

A decorative graphic in the top-left corner composed of various blue geometric shapes, including circles, squares, and triangles, some overlapping and some with white outlines.

WHAT THE MINING WORKFORCE WANTS

INSIGHTS FROM BEAU LOTTO INTO
WORKFORCE CHALLENGES



Beau Lotto

Founder & CEO, Lab of
Misfits/Lab of Misfits AR

Opening Keynote:
**"Thriving Because
of Uncertainty"**

Surveying Mineral and Metal Professionals
How do we bring about new ideas?

Beau Lotto's Lab of Misfits Experiment

WHO IS BEAU LOTTO?

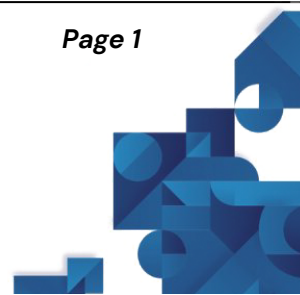
Beau Lotto is a leading expert in perception who helps brands gain valuable, science-backed insights into their businesses and customers. He is also the founder of the world's first neuro-design studio, Lab of Misfits.

Part lab, part creative studio, 'Lab of Misfits' is dedicated to expanding perceptual intelligence through the unique process of neuroscience and experiential design.

CIM CONVENTION 2022 EXPERIMENT

The Lab of Misfits conducted an experiment at the CIM 2022 Convention to gain insight on what the mining workforce wants and what mining really means to people working in the industry.

The experiment included a comparison of the way attendees of the CIM 2022 Convention answered questions versus answers from the "general population" (using normative data from their previous research). The purpose was to use experiential design to gain insight into how that group differs from average in certain important respects.



What makes mining professionals happy at work?

When industry professionals answer questions regarding what they deem important, we gain insight about the culture of that group, their personality types, and their experiences of life.

Beau Lotto's experiment grants us insight into how industry professionals differ from normative standards in some important respects.

CIM Convention attendees indicated their top life purpose to be:



