

# Five Step Plan To Attract Next-Generation Manufacturing Talent

Bobby Rudder, Director of Marketing & Communications, Godlan Inc.



As manufacturing specialists visit facilities throughout the U.S. each week, one consistent theme continues to come into focus: the knowledge and skill-level that is exiting organizations through retirement is becoming increasingly difficult to replace with today's applicant pool. In fact, it's the buzz in manufacturing media almost daily now.

Want to make someone fresh out of college cry? Welcome them aboard, show them to their Unix box in the corner and show them an app being served up by terminal emulation . . . NO cut/paste, NO multiple windows, NO mouse — need I say more? They'd run away. Reminds me of when my kid saw grandma's rotary phone last year and asked, "what is that?"

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