

Generational Diversity as a Competitive Advantage



Manufacturers know that finding skilled and qualified employees to fill open positions is often the biggest problem facing industry today. The average age of a manufacturing employee in northwest PA is 58 years old. Statistically, there are not enough GenX to replace the Baby Boomers who are retiring (nationally at the rate of 10,000 a day). What about all the tribal knowledge headed out the door? Companies continue to struggle with understanding the different work ethic, attitude and behaviors of the Millennials. Some employers are saying “We hire them in the morning and they don’t come back after lunch!” or “They constantly want time off, even after just starting the job.” And now the youngest workers, Generation Z, are coming on board. Too often, the youngest generations are dismissed the same way the Baby Boomers were dismissed by those older as being lazy or entitled.

Some companies have learned to think outside the box and implement strong workforce strategies. These are the manufacturers who are using generational diversity as a competitive edge. Treating people as your greatest asset and working together as a cohesive team means not separating workforce by ‘they’ versus ‘us’. Those employers not only attract and retain the newest generation, but also utilize the best skills they bring to the table. Employers who take advantage of each generation’s abilities and incorporate them into their business operations, communicating in a way that allows each employee to feel respected for their unique abilities, are the winners in the war for qualified people.



February 12, 2019
9:00 am – 11:30 am

NWIRC Learning Center
8425 Peach Street, Erie

Register at:
mreichard@nwirc.org
(814) 217-6067
www.nwirc.org/events

\$149.00

In this session, you will learn:

- Events and trends that shape each generation
- Why each generation is the way they are and how they communicate
- Specific tools and techniques to create a diverse workplace that respects each employee
- The Golden Rule vs the Platinum Rule
- What manufacturers need to attract the next youngest generation of smart, enthusiastic workers
- How to ensure your workplace offers a competitive edge through your workforce
- How you can become an “employer of choice”