

# Attract & Retain - A Four-Part HR Best Practices Virtual Series

written by Lauri Moon | May 3, 2023

Are you struggling to attract talent and retain your workforce? Is your company having trouble meeting demand due to a lack of available talent?



We hear your frustration and concerns and that's why we've partnered with Tooling U-SME on a four-part virtual series on HR best practices to help your organization attract and retain skilled employees. Led by Denise Cowburn, a Workforce Development Specialist for Tooling U-SME, this series will cover the current state of attraction and retention for manufacturing companies, best practice on using branding to attract talent, structured onboarding, on-the-job training, and more.

Each virtual session is under 45 minutes. Companies who attend all four sessions will have an opportunity to have a one-on-one discussion with Denise on how to implement these strategies.

## Session 1 - Attraction & Retention - July 25th

- The Current State of Attraction and Retention from Around the Country
- The Cost of Turnover
- Discussion/Q&A

## Session 2 - Attraction & Branding - August 1st

- The Importance of Branding to Attract Talent and Where to Find Your Talent
- Best Practices
- Discussion/Q&A

## Session 3 - Generations & Culture - August 8th

- The Gen Z and Millennial Workforce
- Discussion/Q&A

## Session 4 - Structured Onboarding & On-the-Job Training - August 15th

- Keeping Employees Engaged
- Discussion/Q&A

[Register](#)

**Webinar information will be emailed after registration. If you have registered and have not received login information, please check your spam/junk folder. ☐**

Attract and Retain 4-Parts Series Flyer

### Presenter:



Denise Cowburn, Tooling U-SME

Denise Cowburn is a Workforce Development Specialist for Tooling U-SME. Her experience in manufacturing equips her to implement best practices in workforce development and facilitate workshops across the country to organizations of all sizes. For nearly 90 years, Tooling U-SME has been providing manufacturers with the tools and resources they need to succeed.

## Sponsored by:

The Attract & Retain four-part webinar series is being cosponsored by members of the Pennsylvania MEP. To request the session recordings, email [laurim@imcpa.com](mailto:laurim@imcpa.com).

