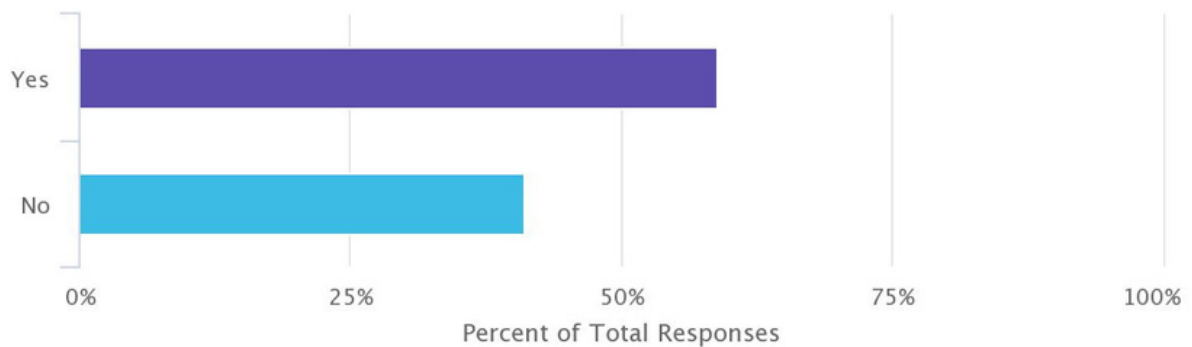
IF YOU DISAGREE WITH THE PREVIOUS STATEMENT, PLEASE SELECT A POSSIBLE SOLUTION.



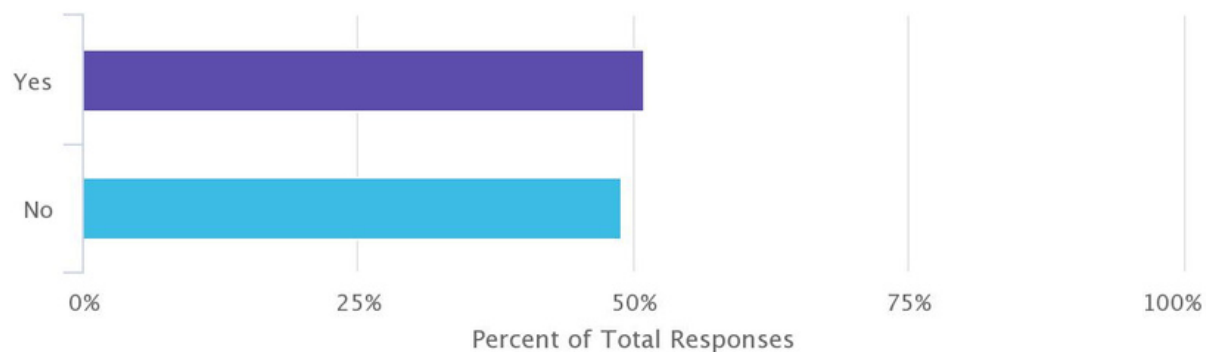
MY WORK UNIT WOULD BENEFIT FROM COMMITTING MORE RESOURCES TO DEVELOP NEW IDEAS (E.G., BUDGET, STAFF, TIME, EXPERT SUPPORT).



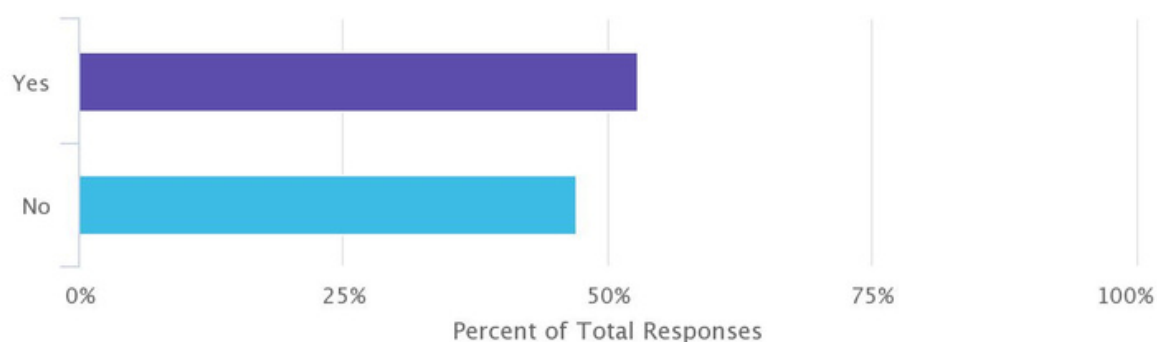
MY ORGANIZATION DOES NOT TOLERATE ARBITRARY ACTION, PERSONAL FAVORITISM, OR POLITICAL COERCION.



