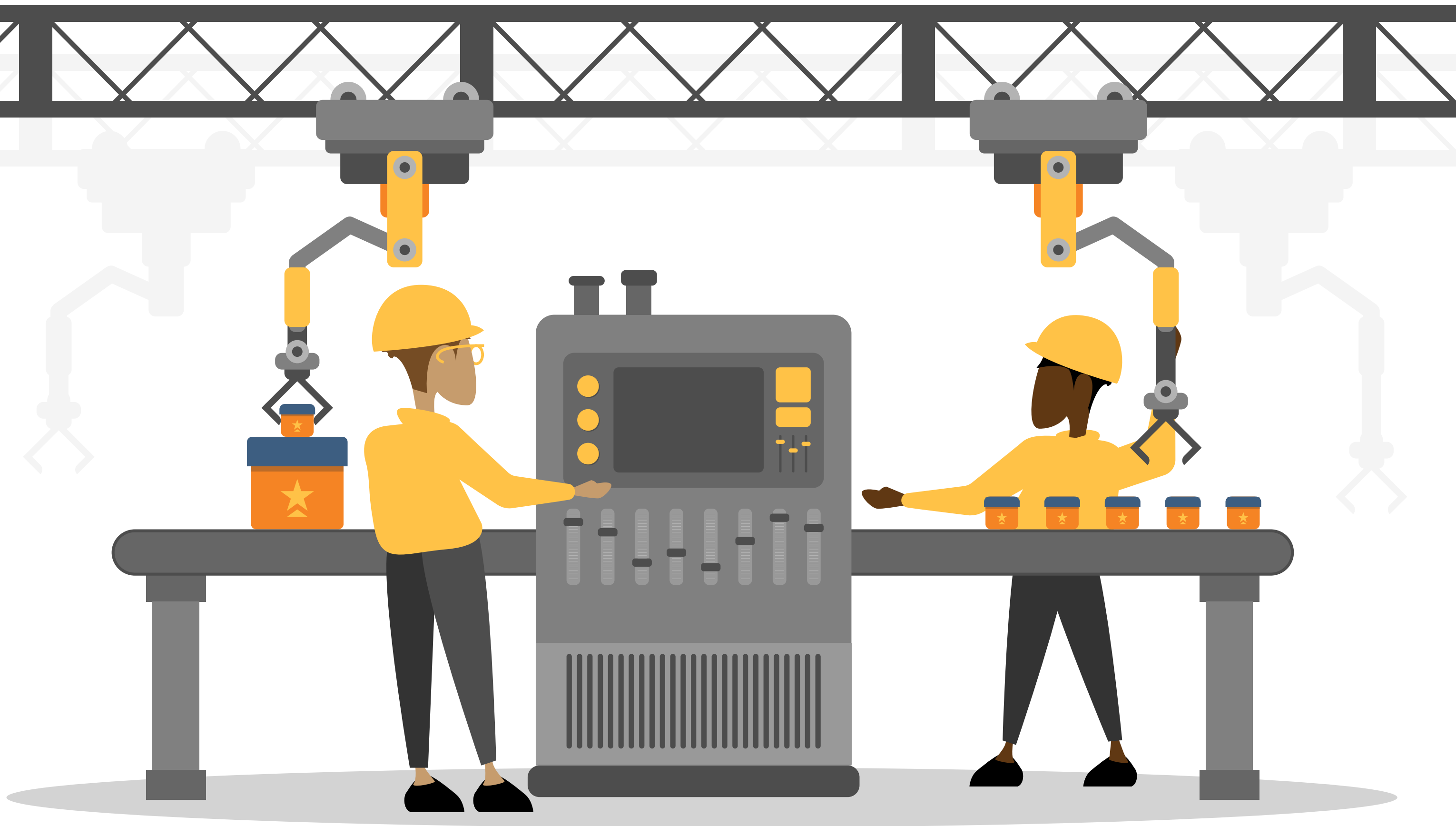


Solving the Talent Crisis in Manufacturing





The manufacturing sector is grappling with an unprecedented talent crisis. As industries evolve and technology advances, the demand for skilled workers continues to surge, yet the supply of qualified talent struggles to keep pace.

This widening gap not only stifles productivity but also threatens the competitive edge of many manufacturing companies. To navigate these challenges effectively, HR leaders must first understand the root causes of this crisis. Here are the key factors contributing to the shortage.

What's Causing the Talent Crisis?

51%

The percentage of manufacturing jobs that are currently held by individuals aged 45 to 65+. As these experienced workers retire, the manufacturing sector will face a substantial loss of knowledge and expertise.

Additionally, the influx of younger, skilled workers isn't keeping pace with these retirements, leading to a widening skills gap.

