

# ATTRACTING TALENT TO MANUFACTURING IN THE DIGITAL AGE



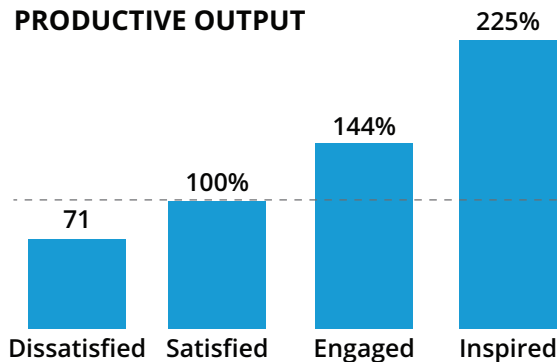
- ▶ Worried about the wave of retiring baby boomers within your workforce?
- ▶ Not sure how to attract the next generation of workers to manufacturing?
- ▶ Need to update your digital recruiting strategies?
- ▶ Trying to achieve your company's growth goals through talent attraction?

## STAND OUT AMONG COMPETITION IN THE TALENT WAR IN MANUFACTURING

Manufacturers across the nation are facing an industry-wide workforce shortage. Between the aging workforce and fewer graduates seeking trade careers, the gap is growing rapidly.

### Inspired Employees Are the Most Productive

#### PRODUCTIVE OUTPUT



SOURCE: Bain & Company and EIU Research, 2015 ©HBR.org

To stay relevant, manufacturers need to create an appealing culture for the next generation. The modern workforce demands more than benefits like health insurance and 401k options; they seek purpose in their work. This generation is more productive when they feel their contribution to growth is connected to the vision of the company (Harvard Business Review, 2015).

### Manufacturing needs to tell a better story

The manufacturing industry has not been marketed as an attractive career development path for the next generation of workers. Strategy House & WMEP helps manufacturers capture their brand story and promote company culture. We help you share your story with target candidates and ensure your top talent are connected with your vision for growth.

EVERY COMPANY'S CULTURE IS UNIQUE.

LET US HELP YOU DEFINE AND PROMOTE YOURS TO ATTRACT YOUR IDEAL CANDIDATES.



## TALENT ATTRACTION = DIGITAL STORYTELLING

Technology has changed the way people search for jobs. A candidate's first step in opportunity research is to Google your company and review your website. By the time they get to the interview process, they've already formed an opinion of your brand from your website, blog posts, or social media page (or lack thereof). Your online content must be relevant to the caliber of candidate you want to attract.

Our talent attraction content strategy helps established manufacturing companies update their digital presence to attract their ideal candidates.

### Clearly communicate company goals to attract qualified talent

Manufacturers today are competing for talent; to stand out you need to modernize your talent attraction approach. Start by acknowledging the shift in priorities and employment process of the next workforce generation. Millennials and iGens seek purpose in their work. Strategy House's Talent Attraction Project helps employers update their digital brand and clearly express culture to attract qualified candidates.

## TALENT ATTRACTION CONTENT DELIVERABLES

- ▶ Employee Value Proposition
- ▶ Customized Employer Profile
- ▶ Job Description Rewrite
- ▶ Culture Code Deck Development
- ▶ Updated Career Content
- ▶ Employee Spotlight Story

**Jim Sullivan**



**Milwaukee**  
608.354.1346  
jsullivan@wmep.org

**Eric Decker**



**Milwaukee**  
414.429.2252  
decker@wmep.org

**Mark Hatzenbeller**



**Northeast Wisconsin**  
920.246.0051  
hatzenbeller@wmep.org

**Andy Broderick**



**Southwest Wisconsin**  
608.630.4028  
broderick@wmep.org