

MANAGEMENT RECRUITERS  
OF TALLAHASSEE



# TALENT ACCESS TODAY AND TOMORROW



Improving your brand, hiring, and onboarding for better retention.

# START FOCUSING ON THE TALENT ACCESS APPROACH

## Talent Access:

A more flexible way to acquire talent, helping businesses keep pace with the ever-changing market and beat out the competition for high-demand skills.

## Talent Acquisition:

A more formal and strategic long-term strategy for attracting, hiring, and retaining the best employees.

## Why is that important?

The talent access approach allows organizations to build a more diverse and inclusive workforce, which can lead to improved innovation, creativity, and problem-solving

### A MORE DIVERSE TEAM:

- *ACHIEVES 60% BETTER RESULTS*
- *MAKES BETTER DECISIONS 87% OF THE TIME*
- *IS 35% MORE LIKELY TO ACHIEVE GREATER FINANCIAL RETURNS*

## ***Talent access is becoming even more competitive in the manufacturing industry and will continue on this trend. Why?***

- Compensation increases when changing jobs.
- The lack of competitive internal raises and promotions.
- The talent shortage is due to the growing skills gap.
- Reshoring and nearshoring are predicted to create hundreds of thousands of jobs a year in the U.S.
- The majority of manufacturing workers are nearing retirement, and there are not enough professionals entering manufacturing to replace them.
- Employers with strong hiring brands beat out the competition.
- The lack of plans to combat the growing skills gap.
- Mixed attitudes toward the manufacturing industry as a whole, and the lack of flexible work arrangements.
- Employers have trouble finding and retaining force multipliers.

## DATA THAT SHOULD BE CONSIDERED MOVING FORWARD IN YOUR HIRING, BRANDING, ONBOARDING, AND RETENTION APPROACHES:

- The average pay increase when switching companies is 7-8%.
- The average internal pay raise is 3-4%.
- Our predicted pay increase when switching jobs is 10% in the next few years due to reshoring.
- The difficulty of finding skilled talent has doubled in the last 8 years. From 38% in 2015 to 77% in 2023, employers reported difficulty.
- 779,00 jobs are currently open in the manufacturing industry, and with a continuous trend it could leave 2.1 million unfilled by 2030.
- 69% of hiring authorities report they have a skills gap in their organization.
- 74% of hiring authorities report that there is a skills gap in their current labor market.
- 48% of hiring authorities state candidates lack the skills needed to fill open jobs.
- 95% of manufacturing leaders reported they are looking into reshoring or nearshoring, but only 55% have a plan to do so.
- 5,770 jobs were brought back to the U.S. in 2010 due to reshoring, compared to 406,214 jobs in 2023. That is a 6,897% increase.
- Over 51% of manufacturing jobs are currently held by people between 45 to 65+.
- 62% of job seekers used social media to evaluate the employer brand in 2022.
- 57% of job seekers used LinkedIn to find new jobs in 2022.



# BRANDING

What kind of culture do you want your brand to represent?

What is your mission statement?

What are your company values and goals?

Where is your online presence currently?

What type of messages are being portrayed in your online presence?

What are 3 keywords you want clients to think of when they think of you?

What are 3 keywords you want potential candidates to think of when they see your brand?

What is your current marketing strategy and your current list of distribution channels?



When was the last time you updated your website? Is it easy to navigate, find your services, and a place to contact you?

What messaging does your website portray?

What are 3 strengths of your current website?

What are 3 weaknesses of your current website?

Is your company's LinkedIn page optimized for success? *(There are many amazing free resources online that can help you ensure your LinkedIn is fully completed and optimized for success. Both your company's LinkedIn page and your personal profile).*

## BRANDING REFLECTION AND ADVICE



- All platforms (social media accounts, website, digital marketing, forms and documents, emails, meeting invites) that are received and reviewed by your audience should be cohesive and portray your company brand.
- When individuals go to your digital platforms, they should be easy to read, easy to navigate, and showcase your brand, mission, accomplishments, team, and values.
- You should be using your digital platforms as a way to connect with future employees, not just places to sell products and services.
- You should have a marketing strategy that focuses both on sales and talent access.
- You should have a set brand kit with colors, fonts, messaging approaches, correct verbiage, and key words.
- Your messaging should showcase your authority in your industry, your expertise, and why a professional would thrive in your company. What do you offer?



# HIRING

How would you describe your current approach to hiring?

Where do you see success in your hiring?

Where do you see hiring obstacles or weaknesses?

Who leads the hiring process on your team? How many people NEED to be involved?

How long is your current hiring process?

What steps in your hiring process can you remove or update?

Who is the main point of contact throughout the process and is that clearly stated?



How quickly do you return feedback after each interaction with your candidate?

Does your hiring process include diversity and inclusion approaches?

Are you just simply posting on job boards or creating a hiring brand that attracts candidates?

What do your current employees think of your company? What does your hiring brand reflect, and will current employees recommend working at your company? Plan on anonymously polling current employees.

Are you trying to connect with younger generations to fill the large skills and retirement gap we will soon be facing? What strategies are you implementing to combat this?

Your hiring process reflects your company culture. How would you describe your company culture? How does your hiring brand reflect that- is it unorganized, slow, confusing?





