



# **THE FUTURE OF MANUFACTURING TECHNOLOGY AND WORKFORCE**

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- **I am a Millennial**
- **18+ Years in the Manufacturing Industry**
- **Industry Influencer / Thought Leader**
  - **100,000+ Followers on Social Media**
  - **100,000,000 Views Content**
- **Leading Voice In:**
  - **Future Technology**
  - **Workforce Development**
  - **Skilled Trades**
- **Husband & Father of 2 Girls**
- **Chicago Cubs Fan!**

# MANUFACTURING BACKBONE OF THE US ECONOMY

**“Every \$1 spent in manufacturing results in an additional \$2.79 added to the economy.”** ~ U.S. Department of Defense

## U.S. MANUFACTURING SUMMARY



**8.5%**

U.S. Workforce

**12.9M** People

up 11% since 2010

+450,000 since 2022



**11%**

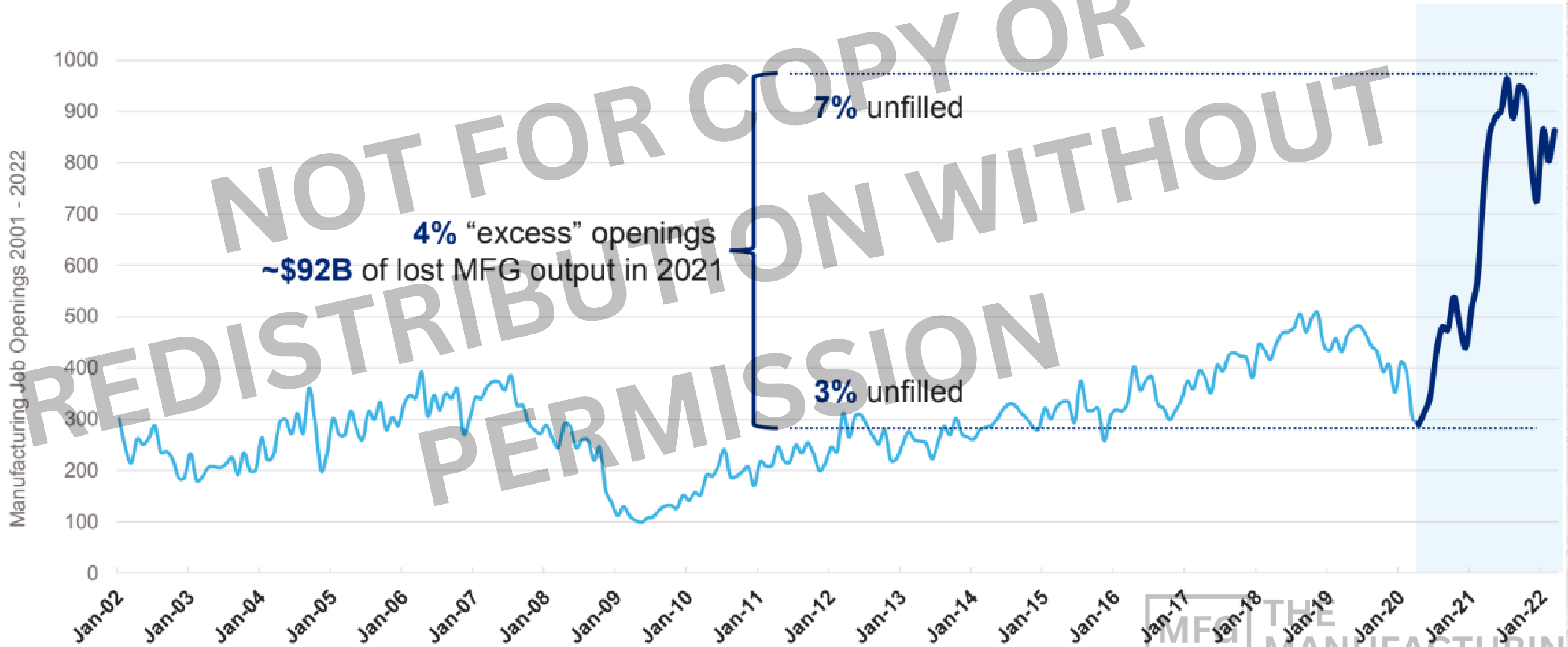
U.S. GDP

**\$2.5T**



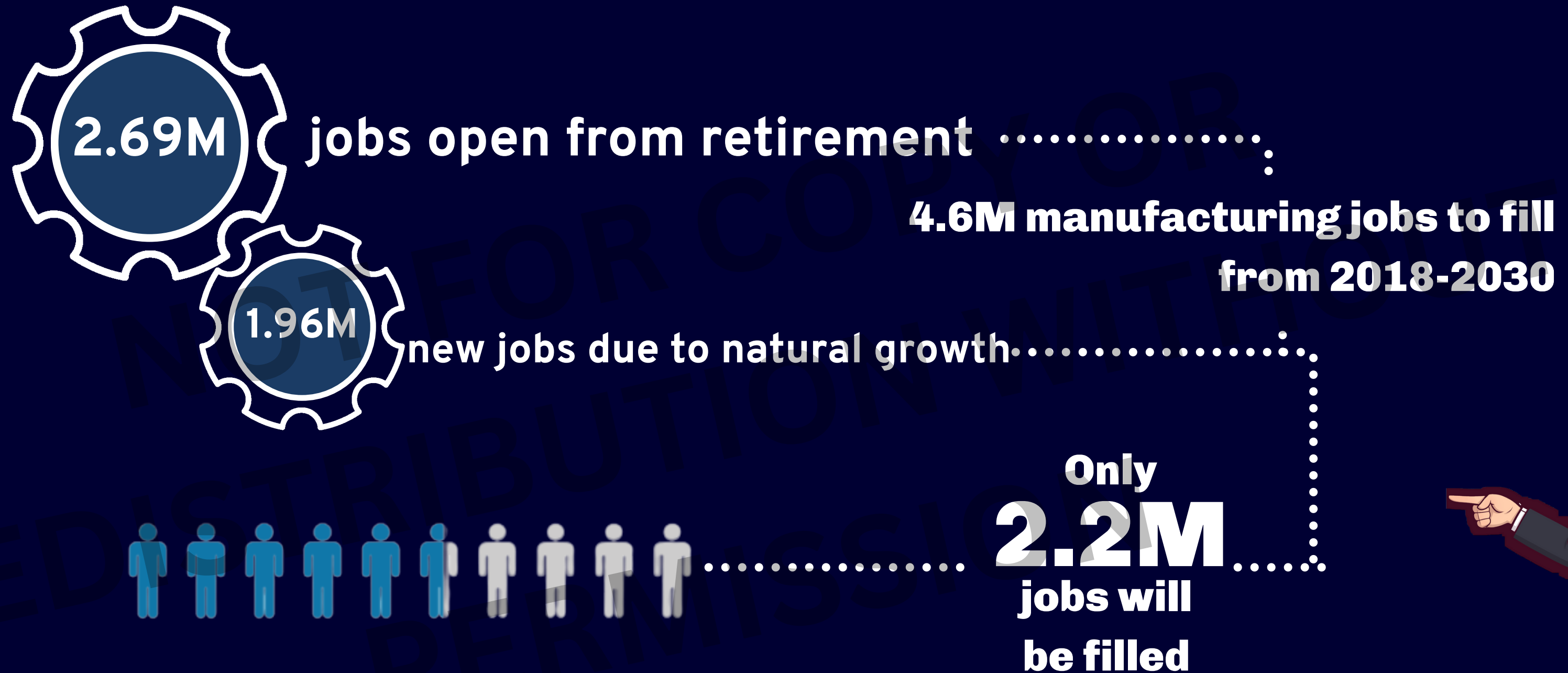
# How big of an impact is the “Great Resignation” having?

