



Create Career Paths to Attract the Younger Generations



Grow | Improve | Innovate | Empower | Learn | Recover | Network

The Bad News...

- A survey by Fabricators & Manufacturers Association, International showed *a majority of teens—52%—have little or no interest in manufacturing* — because they plan to seek a “professional” career.
- A recent Deloitte study said *millennials ranked the manufacturing industry as their last preferred career.*
- Surveys from the National Association of Manufactures and the Manufacturing Institute report that *only three in 10 parents* would consider guiding their child toward a career in manufacturing.
- The same associations said *less than 5 in 10 Americans* believe that manufacturing jobs are interesting, rewarding, clean, safe, stable, or secure.

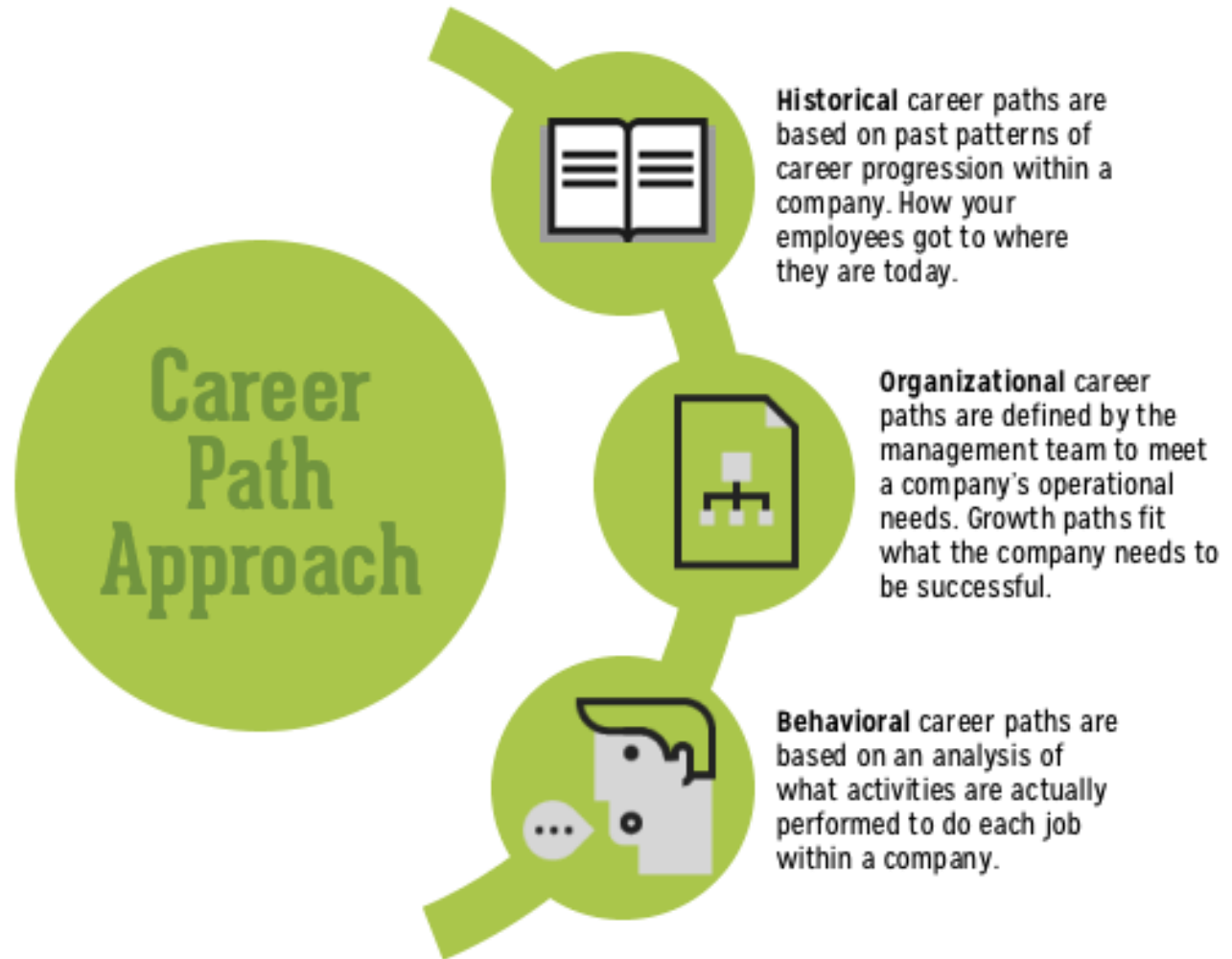
The Good News...

- *The demand is real.* The skilled labor shortage presents many challenges for manufacturers, but also opens the door for the next generation of workers looking for a rewarding career.
- Manufacturing is largely becoming a digital environment – long gone are the dark, dirty caves of yesteryear. The majority of manufacturing facilities are now *clean, bright, modern and exciting.*
- *Opportunities are growing exponentially* for highly-skilled workers like technicians, machinists, fabricators, tool and die makers, and electricians.

What are the benefits of having clearly defined career paths for your employees?

