



WHITE PAPER



THE AUTHOR

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THE WAR FOR TALENT.

Are you winning?

Where is everyone? It's like walking into a party that everyone knows about but no one shows up. The jobs are there, the careers are waiting but where are the candidates? This has been the issue with many manufacturing clients over the past few years and will continue for many years to come if you believe the projections. So where are they and how are YOU attracting them to chose you over the many options that have available?

They are there. And to find them you need to know where they are. Surprise, they are right under your nose if you know where to look. Your first place to

look is your competitors. You can hire the skill set away and have less trusting or down time. Hint: They still need to be a good culture fit for your company or they will turn over quickly. The second place is in the trade schools (college or high school). The companies that are forming internships and apprentice programs are winning the war for talent by seeing quickly who's the best of the best and snagging them early. Lastly, they are in similar positions now, and have the skillsets you need, but don't "do" exactly what you do in your shop. So how do you accurately pin point these "seem like" candidates and get them excited about your facility or shop?

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- 1) **You need to “sell”** your company to every new candidate coming through your real door or your digital door. What does your website say about your company culture? What is the first impression they have when they walk through your front door. You will never get a chance to make a great first impression. Take inventory of what it feels like when it comes to the very first moment that a human interacts with your brand. HINT: We all live in an Amazon world where everything can be done in 1 or 2 clicks. How many clicks does it take to apply to your company?
- 2) **In a competitive environment**, you need to do everything possible to differentiate yourself from your competition. What is it about your shop that makes you different? Do you have flex hours? Do you have a competitive benefits package? Do offer training or pay for qualified candidates to go back to school? Is there room for advancement if you are the best? Are all of these things that make your facility special a big secret? If not, highlight them on your social media channels, make sure they are prominent on your website and focus on those things that people really care about.

- 3) **Videos.** Remember back when people looked at job descriptions? Of wait, that's today. It won't be tomorrow. As graphic artist, and visual commuters become more sophisticated, so will the way you “advertise” the positions in your company. In the future, you will experience the position, not be told about it. If you want to get a jump start on 2025, start making videos of positions you hire for most. Launch those videos on all social media and make sure the trade schools are tagged in the post!

You will find that competition is getting better and the candidates are getting fewer. You will not only survive but THRIVE if you take the above three points and get real with your shop and know that you can be better if you want to be better.

Millennium Machinery is dedicated to the next generation of engineers and shop workers. Our Swiss machines are the best in the world and we want our customers and clients to win the war on talent so that we may all grow together. Contact us today to become more profitable in your CNC turning facility.

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