Hint: A lot



~ 2022 approximate lost of \$122B

# THE SKILLS GAP MAY LEAVE AN ESTIMATED 2.4 MILLION POSITIONS UNFILLED BETWEEN 2018 AND 2030



**2.4M** (53 out of 100) open positions lie vacant due to a skills shortage in the US Manufacturing Industry



# 4 Generations Working In Industry

## Baby Boomers

STRONG  
WORK ETHIC

HIERARCHY  
STRUCTURE

JOB  
STABILITY

## Generation X

WORK LIFE  
BALANCE

INDEPENDENT  
WORKERS

ENTREPRENEUR  
SPIRIT

## Millennials

COLLABORATION

TECH-SAVY

CAREER  
DEVELOPMENT

## Gen Z

MULTITASKING

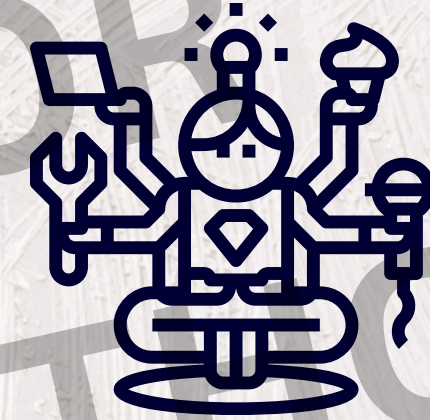
INDEPENDENT  
LEARNING

DIVERSITY AND  
INCLUSION

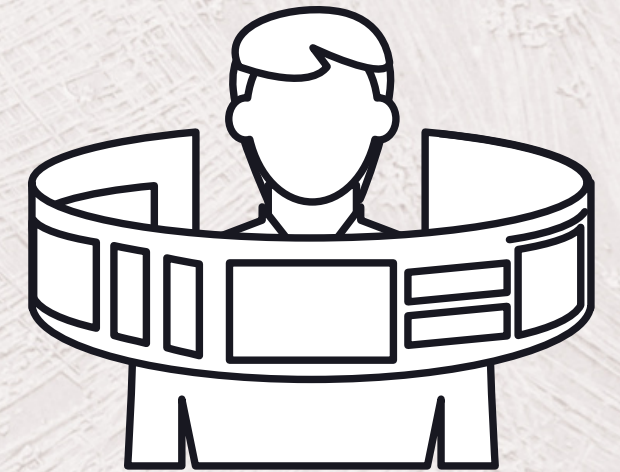
# WHAT DOES YOUR FUTURE EMPLOYEE LOOK LIKE?

## HOW DOES TECHNOLOGY FIT IT?

- **ABILITY TO BE CROSS TRAINED?**



- **INTEREST & APTITUDE FOR TECHNOLOGY**



- **ATTENTION TO DETAIL**



- **MOTIVATED TO LEARN**



# WHAT ARE FUTURE INDUSTRIES?

- 36.6% STEM
- 34.1% Health Science
- 30.1% Business
- 20.1% Arts, AV Technology, & Communications
- 15.8% Human Services
- 15.7% Education and training
- 13.7% Law, public safety, corrections and security
- 13.6% Marketing
- 12.5% Finance
- 10.8% Government
- 9.5% Information Technology
- 7.5% Architecture
- 6.5% Agriculture
- 4.9% Hospitality & Tourism
- 3.5% Manufacturing**
- 2.9% Distribution & Logistics



