

# PACIFIC NORTHWEST AEROSPACE CLUSTER CONNECTION

A hand is shown pointing towards a network diagram consisting of several circular icons representing people, connected by lines. The background is dark blue with a subtle grid pattern.

MAY EDITION

## **Workforce Attraction – A new approach to a traditional industry**

The Pacific Northwest Aerospace Cluster has spent the last year discussing workforce development with many of the suppliers in the region. Companies across the country are having challenges hiring the number of people that they need in the workforce to meet the growing needs of the industry. Many reports show that there is a large gap between the available workers and the need over the next 10 years.

One of the challenges that were uncovered during the process of the work that the cluster is doing is that traditional recruitment methods are falling short of the expectations of the upcoming workforce. This requires us to look at recruitment differently if we want to attract the next generation of the workforce. Methods like traditional online job boards, temp agencies and other passive sourcing methods are not as effective at attracting new employees as they used to be. Manufacturers must take a more active role in the attraction of a new workforce.

In an increasingly competitive global economy, businesses must continually innovate to stay ahead.

One area where this innovation is vital is in human resource management, specifically in job recruitment. Traditional recruitment methods are being supplanted by more nuanced and targeted approaches, such as labor market segmentation and treating potential employees like customers. These modern strategies are instrumental in identifying the right talent, enhancing diversity, boosting employer branding, and adapting to labor market trends.

## **Labor Market Segmentation: A Powerful Tool**

Labor market segmentation involves dividing the labor market into distinct groups based on certain characteristics like demographics, skill sets, experience levels, and industry backgrounds. Identifying and targeting these different segments helps businesses streamline their recruitment process by focusing on groups likely to contain the qualified candidates they need. This approach not only enhances recruitment efficiency but also aids in building a diverse and inclusive workforce, a key ingredient to a company's success. Understanding the needs of your ideal candidates can help you market your organization more effectively.

Moreover, labor market segmentation plays a significant role in improving employer branding. By understanding the preferences of different segments, businesses can tailor their branding, thereby making themselves more attractive to potential candidates. A well-crafted branding strategy that caters to the needs of different segments boosts job satisfaction and consequently, employee retention.

### **Treating Potential Employees like Customers:**

Endorsed by the PNAC Workforce Innovation Working Group, the idea of treating potential employees as customers is an innovative approach that resonates with current shifts in the labor market. This concept, often referred to as the "consumerization of HR," recognizes that talent acquisition is a two-way street: candidates are not just selected by employers, but they also choose their employers.

Job seekers, akin to customers, have specific needs, preferences, and expectations that they look for in their jobs and workplaces. These features can be tangible, such as salaries, benefits, and work hours, or intangible, like a positive work culture and opportunities for growth.

To effectively cater to these needs, employers can apply customer-centric strategies to their recruitment processes:

1 Market Research: Conduct labor market research to understand job seekers' needs and desires.

2 Labor Market Segmentation: Tailor recruitment strategies to the specific needs and desires of different labor market segments.

3 Employer Branding: Create an "employer brand" that communicates the unique features and benefits that the employer offers.

4 Personalization: Offer flexible and personalized work arrangements and acknowledge the unique contributions of each employee.

5 Feedback and Improvement: Seek feedback from employees to identify areas for improvement and demonstrate to employees that their opinions and satisfaction matter.

Labor market segmentation and the consumerization of HR are just a couple of progressive strategies that businesses can employ to improve their recruitment and retention efforts. These approaches not only enhance the recruitment process but also help in building a diverse and inclusive workforce, improving employer branding, and adapting to labor market trends. As the labor market continues to evolve, businesses that embrace these strategic approaches will be better positioned to attract and retain the talent they need to succeed.

PNAC is working to help develop a better understanding of the incoming workforce and support the industry on how they can close the gap and market to them more effectively. We have been attending many of the local trade and career fairs to create more awareness around Aerospace Manufacturing jobs. We will continue to offer new ways of thinking about the workforce in upcoming articles.

If you would like to learn more about the efforts we are making in this area, please reach out to us at [pnac@pnaa.net](mailto:pnac@pnaa.net).

