



Four ways to attract the best and brightest workers

Are you still struggling to fill the skill gaps created when experienced autoworkers left the industry during the economic downturn? You're not alone. Roughly 4 out of 10 US employers are having trouble filling positions. Engineering positions are the third most difficult jobs to fill, followed by skilled trades at number four.

Here are four things you can do to beat the odds and attract the right people to fill your open positions.

1

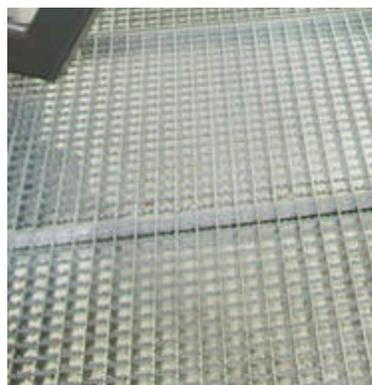
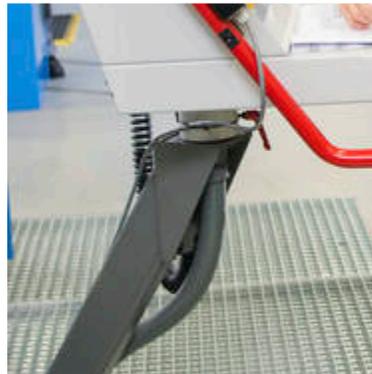
Expand your reach

Job seekers aren't just looking at classified ads—they're looking everywhere online for their next opportunities. So, to maximize your reach, you need to use as many channels as possible. Job boards are still a top resource for Baby Boomers, Gen X, and Gen Y job seekers, according to a study by Millennial Branding and Beyond.com. They also look to company sites, and social media sites like LinkedIn®, Facebook®, and Google+® for job leads. Twitter® is their least favorite job search tool. Be sure that your company profile is up to date and consistent with your brand image, and that you describe opportunities in a compelling way to get the most value from your postings.

2

Take a scientific approach to hiring

That Millennial Branding and Beyond.com study reports that the top reason Millennials leave their jobs is because they're not a good "cultural" fit. To find the right people who are a good fit for your job and your company, it's time to move beyond "gut feel" into the realm of science and technology. By adopting an approach called talent science, you'll be able to hire stronger employees who will embody your company's brand, succeed at their jobs, and stay and grow with the company. Talent science uses science, technology, and analytics to predictively link behavioral data to company strategy and real business outcomes, which can help your company improve performance by consistently hiring, developing, and retaining top performers.



3

Give the people what they want

The new generation of employees wants to do meaningful work in an environment that's a good fit. So, give them what they want. According to that Millennial Branding and Beyond.com study, these workers want workplace flexibility, opportunities for growth and advancement, and the chance to work with a mentor or sponsor. Make sure you emphasize these sorts of "reward" programs in your postings and corporate profiles, and during interviews. Once you get past the interview stage, bring candidates out onto the floor so they can see teamwork in action, and better envision themselves working in your company.

Talk SMAC

The old stereotype of “assembly line worker” doesn’t apply at leading-edge automotive manufacturers. Today, all employees are skilled knowledge workers. So, it’s time to talk SMAC about your company—social, mobility, analytics, and cloud—the key attributes of the technologies workers use to perform their jobs. Raised on iPhones®, iPads® and social media, the incoming manufacturing workforce is accustomed to having access to information any time, from anywhere, with easy-to-use screens. Give your potential employees an idea of how the same types of technology are being used on a daily basis in your manufacturing environment, so they’ll feel a connection to the work they’ll be doing.



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INF-2045226-en-US-0818-1



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