

# MAKE IT HAPPEN

We have a vision to lead the world in smart manufacturing. This requires radical changes in four areas: talent, innovation, technology, and leadership.

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## Top 10 Tips to Attract Top Talent

We've been trying to close the skills gap for two decades and it's only grown wider. According to Deloitte, finding qualified talent is 1.4 times harder than it was even in 2018. It's time for manufacturing to get competitive and innovative.



1

**Offer more flexibility.** Flexible work is a magnet for job seekers - particularly younger generations. Consider allowing workers to do three, 12-hour days per week or go part-time and knock off 10, four-hour shifts every two weeks. Maybe offer multiple scheduling options to start and end the workday. Some manufacturers are even re-working their factory lines so workers can come and go as they please. With advanced scheduling software, workers are notified when other team members have completed tasks and it's their turn. Some companies are also paying employees based on production, rather than hours.



2

**Raise wages.** If you're struggling to staff shifts, consider pumping more money into pay and benefits, trusting that the cash will come back to your bottom line via output. A competitive starting salary of at least \$16 per hour, and as much as \$20, has become table stakes to get the people you need and keep them. This may seem difficult, particularly for small manufacturers, but the immediate hit is often much less than the cost of high turnover and lost production due to empty jobs.



3

**Offer continuous (and innovative) training.** According to the World Economic Forum and PwC, upskilling in manufacturing could add an additional \$850 billion to the GDP by 2030. Invest in cutting-edge, technology-forward training, ideas, and ways of working. The options are abundant, and they come at a wide variety of price points. This will help attract new talent and upskill and retain the people you already have.



4

**Create "Earn and Learn" Opportunities.** Start your own German-style apprenticeship or internship program or hire students from a program in your community. Hands on learning, combined with training and college tuition payments is the most proven way to attract young people into manufacturing careers. For example, in MAGNET's Early College, Early Career (ECEC) program 87% of students went straight into a manufacturing career, straight into college, or a combination of both.



5

**Cross train employees.** A flexible factory floor can positively impact your production because workers can easily move around to fill the specific needs of the day. It also helps retain employees because it keeps people engaged and can even open new career paths within your company. Consider using advanced technology like virtual reality to make training faster, better, and more engaging - particularly for younger generations.



6

**Incentivize recruitment.** Time and again we hear from manufacturers that there is nothing more powerful than a word-of-mouth recommendation from a friend or family member. Team members you already trust often bring in the best new hires. When you treat people well and create a place where they want to come to work, they become your best advertisers and biggest recruitment allies. Reward the enlistment efforts of the existing personnel on your shop floor with cash, prizes, or paid time off.



7

**Actively recruit new people from new places.** Talk to other manufacturers about ideas to innovate recruitment and tap into new populations. Ensure your website and recruiting materials reflect the diverse talent you are trying to attract. Work with community programs who are recruiting and training people historically underutilized by manufacturers. MAGNET's ACCESS program is just one example of the many places you can start.



8

**Leverage gig talent supply companies.** Gig work is now growing faster than traditional work and that could be a massive opportunity for manufacturing. Companies like Veryable are building talent pools that can slide in for a shift here and there as replacement workers. It's worth exploring whether a solution like this could help you. You could even consider training your own on-demand talent pool for gig workers.



9

**Build a positive workplace culture.** Build a people-first workplace culture where employees want to work. Post-COVID, the employer-employee dynamic has dramatically shifted. This has created an environment where you simply must meet more of the wants and needs of employees. That could mean things like subsidizing an employee's way to work when their car breaks down, creative scheduling to work around childcare schedules, or finding ways to help employees manage stress. If you don't, another employer will.



10

**Join a Sector Partnership.** The Ohio Manufacturers' Association worked with the state to create 17 Sector Partnerships to tackle systemic workforce issues. These partnerships are led by the people who know the industry best: local manufacturing leaders. Everyone needed to make change is at the table: manufacturers, community groups, funders, non-profits, education institutions, and more. These are the kind of powerful partnerships that will finally fix the talent gap, so we need to support them whenever and wherever we can.