

Attract + Retain

A Four-Part HR Best Practices Virtual Series

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. Join us for 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

State of Attraction & Retention

- The current state of attraction and retention from around the country
- The cost of turnover
- Discussion/Q&A

Session 2

Attraction & Branding

- The importance of branding to attract talent and where to find your talent
- Best practices
- Discussion/Q&A

Session 3

Generations & Culture

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

Session 4

Structured Onboarding & On-the-Job Training

- Keeping employees engaged
- Discussion/Q&A



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.