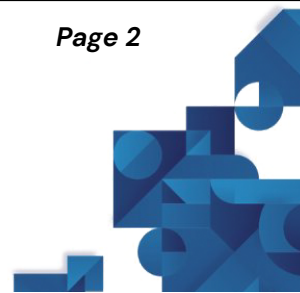
Meaningfulness



Adventurousness

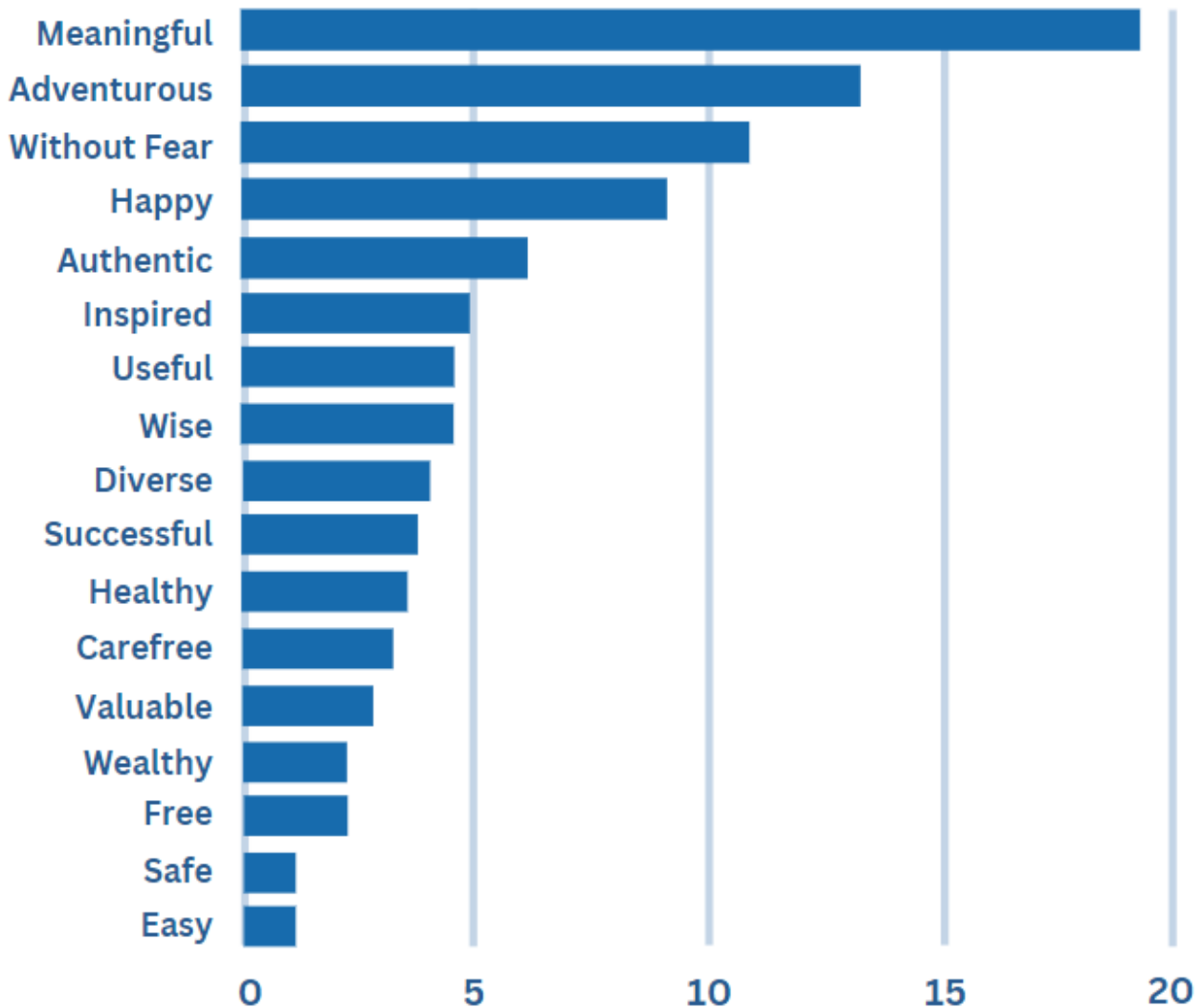


Fearlessness



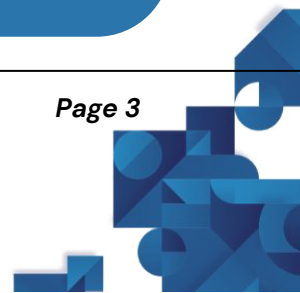
CIM 2022 Convention Attendee Response

*Purpose of Life Proportion of Responses.



