



DOWN-TO-EARTH DOERS

Employees who are not immediately motivated to learn and develop, but have more of a wait-and-see attitude.



THE DOWN-TO-EARTH DOER:



Often practically educated (MBO 2-4),
and more often uneducated



Permanent contract (70%)
Fixed-term contract (15%)
Temporary worker (10%)
Payroll, secondment, self-employee (5%)



Distributed across all ages



Generally executive work, less
often managerial



Often employed in these industries:

- Food
- Nature & Environment
- Horticulture & Starting Materials

"I work to live, not the other way around. Every month I save a fixed amount, to do or buy fun things. I like that sense of security. My family and circle of friends are very important to me. In my spare time, I enjoy spending time with them. There is always something fun to do out there! A good atmosphere at work is also very important to me. My colleagues would describe me as a humble but hard worker. I hope that I can continue doing my job for a long time to come."



"I LIKE THE STRUCTURE AND REGULARITY MY WORK OFFERS. I KNOW WHAT IS EXPECTED OF ME AND I LOVE MY JOB."

THIS IS IMPORTANT TO ME:

- ▶ Security
- ▶ Freedom
- ▶ Collegiality
- ▶ Appreciation
- ▶ Guidance
- ▶ Clarity

ME & MY WORK

"I like the structure and regularity my work offers. I know what is expected of me and I love my job. I see myself as a stable person. A permanent contract with fixed working hours and a steady income give me peace of mind. I don't need things to change all the time, but sometimes I like something new. I enjoy having space to continue to discover what I am good at and what is right for me. I don't really need to climb the career ladder, I'm happy to leave that to others. If my employer asks me to learn something new I'll do it, you know, as long as I can do it during working hours."

▶ THIS IS HOW YOU HELP DOWN-TO-EARTH DOER



MY PERSPECTIVE ON LEARNING AND DEVELOPMENT

**"DON'T LIVE TO WORK, BUT WORK
TO LIVE!"**

- The down-to-earth doer

I DO WHAT IS ASKED OF ME

"If my employer asks me to do a course or training, it's because it's necessary to keep doing my work properly. In that case, I want to know exactly what I need to do, when and with whom."

CLIMBING THE CAREER LADDER?

"Building a career is not my thing. It doesn't really apply to my job, actually. I hope I can just keep doing what I'm doing now in the years to come. I'm actually happy I don't need to go to school anymore."

SATISFIED

"I am satisfied with what I am doing and able to do at the moment. I am doing my best! The most important thing about my job is a good working atmosphere. I enjoy working with my colleagues and hearing about what is happening in their lives. It makes me happy when I can help my colleagues do their jobs well here."





Yordi - 29 YEARS OLD

Shovel operator

@ Contractor company

"I love my job. I know what I need to do, it's all nice and clear. I like that. Last year, my employer told me I needed to do a course to drive the new machine. I understand that there are rules, which is why I did the course."



Ozan - 43 YEARS OLD

All-round employee

@ Tree and plant nursery

"Through the years, I have learned to do the work. I did not need any training. Studying is not my thing. Just let my do my job, I will happily roll up my sleeves. I am still learning every day because my boss allows me to do more and more independently. It's also lovely to see how young people are coming up with new ideas. I can learn from those ideas too. And in turn, it's nice that they can make use of my practical knowledge."



Halina - 51 YEARS OLD

Production worker

@ Mushroom grower

"I've worked for the same boss for 20 years. I love it. I know what I need to do and that is why I love doing the work. Over the years, the company has been modernised and all the staff have been trained in this regard. I thought it was nice that my employer arranged this for me. And I'll tell you something else... I never eat mushrooms, I don't even like them."



DIALOGUE

Talk to the employee and get to know the person behind the employee. Give the employee plenty of time to get used to the idea of being allowed or required to learn a new skill.

SECURITY

Offer additional security in the form of a reward, such as a salary increase. 'If you do this, you will get that.'

STEP-BY-STEP

Do not ask for too much in one go, even if it is mandatory. Make the employee feel confident that they can do it by offering positive (incremental) learning experiences.

WATCH AND LEARN

Let them learn by watching and doing (practical) rather than reading and doing homework (theoretical).

SAFE & FAMILIAR

Create a safe working and learning environment for these employees. They prefer to learn in a familiar environment with people they know.

MOTIVATE THE DOWN-TO-EARTH DOER

GUIDANCE

Provide adequate guidance (on-the-job mentoring).

ATMOSPHERE

Keep things light, add a touch of humour and make sure the atmosphere is fun. An energising performer is preferable to a serious specialist.

SPACE

Provide space (mentally and physically) for learning during work time.

CLARITY

Focus on awareness. Offer clarity about the importance/added value of development (job security, growing with the company, efficiency).

OFFER

Provide a functional range of workshops or training sessions that are closely related to current tasks, concrete and immediately applicable.

SUITABLE FORMS OF LEARNING

FORMAL

Learning on the job
(e.g. statement of good practice)

Short-term course/training
(in small groups)

1-on-1 coaching
(in the workplace)

Microlearning
(short and quick)

Statement of good practice

INFORMAL/NON-FORMAL

Buddy system
(learning from and with colleagues)

Supervised intervision

LESS APPROPRIATE

Self-study



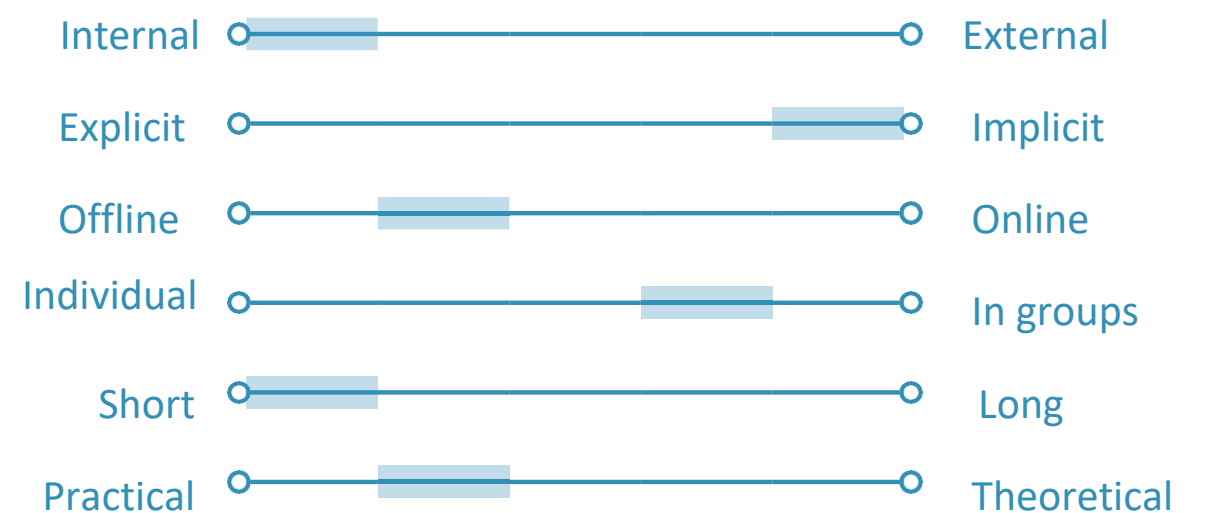
Online training sessions/courses



Long-term education/training



◀ LEARNING PREFERENCES ▶



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