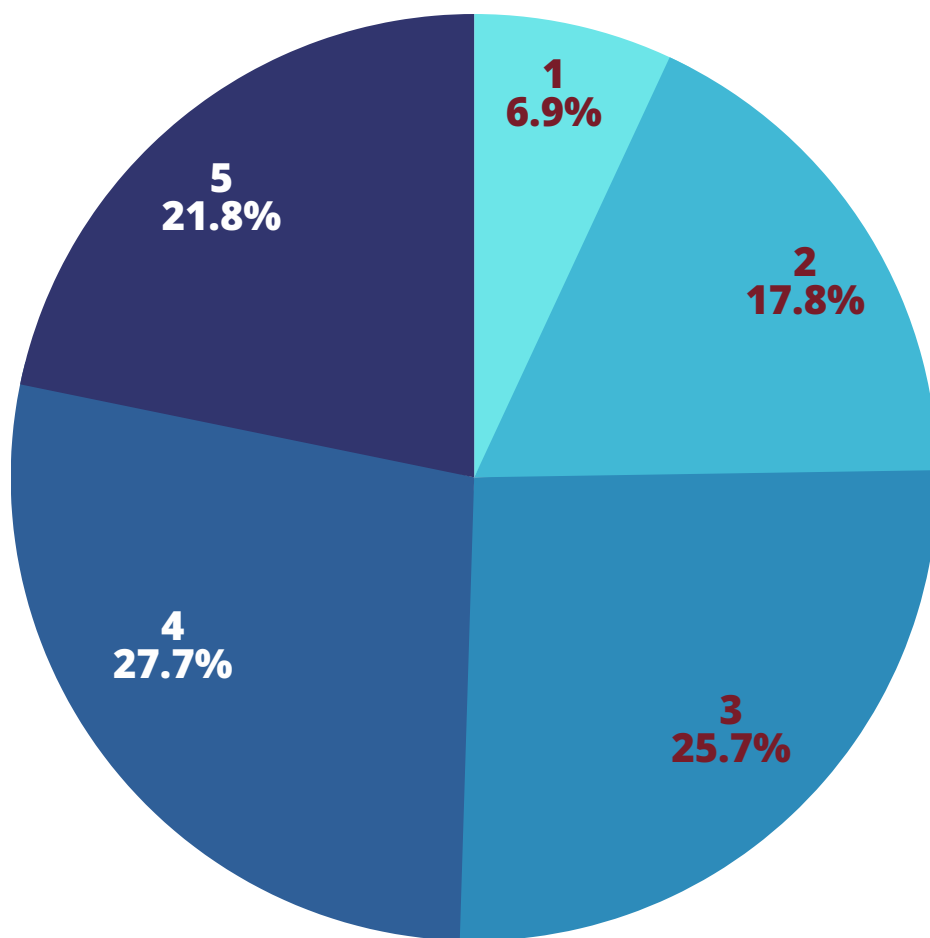
IN MY ORGANIZATION, SENIOR LEADERS GENERATE MOTIVATION AND COMMITMENT IN THE WORKFORCE.



I WOULD RECOMMEND MY ORGANIZATION AS AN EXCELLENT PLACE TO WORK TO ANYONE.



**CONSIDERING EVERYTHING,
HOW SATISFIED ARE YOU WITH YOUR JOB?
(1 BEING THE LEAST SATISFIED, 5 BEING THE MOST SATISFIED)**



THANK YOU

Thank you to those who participated in our first HeadHunters NW Shooting Industry Employee Satisfaction Survey.

This annual survey is confidential, and we hope you will share your opinions when we conduct it again in 2024.

Are you a leader in your organization? Would you like to work with us and help us to improve this survey? We would love to hear what information you would like to have us add next year.

Would it help to learn more about how your company compares to other shooting, hunting, and outdoor industry companies? Contact us today for a confidential discussion about benefits, compensation, remote vs. hybrid vs. in-person work environments, paid time off, and other important details employees ask about.

Learn how our top firearms industry clients manage their interview process and why when they make offers to the best talent, they say "YES!"



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HeadHunters NW recruits talent for Fortune 500 corporations, venture, and private equity groups, family-owned businesses, and non-profits while uncovering talent for C-suite roles, vital management positions, and more. HeadHunters NW discovers thriving candidates from various industries, functions, and regions and places them in influential roles in the shooting, hunting, and outdoor industry. People who will drive your objectives to the next level are within our reach, and we secure them for you swiftly. HeadHunters NW helps you hire the best talent for your team in the timeframe you set.

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