

# manufacturing month 2020:

## a time to recognize.

### what is manufacturing month?

Manufacturing Month (MFG Month) is a time to showcase the great work being done throughout the field of manufacturing. Kicking off on MFG Day, the first Friday of October, MFG Month aims to increase exposure around the exciting, innovative and dynamic day-to-day work being done in the manufacturing sector. Here's why your teams deserve a month's worth of recognition.



### why mfg month is is so critical

Manufacturers will need to fill 4.6 million highly skilled, tech-heavy roles over the next 10 years, a pressing need that's only accelerated in the wake of COVID-19. Consider that:

**210%**

increase in online order volume has been observed during the first three months of the pandemic alone.

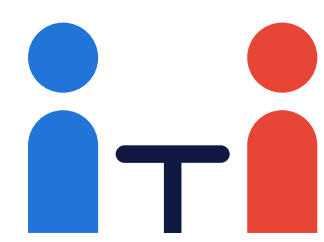
**67%**

of logistics professionals said they would invest in new technology as part of their post-COVID-19 plans.

**27%**

of the most in-demand jobs now fall within manufacturing.

MFG Month is a time not only to engage future generations of talent to meet these needs, but to improve engagement and, as a by-product, retention for your current team as well. And that's something you can do all year long.



**did you know?** engaged teams were found to be 21% more profitable.

### 5 ways to engage your team

Your manufacturing team has kept the world moving throughout the pandemic by supporting your business, its customers and society in the process.



#### 1. host virtual events

This year, MFG Month events will be held virtually, and employers are welcome to host their own sessions. Invite employees to design and participate in virtual showcases to celebrate their contributions and share what they do on a day-to-day basis.

#### 2. pay it forward

Cash rewards and bonuses are the most concrete ways to say thanks and show your appreciation as an employer, especially during times of economic uncertainty. Even if large bonuses may not be feasible on your end, smaller gestures like gift cards or a virtual happy hour can go a long way towards improving engagement.

#### 3. reflect on major wins

Your team has likely been through a lot these past few months, so reflect on moments when they overcame adversity to boost morale. Give team members a piece of card stock to write down positive work experiences, like overcoming a workplace obstacle or a time when they went above and beyond for a customer. Share these success stories among your team to spread the good cheer.

#### 4. celebrate tenure

With the manufacturing skills gap ever present, you can't afford to lose your most loyal (and experienced) team members. Look to develop programs that celebrate major tenure milestones to show appreciation for your employees' dedication, and lean on them to share insights with others about what made them so successful at your company.

#### 5. check in

Many issues with engagement can be avoided when they're spotted early on. But even beyond that, checking in regularly with your employees can be a boost to engagement all its own. Ensuring employees feel heard and understood at work is a pillar of proper management, and scheduling these regular sit-downs will allow you to monitor employee sentiment. These conversations should flow both ways, too, giving employees a venue to provide suggestions, insights and new ideas.

### engage every day

So what are you waiting for? While MFG Month is October 2, that's just the kickoff for what will be a full month of engagements and events. Visit [TheManufacturingInstitute.org](http://TheManufacturingInstitute.org) to register and sign up for virtual sessions today. Start incorporating the engagement suggestions above, for both this month and beyond, to raise morale throughout your workforce.

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