Source: Tallo Data Insight 2020 study. Where Does Gen Z Want to Work



# WHERE DO WE GET NEWS & INFORMATION IN 2023?

■ UNDER 40    ■ OVER 40

Smartphone / Tablet

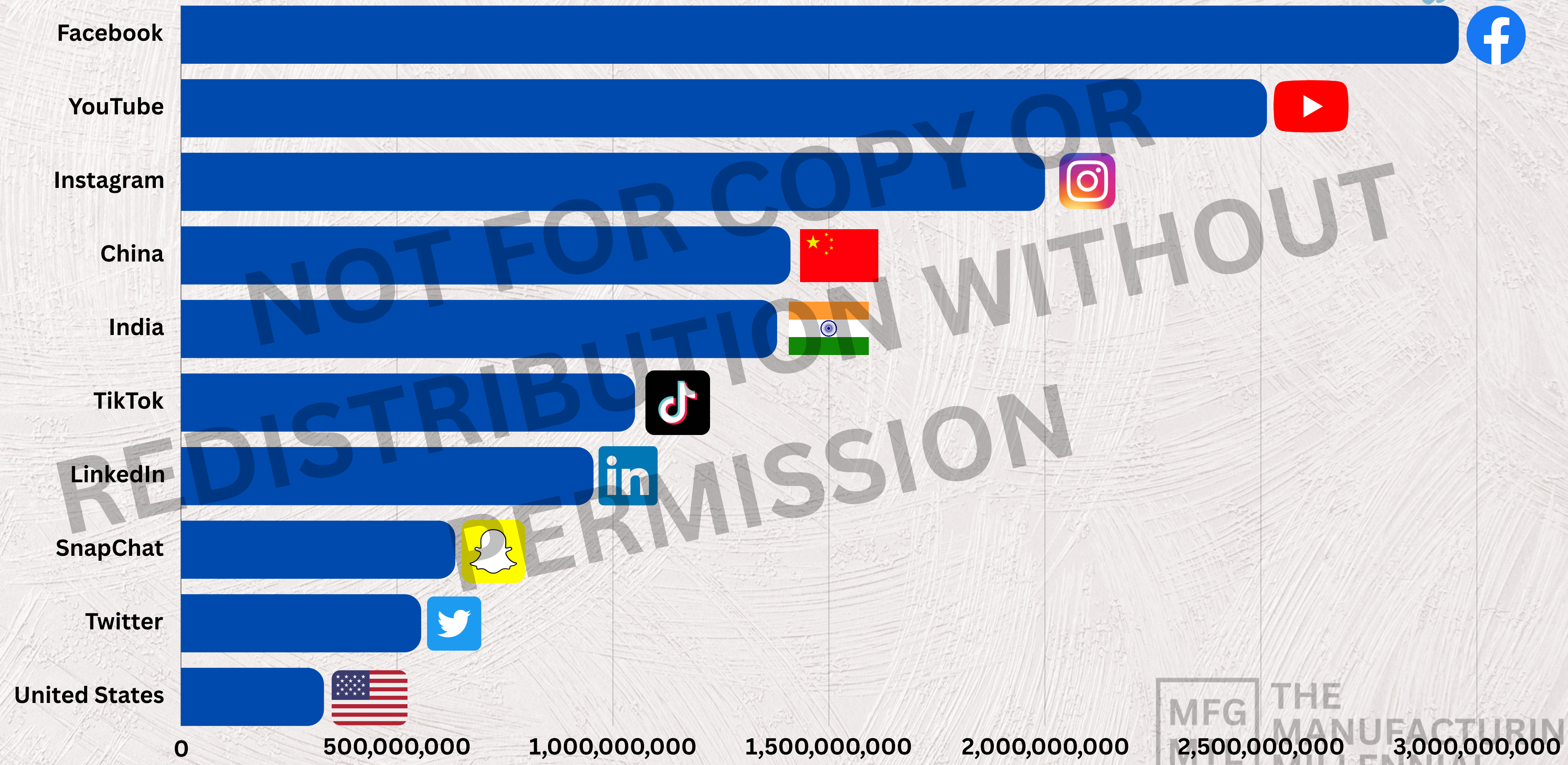
Television

Radio

Print Publication



# SOCIAL MEDIA | CHANGING THE WAY WE WORK



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# LinkedIn Recap



- **900 MILLION USERS ARE ON LINKEDIN**
- **OVER 10,000 JOB APPLICATIONS ARE SENT EVERY MINUTE**
- **EVERY SECOND 3 NEW PEOPLE CREATE A PROFILE ON LINKEDIN**
- **OVER 52 MILLION PEOPLE ARE ACTIVELY LOOKING THROUGH LINKEDIN FOR THEIR NEXT POSITION EACH WEEK.**

# SPYING ON EACH OTHER

- **70% OF COMPANIES LOOK AT PERSONAL PROFILES**
- **85% OF MILLENNIALS AND GEN ZS WILL LOOK AT THE COMPANIES SOCIAL MEDIA**

