

# Meeting the HR Challenge

## October 17th - Virtual

This webinar will help identify and invigorate a new or refreshed awareness of several important elements of meeting today's HR challenges, especially those directly connected with workforce trends.

Small and mid-sized manufacturing firms face a special challenge in recruiting, selecting, onboarding, upskilling or reskilling, and retaining their workers.

Most business leaders and HR professionals are keenly aware of The Great Resignation, Quiet Quitting, and similar trends with the workforce that complicate the job of employers finding, attracting, engaging, and keeping workers with the right attitude and with the right ability.

Internationally recognized HR thought leader, William J. Rothwell, will deliver this engaging session and touch briefly on each of the following topics:

- The current employment landscape and how to approach the HR Challenge without an HR staff.
- Insights and current approaches important for recruiting and selecting workers.
- Understanding current onboarding challenges and considerations for training and development.
- Discovering several trends in worker engagement.
- Reducing turnover and improving retention rates.

Meeting the HR Challenge isn't a one-time quick fix. It is developing tactical and cultural approaches that will help the organization start things off right and gain more engagement and commitment over time.



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**William J. Rothwell,  
PhD.**

Dr. Rothwell has worked in HR, training and organization development in both government and multi-national companies.



He has served many manufacturing clients in the U.S. and abroad. Some of his clients include: Ford Motor Company, General Motors, Siemens, Sony, Phillips and HP.

Dr. Rothwell has authored numerous books, training packages, guides, technical reports and scholarly articles. Complimenting his vast experience as an internationally recognized consultant, he has also spent several decades serving Penn State University as a Distinguished Professor in Workforce Education and Development. He holds top-level certifications and credentials with SHRM and ATD.