

Attracting Millennial Workers to Manufacturing

Reputation

Work on conveying *who you are and what you stand for* by creating a compelling narrative that reflects the company culture throughout print materials and the website, features employee stories, and videos demonstrating how amazing the products are. An example of a manufacturing company with a compelling narrative is [SageGlass](#), an electrochromic glass manufacturer in Minnesota.

Videos from SageGlass manufacturing highlight what it does, shows a wide array of workers operating their machinery and lets people get a feel for the equipment they'd be working with. An inside look at their factory floor is *a visual appeal for the highly technological nature of the job*. See SageGlass's three minute video of who they are and what they do: "[The Process, The People, The Passion](#)".

For most millennials and their parents manufacturing has a reputation of being dirty and potentially dangerous work, with a lack of job security and limited career prospects. Creating *visuals on the website of the working environment featuring clean, bright images and talking about workplace safety measures* and any positive facts about your company's safety record would help counter this perception. Take extra care on the website to showcase employees in the work environment, interesting or impressive places your products are used, and a cutting-edge or unique aspect to your product. The tone of the language used on the website should also build on your message of who you are and what you stand for.

Recruitment

- Increase the 'wow/dazzle/pizzazz' factor in the job posting and job title.
- Work with regional tech colleges to develop relationships with instructors, host tours for students and potentially sponsor events.

When it comes to attracting Millennial workers, *they want transparency, their careers nurtured, to feel like their work has a purpose, opportunities to advance, and to feel like a valued part of the team*. Effectively conveying the positive reputation of the company and how your business can match Millennial's key work desires will be essential for correcting misconceptions about manufacturing and attracting millennial workers.

Sources for Attracting Millennial Workers to Manufacturing:

<https://www.nist.gov/blogs/manufacturing-innovation-blog/recruiting-millennials-manufacturing-careers>
<https://www.nist.gov/blogs/manufacturing-innovation-blog/how-one-company-closing-skills-gap-through-competency-based>
<https://www.inc.com/mark-miller/8-things-you-must-do-when-hiring-millennials.html>
<http://www.industryweek.com/dell-recruiting>
<https://stablekernel.com/how-manufacturers-will-attract-a-millennial-workforce/>
<https://chiefexecutive.net/4-ways-attract-millennials-manufacturing-jobs/>