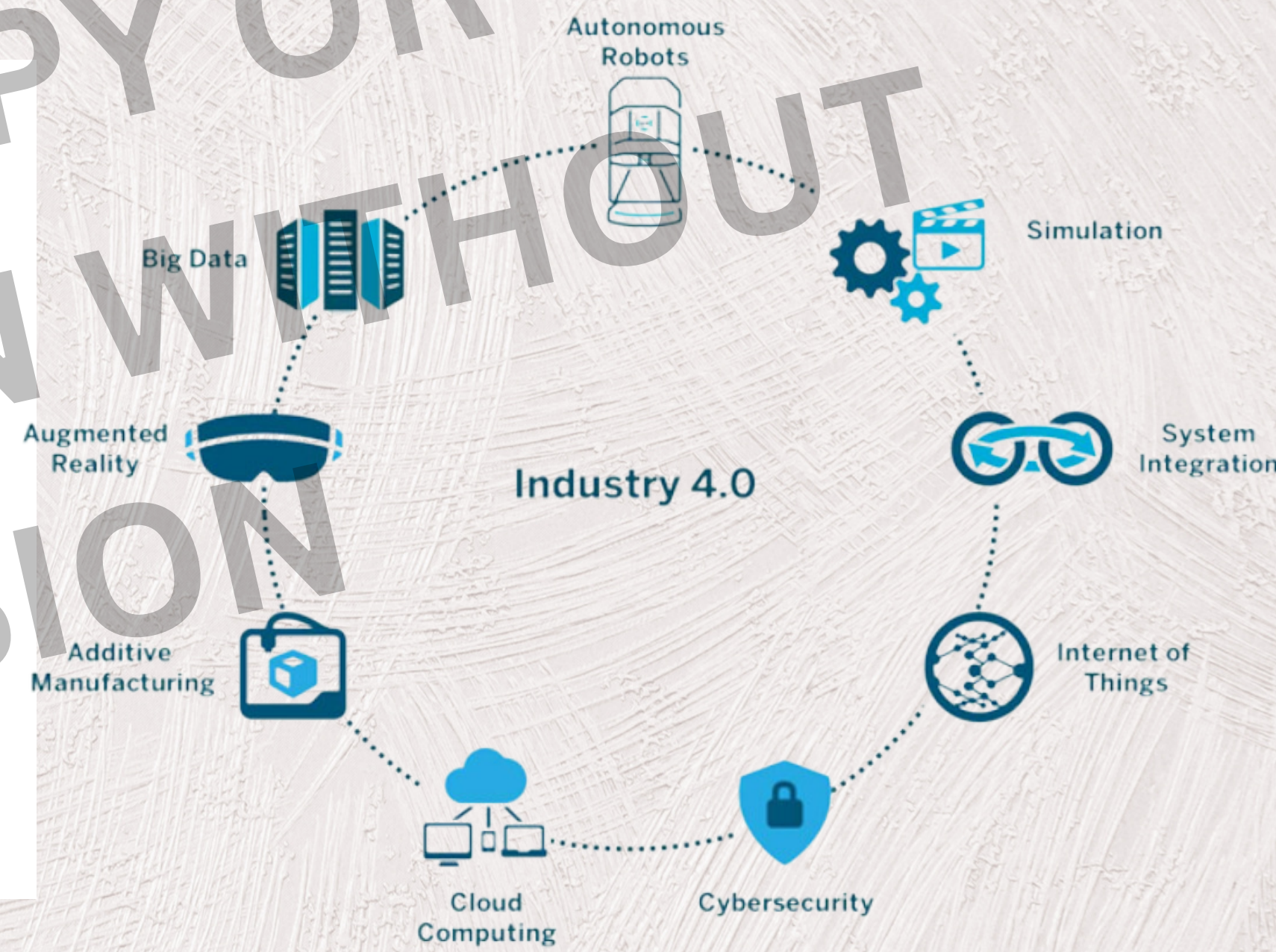
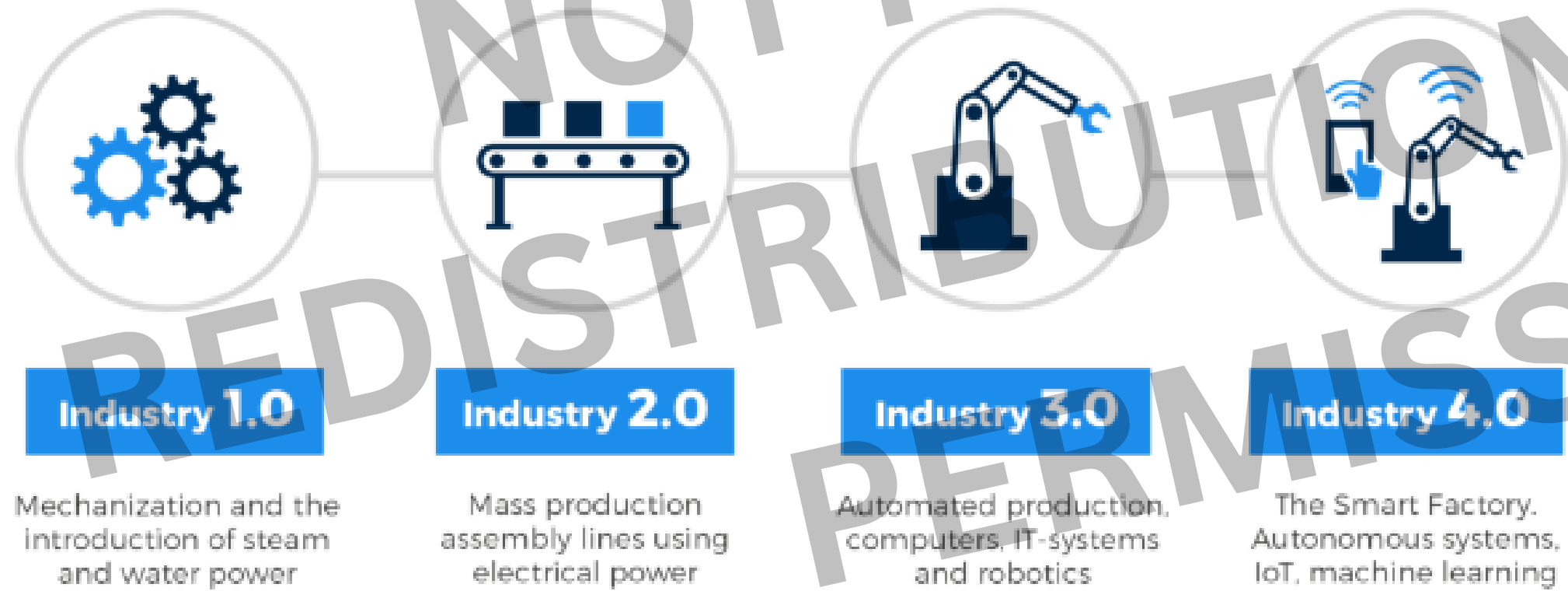