- Differentiates you from your competitors
- Helps you retain key workers
- Attracts and retains younger workers
- Decreases turnover after an economic downturn
- Allows employees to take ownership over their own development
- Encourages development and performance conversations

Career Paths



Career Paths

What Different Generations Look for When Applying for a Job

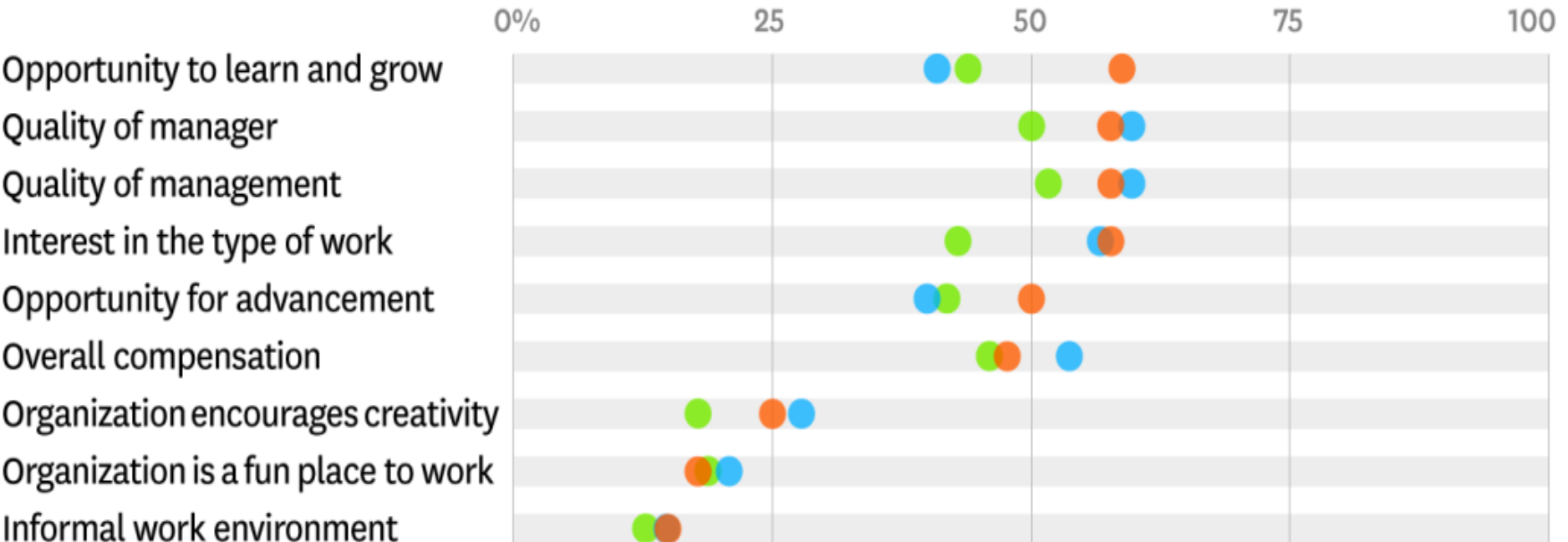
According to a survey of 1,700 U.S. workers.

PERCENTAGE RESPONDING “EXTREMELY IMPORTANT”

