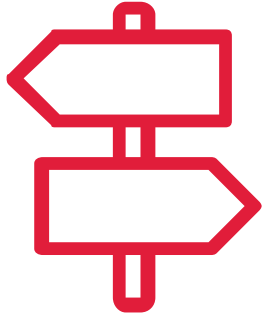




Moving at the speed of manufacturing, we supply semi-skilled and skilled talent to manufacturers in the Southeast.

We are not a staffing company that works in manufacturing, we are a manufacturing company that provides staffing.





TODAY'S **AGENDA**

Thank you for letting me share with you!

1. Introduction – who we are and what we do.
2. Generational Transition
3. Employer Flexibility
4. Creative Pay & Incentives
5. The Answer is Culture
6. Question & Answer

ABOUT US



- In 2015, I launched The Effective Syndicate. A business coaching firm based in Atlanta that works with Manufacturing Organizations to help them run more effectively.
- Clients continue to struggle with finding and bringing in great talent and I kept being asked for help.
- We launched Swiftemp in 2022 to help our customers find great talent and serve as trusted advisors for workplace culture.
- In year one, we have secured 20+ customers and have over 40 workers on site, growing approximately 10% per month.
- Because we are a manufacturing organization, we help our clients in many ways, and we don't just send "bodies" over.



Generational Transition

The Brain Drain is Real.

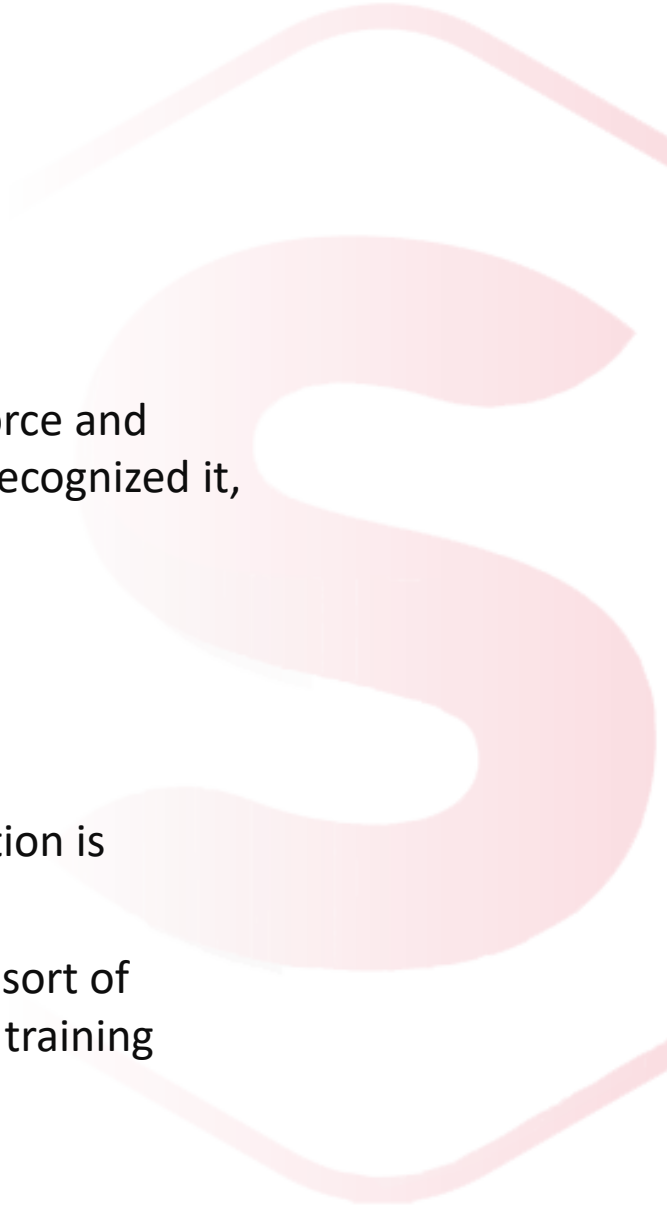
1. **Overview of Generational Transition:** As we have all experienced, there is a shift from retiring baby boomers to younger generations (Millennials and Gen Z) in the workforce.
2. **Impact on Skill Sets and Experience:** The problem is two-fold. One the older generations have a different expectation of workplace values, and a great deal of the internal knowledge is often based on people with decades of experience (often without adequate documentation).
3. **Adapting Recruitment Strategies:** Companies must adapt their recruitment strategies to attract younger talent, focusing on their distinct values and career aspirations.
4. **Knowledge Transfer Importance:** Continued success requires knowledge transfer from retiring employees to newer ones to preserve organizational wisdom and expertise. We use our standard work process knowledge to streamline and improve this knowledge transfer.



Employer Flexibility

Meet people where they are...within reason.

1. **Employer Flexibility:** Employers must recognize the changing dynamics of the workforce and meet the employees “where they are”. I’m not suggesting most companies haven’t recognized it, I am suggesting that many haven’t responded well.
 1. Improve the leadership
 2. Enhance the culture (not sleeping pods and ice-cream socials)
 3. Remove frustrations and roadblocks
2. **Benefits to Employers and Employees:** The “one size fits all” approach to administration is challenging. Not all employees and employers are created equal.
3. **Challenges and Solutions:** We suggest organizations of at least 25 people have some sort of “workplace culture” steering committee. This group helps guide the culture through training ideas, growth opportunities and fun ways to enhance the workplace.



Creative Pay and Incentives

Help your employees get what they want.

1. **Beyond Traditional Compensation:** Companies must embrace compensation strategies beyond just salaries – such as performance bonuses, profit sharing, flexible benefits, etc.
2. **Tailoring Incentives:** Employers should tailor incentives to match the values and preferences of the younger workforce, like work-life balance, career development opportunities, and wellness programs.
 1. Not all jobs are created equal, and they certainly don't have the same requirements.
3. **Feedback and Room to Grow:** We hear employers describe the younger generation(s) as being entitled. We push back on this a bit and believe that they are actually just impatient. They grew up on video games where they become “Galaxy Emperor” in a few hours and are bombarded with videos that last from 1 – 3 minutes.
 1. Find shorter/quicker milestones
 2. Not all milestones are pay increases
 3. Make your culture one of mutual benefit for the employee and the employer

The Answer is Culture

Every problem our clients face is due to culture.

1. **On-Boarding:** We recommend employers spend time refining their on-boarding process so new employees “plug in”, not just train them how to do the job tasks.
2. **Skill Path Definition:** We recommend companies invest effort to demonstrate and explain how new hires can move to a higher level of responsibility and pay.
3. **Training and Development:** Employees are more likely to stay where they feel like they are growing. Many organizations spend a great deal of resources to replace workers from turn-over. However, if we allocated those resources to employee development, it becomes an investment instead of an expense.
4. **Effective Leadership:** Too many organizations promote the best worker to a management/leadership position without continuing to develop those employees on effective leadership.
5. **Work Environment:** Invest in the working conditions of safety, appropriate tools and resources to ensure that the employees are effective at their jobs, and frustration is mitigated. (not pizza parties, nap times and cry rooms).



Community Help

We need to collectively stop telling every kid that they should go to college, working with your hands is bad and it means they are less than.

We need young people willing to work, and many of them wouldn't know work if it was biting them on the nose.





Question & Answers





THANK YOU

Looking Forward to Connecting!

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