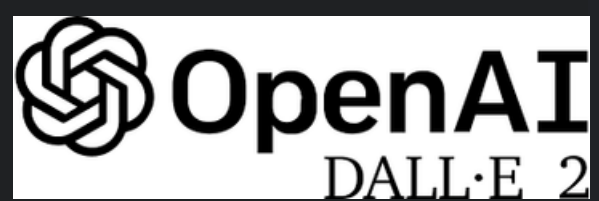
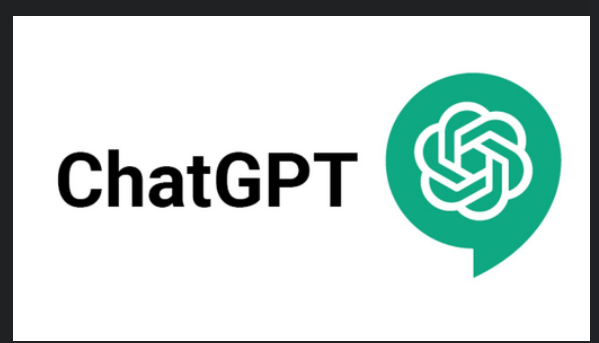
# THE BATHROOM TEST



# INDUSTRY 4.0

## The Four Industrial Revolutions





# GENERATIVE AI TOOLS FOR OUR INDUSTRY

- Job Description Tool for Inclusiveness
- Employee Surveys for Feedback
- Recruitment and Screening
- Marketing Strategy Design
- Employee Engagement and Recognition
- Creating Policies and Memos