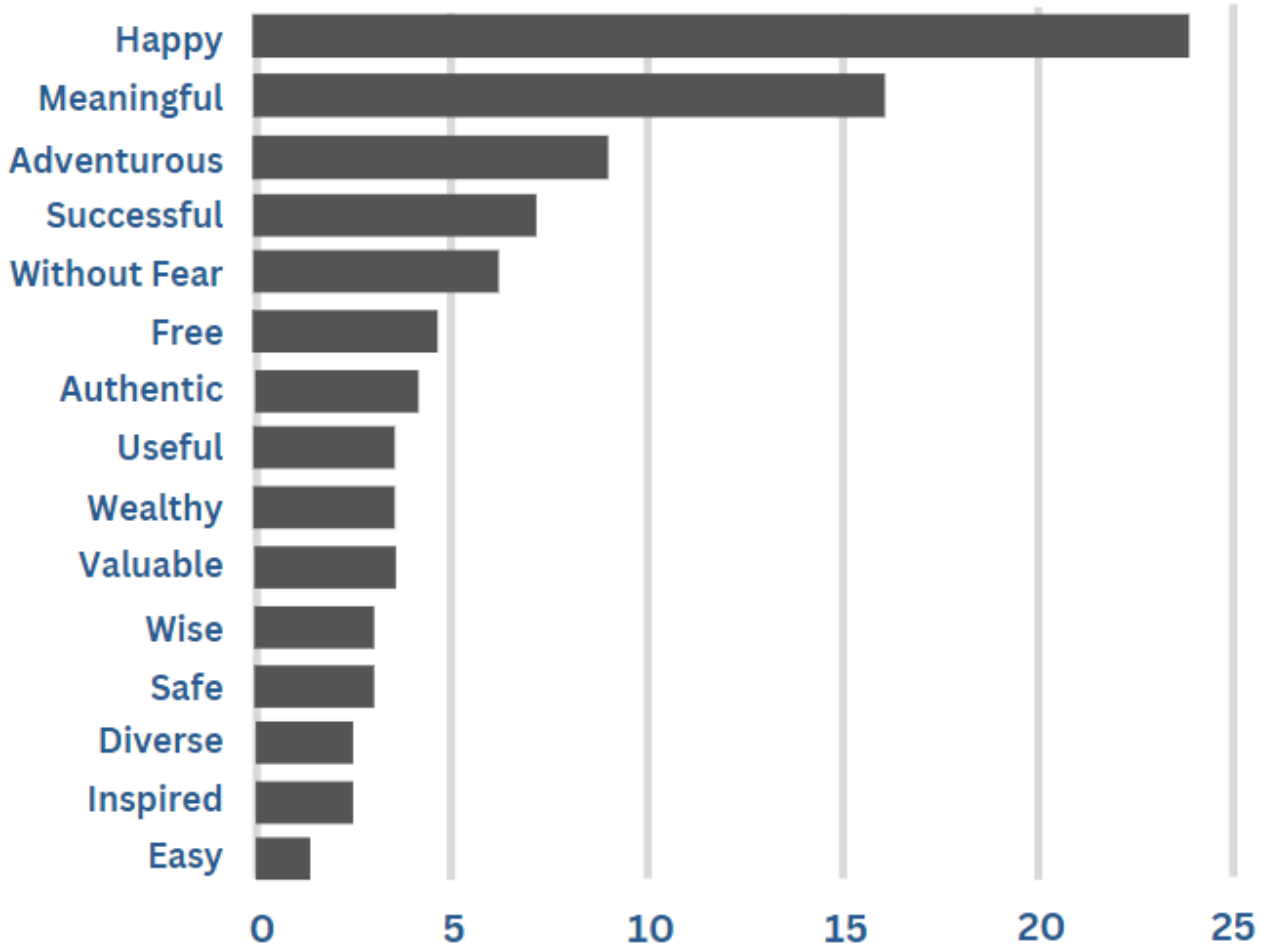
When asked to reflect on what holds the most value to them, convention-goers were given 20 options of varying life purposes.

Nearly 50% of attendees from the CIM 2022 Convention indicated that they valued a life that is **meaningful, adventurous, or without fear**.



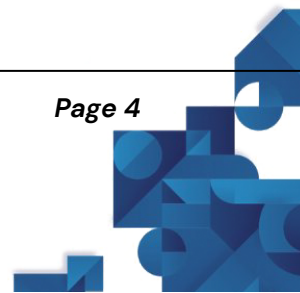
General Population Sample Response

*Purpose of Life Proportion of Responses.



When presented with the same options, a sample adult population indicated divergent results.

Nearly 50% of the general population sample selected a **happy, meaningful or adventurous** life as the most valuable purpose.

