

# Manufacturing a Winning Talent Management Strategy - The Voice of Hourly Workers on What It Takes

written by Lauri Moon | May 17, 2021

Your manufacturing organization faces unprecedented talent management challenges—the ongoing battle for skilled talent, the pending silver tsunami of baby boomer retirements, and negative perceptions of the industry among the Gen Z workforce. Your business relies on its frontline hourly team members, and you must act now to reimagine the workplace for the largest segment of your workforce.

The first step in creating this new workplace is to understand the unique factors that attract, motivate, engage, and retain the critical hourly employees who work across the supply chain, from manufacturing to logistics. Attend this webinar to hear the results of the EmployBridge 2021 Voice of the Blue-Collar Worker Survey, the nation's largest and longest-running survey of hourly workers. More than 15,000 blue-collar voices shared what it takes for employers to recruit and retain them, but it's up to you to listen, learn, build, and take action on the things that matter most to your frontline team members.

Join EmployBridge and UKG as we discuss a fresh perspective on how you can create a winning talent management strategy to become an employer of choice in this competitive landscape. During this webinar, you will:

- Gain insights into the unique needs, motivations, and preferences of your hourly workforce
- Learn about actionable practices and policies you can implement to address these unique needs
- Understand how workforce management technology can enhance hourly team members' experiences

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## **Speakers**



### **Brian Devine, Senior Vice President, EmployBridge**

Brian Devine is the senior vice president of EmployBridge and a 26-year veteran of the staffing industry. In 1999, Brian started ProLogistix, one of the largest providers of logistics talent in the country. He also leads ResourceMFG, the manufacturing division of EmployBridge. Combined, the two operations employ more than 50,000 associates in the supply chain across the U.S. In 2007, Brian launched the Voice of the Blue-Collar Worker Survey, which is the largest survey of its kind in the country. The survey captures the work-related priorities and the preferences of thousands of hourly workers in the supply chain. Brian is a member of the Advisory Council of the Warehouse Education and Research Council (WERC). Additionally, he is a frequent contributor to national media outlets, including The Wall Street Journal and CNBC, and he speaks at national and local industry events on the topic of labor.



### **Kylene Zenk, Director, Industry Marketing, UKG**

Kylene Zenk is responsible for leading and executing the go-to-market strategy for the manufacturing practice at UKG, one of the world's most innovative human capital management and workforce management companies; it was formed by the merger of Kronos Incorporated and Ultimate Software. A thought leader on topics surrounding digital transformation and workforce engagement, Kylene regularly

speaks at industry leadership conferences. Since joining UKG in 2007, Kylene has focused on tracking and identifying the industry trends that shape the future of work for manufacturing organizations worldwide. She works to educate manufacturers on how creating a differentiated and positive experience for all team members across the organization can help improve operational and financial performance. In addition to her work at UKG, Kylene is an active member of the Association for Manufacturing Excellence (AME), Women in Manufacturing (WiM), and the Society for Human Resource Management (SHRM).

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