Baby Boomers

Gen Xers

Millennials



SOURCE GALLUP

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The Newer Generations

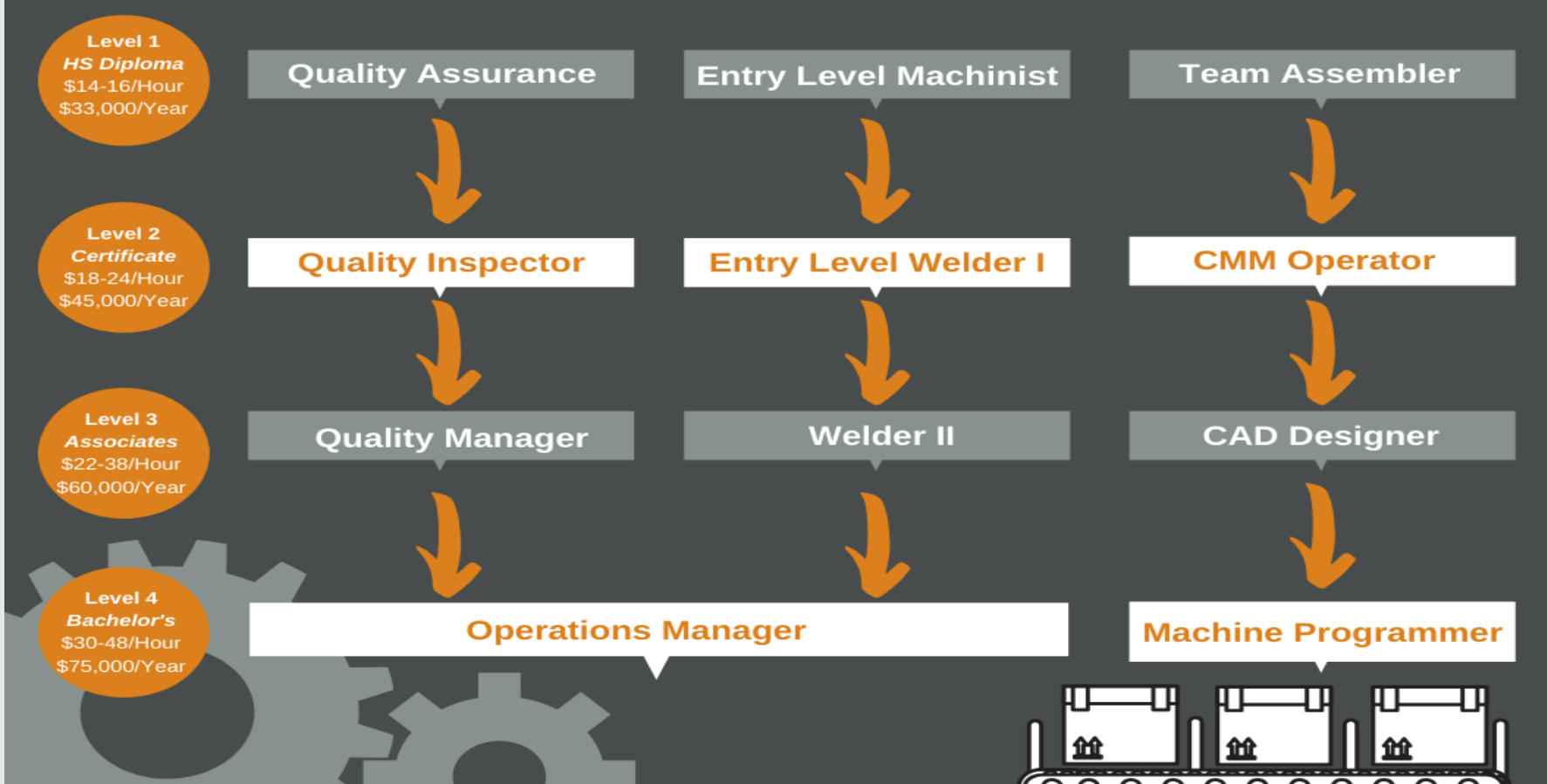
“I joke and say they (the newer generations) want to be plant managers in two years—and the manufacturers I work with laugh.”

“These generations like challenges and climbing levels like they do in video games, and they love to learn on their own, but they want validation and structure.”

Denise Ball, Tooling U-SME

Career Paths

Pathways to Manufacturing



Career Paths – Short Term

- Look at the current paths
- Talk about the successes during onboarding
- Establish a mentor program
- Keep the focus on education by providing continuous training that leads to higher technical status.



Career Paths – Short Term

- Be Honest With Yourself on How You Are Perceived
- Does Your Company Have Curb Appeal?
- How Does Your Organization Use Technology?
- Get Involved in the Community
- Look for Good People and Invest to Train Them
- Work on Your Company Atmosphere and Environment
- Be Proactive
- Think out of the box



- Focus on the kids
 - Visit Schools
 - Create Programs where they can make something in your shop
 - SHOW them Manufacturing is Cool
- Develop a Training Program
 - Establish the skills needed for a person to advance in the company
 - Work with local resources to create a training plan for new hires and different career paths
- Create a Continuous Improvement Culture
 - Focus on People and Process



Create Your Own Path

- Entry level
 - Increase skills here (develop timeline goals)
 - Learn another machine or area
 - Add another and another
 - Shadow in other departments (including the office)
 - Promote when possible
- Reward at every level or with new skills
 - Pay increases
 - Title Changes
 - Time Off
 - Gift Cards/Logo items
 - Public Recognition



Employee WINS
Team WINS
Customers WIN
Company WINS

At the end of the day...



- Where there is a will there is a way
- The skills gap isn't going away anytime soon
- We need to be creative in finding ways to transfer tribal knowledge from the tenured team to the new hires
- Finding common ground among the generations is key
- Doing what we've always done won't work anymore
- YOU as leaders must find what will work for your company – if you don't others will!

The future depends on what you do today.
Mahatma Gandhi



Creating Career Paths within your company no matter how big or how small your company is will help you attract and retain talent

Whatever you do...Don't Quit

Don't Quit

by

John Greenleaf Whittier

When things go wrong as they sometimes will,
When the road you're trudging seems all up hill,
When the funds are low and the debts are high
And you want to smile, but you have to sigh,
When care is pressing you down a bit,
Rest if you must, but don't you quit.
Life is strange with its twists and turns
As every one of us sometimes learns
And many a failure comes about
When he might have won had he stuck it out;
Don't give up though the pace seems slow—
You may succeed with another blow.
Success is failure turned inside out—
The silver tint of the clouds of doubt,
And you never can tell just how close you are,
It may be near when it seems so far;
So stick to the fight when you're hardest hit—
It's when things seem worst that you must not quit.

This poem is in the public domain.



“Perfection is not attainable. But if we chase perfection, we can catch excellence.”

~ Vince Lombardi

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