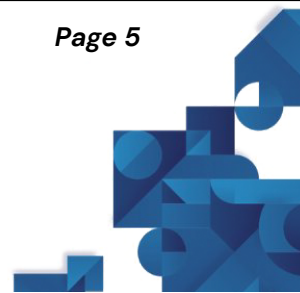
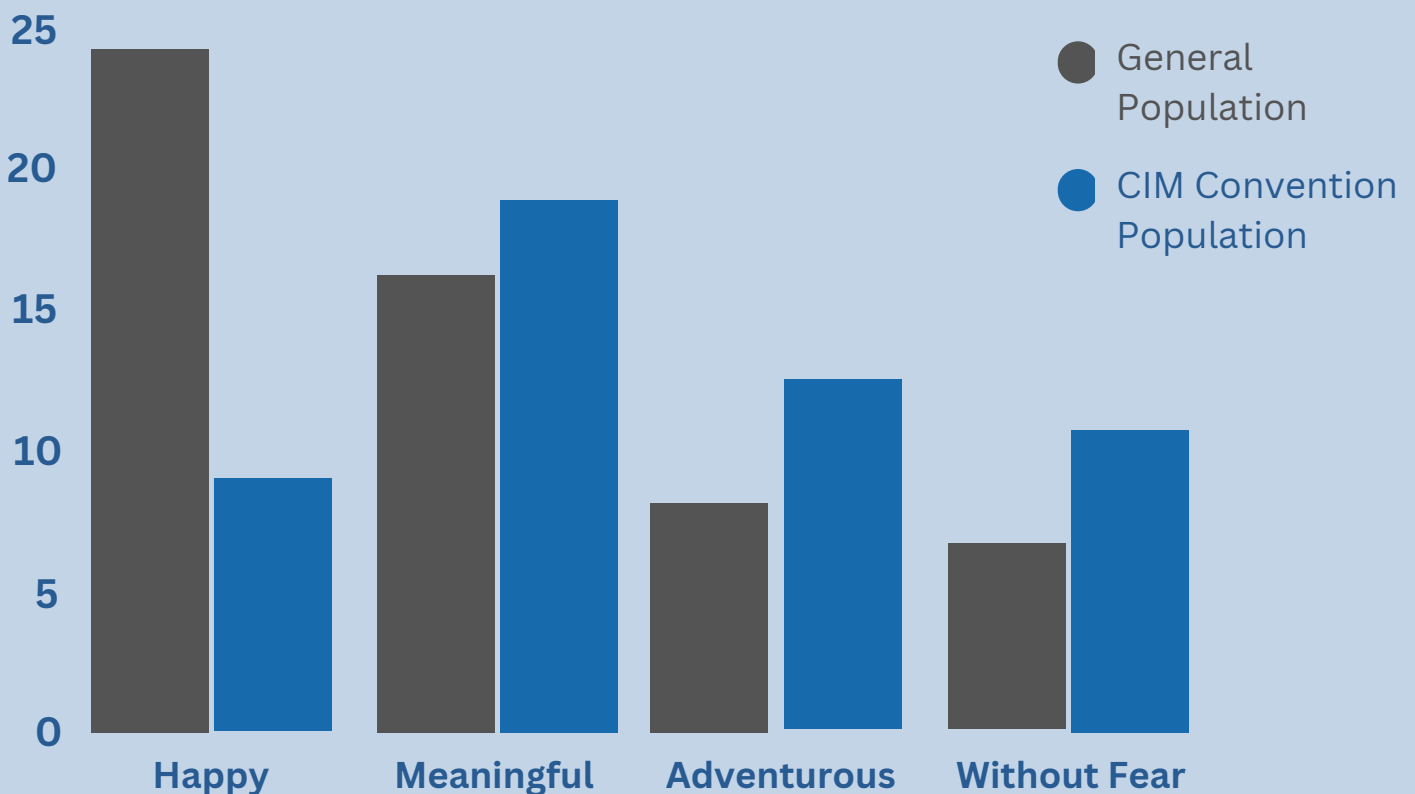


What Does This Mean?

Lotto's previous research suggests that the choice of life purpose is significantly correlated with several important factors – including some factors that may provide the necessary insights to interpreting workforce challenges.

The difference in choice frequency for certain responses among the two samples indicates a particular personality type and characteristic experience of life for members of the mining industry.

There are distinct characteristics among CIM members and mining company culture that can be promoted to bring about new ideas.



Experience of Life Correlations

BASED ON BEAU'S PREVIOUS RESEARCH, PEOPLE WHO CHOSE...



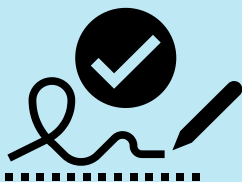
"Happiness" ...

Typically experienced **less joy, fulfillment, and creativity** than others. They also experienced more stress, uncertainty and anxiety on average.



"Adventurous" ...

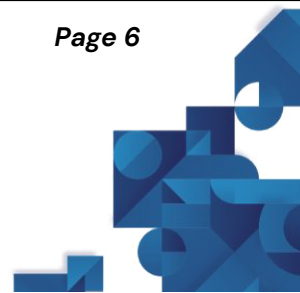
Typically perceived themselves to **experience lower stress** than the rest. It was the second most popular selection among the CIM 2022 population.



"Authentic" ...