# WHAT IS IMPORTANT WITH THEIR JOB

**EMPHASIS ON WORK-LIFE  
BALANCE**

**SOCIAL CONSCIOUS**

**DESIRE FOR FLEXIBLE WORK**

**DESIRE FOR FEEDBACK AND  
GROWTH OPPORTUNITIES**

**TECHNOLOGICAL  
PROFICIENCY**

**DIVERSITY IN THE WORKPLACE**



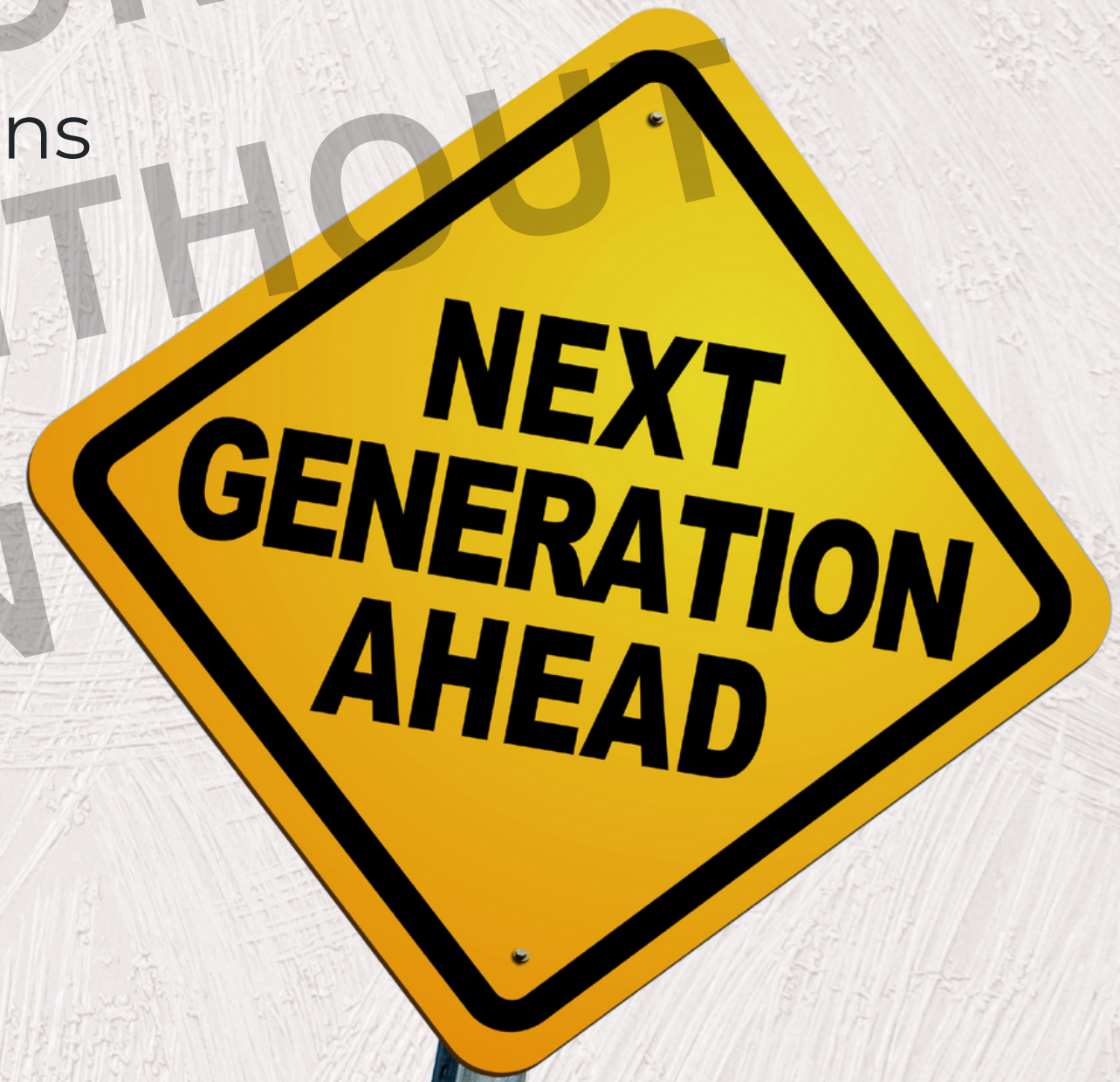
# How Do We Attract and Retain the Future Workforce?

1. Communicate Purpose
2. Adapt Their Way of Life
3. Invest in their Future

# CHANGE THE PERCEPTION OF YOUR INDUSTRY

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MFG THE  
MIL MANUFACTURING  
MIL MILLENNIAL

## WHAT'S NEXT?

- **Engage in local community colleges & K-12 schools**
  - Future employees are local. Create local Talent.
- **Does your company and content match your attraction?**
  - Does your workday excite & ignite their future?
  - What are you doing to push their career forward?
  - Is their job something they would share?
  - How are you using technology to empower their future?
  - How do you leverage social media to reach your candidates?

# LET'S CONNECT



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