52%

The percentage of manufacturing leaders that believe their workers are not truly engaged in their roles. This can result in decreased productivity, higher error rates, and increased turnover.



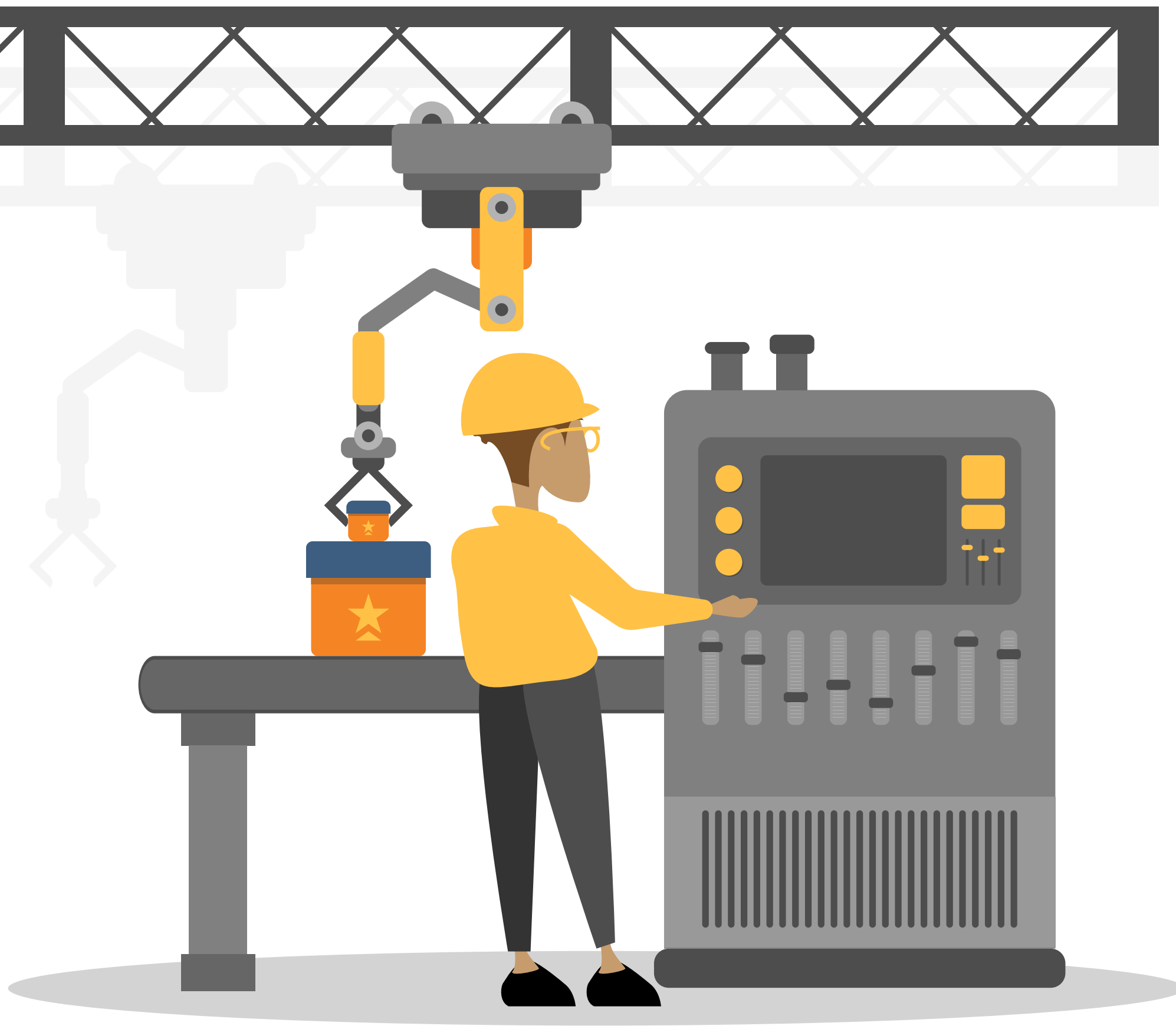
36%

The percentage of US manufacturers that have seen frontline employee attrition rates soar above 10% in the last six months. High turnover can disrupt production processes, increase recruitment and training costs, and negatively impact team morale.

Source: *PwC Manufacturing Talent Strategy*

How Can Organizations Solve the Talent Crisis?

Addressing the talent crisis requires organizations to prioritize the employee experience. They must understand the pivotal 'moments that matter' across the employee lifecycle and their impact on engagement drivers. Equipped with this understanding, companies can implement strategies, tactics, and processes to support their workforce effectively.