Typically experienced **more joy, creativity and fulfillment**. They also experienced less stress and anxiety than others on average.

The **CIM Convention Attendees'** choices reflected general characteristics of a population that had more **positive experiences of life** compared to the sample population.



What Does This Mean for the Mining Industry?

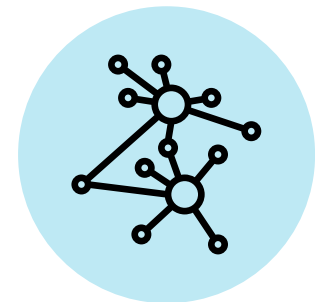


Culture of People

The results reflect a community that generally experiences **more joy, fulfillment, and creativity**. By the same token, they also typically experience less stress, uncertainty and anxiety based on previous research.

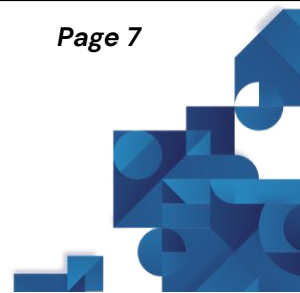
Correlation

While there is no defined causal connection between a career in mining and positive life experiences, the correlation is significant. It seems that the industry gives its employees an **above average sense of meaning in life**.



Conclusion

This could be the case for a variety of reasons. Mining industry employees are **happy** – they do not seek happiness as a life purpose. What they **find and value in the industry is meaning**.



How Can We Use These Insights?

Beau's insights allude to the industry's company culture being an environment that fosters meaningfulness as a top priority.

By focusing on the meaningful opportunities the sector offers and the meaningful changes the mining industry makes, we can appeal to young professionals interested in joining the industry.

Companies within the industry can encourage their employees to learn, connect and create meaningful contributions on individual and industry levels through these opportunities.

Opportunities at CIM

One way that CIM helps companies within the minerals and metals industry provide their employees with a sense of meaning is through the multitude of valuable opportunities offered. Seizing these opportunities is a great way to encourage young professionals to engage in meaningful industry discussions and growth.

Knowledge Exchange Webinars

Expand your skillset, earn professional credit or learn something new.

CIM Academy

Access video content from conferences, workshops, webinars, lectures and more.

University Seminars

Explore the latest innovations and strategies at your school through our series.

Mining Needs You Career Fair

Learn about mining career opportunities.

MindEdge Learning

Take courses at your own pace and access them from anywhere, anytime.

CIM Convention + Expo 2023

Experience networking, plenaries and programs aimed at decarbonizing the world.

CIM's Vision and Mission

CIM's focus on **responsibly** advancing the industry and contributing to a **sustainable future** can encourage young professionals.

The Meaning of Mining

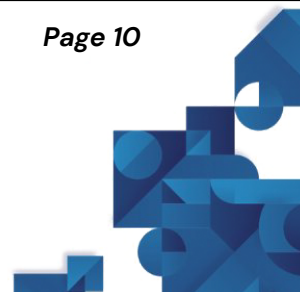
Beau's research indicates that subconscious associations with mining and the mining industry have a **broadly negative perception** in the minds of the public. There is, therefore, a need and desire to **change the perception** of mining.

More importantly, Beau's research also revealed that industry employees viewed their individual actions and the actions of the industry to be **inconsistent** with the negative perception that is typically associated with the mining sector.

What Does Mining Mean to Mining Employees?

When asked to describe what mining meant to them, employees in the mining industry responded with the words: Resources, society, future, sustainable, development, etc.

Companies can use these keywords to target a new generation of employees and invite them to explore the authenticity of the sector – to explore what mining means within the mining industry.



The Meaning of Mining

Attracting young professionals is crucial for introducing new energy and fresh perspectives in the workplace. They are the key to bringing about new ideas.

Beau's insights pinpoint what the mining workforce values. We can encourage young professionals to explore a career in the industry by prioritizing these values.

Meaningful opportunities and initiatives within the industry, such as the commitment to create the pathway towards 'net zero', can encourage younger generations to help the industry take steps towards a sustainable future.

CIM is a trusted authority for advancing industry best practices and a place where industry professionals can learn, network and connect with one another to obtain these industry goals.

