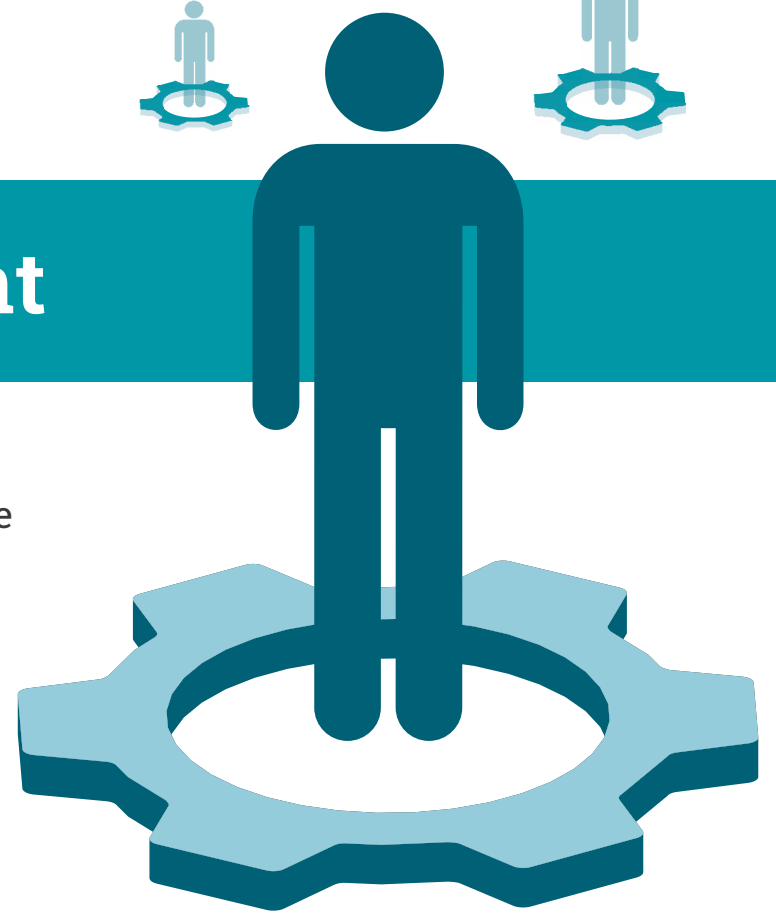
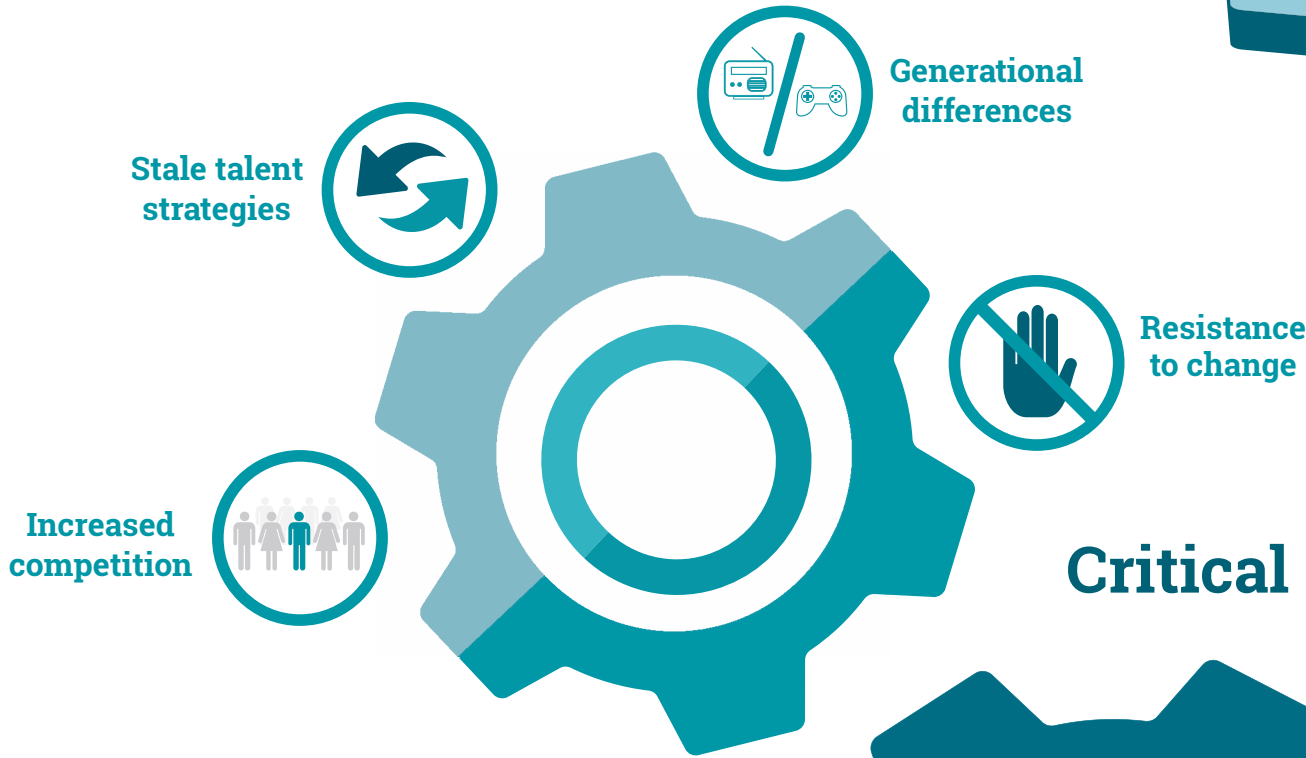


Manufacturers battle for talent

The war for talent continues in the manufacturing industry. An aging talent pool, a drop in labor force participation, a shift from hardware to software solutions, and outdated recruiting methods are creating a perfect storm of poor industry perception.



Key drivers of current issues



Critical questions to ask

How can we build a flat, fluid, and innovative culture to compete with digitalized companies?

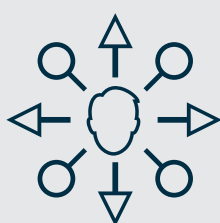
Do we use cutting-edge recruiting tools?

How can organizational design ensure a great employee experience?

Are we marketing our value proposition to the right audience?

How can manufacturing companies fix the problem?

They can implement the following practices:



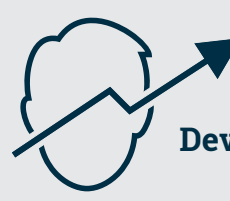
Attract

Millennials consider the purpose of their work to be extremely important. That means clearly communicating the employee value proposition is crucial.



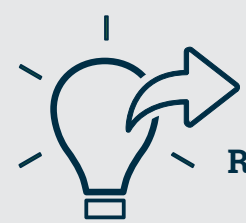
Recruit

Recruitment should be considered a marketing exercise, which means understanding the needs of your talent segments and their preferences.



Develop

Talent development should be an ongoing, everyday process, not just a series of training and leadership programs.



Retain

Experienced, long-tenured employees should have the opportunity to pass on their knowledge to the next generation by leading career development.