5 Strategies to Prioritize Employee Experience:

Onboarding Experience

Employees with a superior onboarding experience are **2.6x more likely** to feel satisfied at work. (Source: *Devlin Peck, January 2024*)

Line Manager Leadership Development

Employees who feel supported by their line managers are **3.4x more engaged** compared to those who don't. (Source: *People Management, November 2022*)

Communication

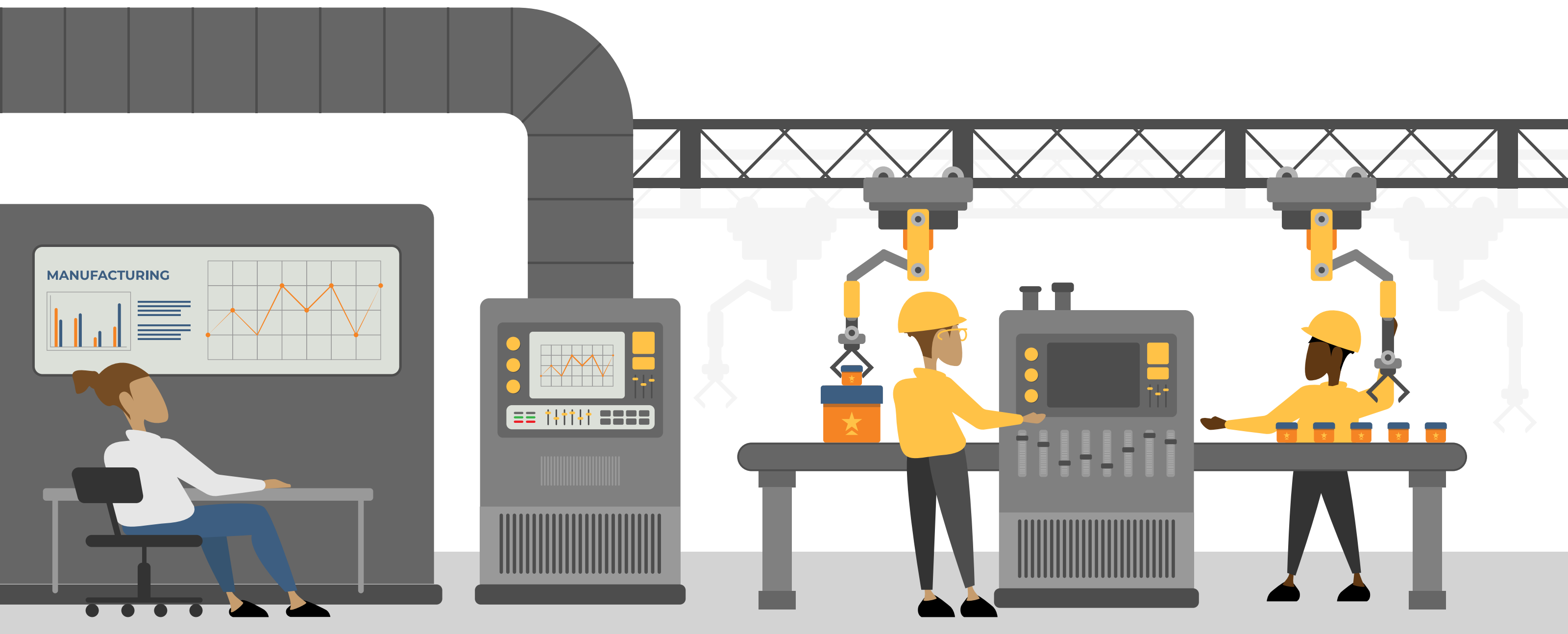
Nearly half of workers report that ineffective communication negatively impacts their productivity. (Source: *Forbes, March 2023*)

Listening and Action Culture

Acting on employee feedback can boost trust by up to **75%**. (Source: *Pumble, 2024*)

Focus on the 'Individual' Experience for Manufacturing Employees

48% of manufacturing employees rate their company's approach to creating a positive frontline employee experience as "average" or "below average." (Source: *PwC, June 2023*)



Securing Leadership Buy-In

1

Be clear on the wider benefit to the organization

2

Demonstrate the ROI and cost benefit

3

Remind leaders of their own experiences

By adopting these strategies, organizations can bridge the talent gap, enhance engagement, and maintain a competitive edge in the ever-evolving manufacturing sector.

At WorkBuzz, we specialize in employee engagement surveys tailored for industries like manufacturing, where reaching your workforce can be tough. Our tool empowers you to gather real-world insights directly from your employees, however — and wherever — they work. Additionally, our expert behavioral science consultants collaborate with you to develop a smart, data-driven people strategy that drives success for your organization.

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