## HIRING REFLECTION AND ADVICE

- Hiring for a position should average 1 month for the whole process.
- 2-3 days should be the longest it takes to relay feedback to your candidate.
- Emails and communication should be clear, concise, and received in a timely manner.
- The latest technology should be used in the hiring process. Outdated processes and technology are the first impressions of your business.
- Look for ways to get inside the community to inspire and inform younger generations about careers in the manufacturing industry.
- Your hiring team should be organized and know what tasks each oversees. If there is a sickness or vacation, someone should be able to fill in and not leave the candidate waiting weeks.
- Brainstorm ways to improve your hiring brand that reflect your company culture.
- Ensure you are asking questions that attract force multipliers. Remember what force multipliers bring to your company and how to attract, retain, and hire them.
- Ensure your talent approach includes hiring younger generations and those of diverse backgrounds.



**When hiring a remote or hybrid role, you need to ask questions that reflect that. Here are some examples:**

- Why do you want to work from home?
- What challenges do you think you will face when working remotely and how will you overcome them?
- What will your home work-life look like?
- Have you ever worked with a distributed team before?
- How would you rate your technical skills?
- How do you communicate with a remote team?
- What do you like/dislike about working in an office?
- How do you stay focused on your tasks?
- What was your most challenging project and how did you overcome it?
- How do you switch off from work?
- What do you need from us so you can do your best work remotely?
- What are ways you stay connected to your team when working remotely?
- To what extent do you need your team to hold you accountable?
- What methods or tools do you use to manage your time and stay organized?
- What do you do to set boundaries between your home and work life?
- How do you like to structure your day?

# ONBOARDING



How are employees welcomed?

What type of work atmosphere are they entering?

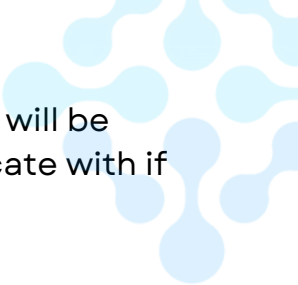
When employees arrive on the first day, are they set up fully with what they need; logins, technology, employee access, email, etc.?

What do the first 30, 60, 90 days (about 3 months) look like for them? Do they know this?

What type of training will they receive? Do they know the timeline?

Do they know their direct report, were they introduced to their colleagues, and given best practices on how to interact and communicate with their team?

How do others in the office interact with new employees? Are they welcoming, inviting them to lunch, and given an opportunity to get to know each other? How are your managers handling new employee introductions?



What are their first goals in their new position? Do they know how success will be measured? Do they know their main responsibilities and who to communicate with if any obstacles arise?

What are you doing to retain your more mature workers?

How would you describe your current company culture?

How do you use your culture to retain your current workforce?

What do career paths, growth, and promotions look like? Is there a clear plan for each person so they know where they are headed and what their career can look like inside your company?

What training and development opportunities are offered? Are employees continuously able to upskill and improve their knowledge?

Are compensation, raises, and compensation packages competitive? If not, why? What other strategies can be used or incentives to retain workers?



## ONBOARDING REFLECTION AND ADVICE

- Offer mature workers flexible work arrangements (hybrid/remote, shorter weeks, reduced hours).
- Offer mature workers training and development in technology platforms. Make sure they are confident in their abilities.
- Ensure you are creating a work environment that is welcoming and inviting, organized, and respectful.
- Frequently review and benchmark raises and promotions so that you stay competitive.
- Offer training and development often! Every employee should feel valued and invested in.
- Anonymously poll your employees quarterly to see what you are doing right and wrong, continuously improving your brand and offerings.
- Ensure new employees have a clear career path, clear goals, and an idea of what the first 3 months will look like.

# READY TO WORK WITH A TALENT ACCESS PARTNER?

## The MRT Team.

### ***A trusted source for manufacturing success.***

At Management Recruiters of Tallahassee, we believe that the diversity of the developing manufacturing space should be reflected in dynamic recruitment and staffing solutions. Working with a manufacturing recruitment firm should enhance the hiring experience, adding value and consistently positioning your business to meet and exceed your targeted goals.



[mrt@mrrecruiter.com](mailto:mrt@mrrecruiter.com)



(850)-656-8444



[www.mrrecruiter.com](http://www.mrrecruiter.com)

MRT IS PROUD TO BE AFFILIATED WITH:



# WHEN YOU NEED TALENT, THOSE NEEDS ARE AS UNIQUE AS YOUR BUSINESS

RESULTS DRIVEN -  
TALENT FOCUSED

39

days average time  
to fill

35+

years in  
business

130

years of combined  
recruiter experience

3000+

candidates  
placed

PLACEMENT  
WITH  
PURPOSE.

All Verticals. All Roles.

## OUR EXPERTISE

### OUR SERVICES

- RETAINED
- INTERIM
- ENGAGED

- ENGINEERING
- FINANCE
- EXECUTIVE LEADERSHIP
- SALES & MARKETING
- OPERATIONS

SCAN



**JERRY JONES**

- jerry@mrrecruiter.com
- (850) 219 3038



**CRAIG MCMILLAN**

- craig@mrrecruiter.com
- (850) 219 3037

