

The Future of Female Talent in the Manufacturing Sector

Survey Results

Measuring women's perceptions about career paths in the manufacturing industry

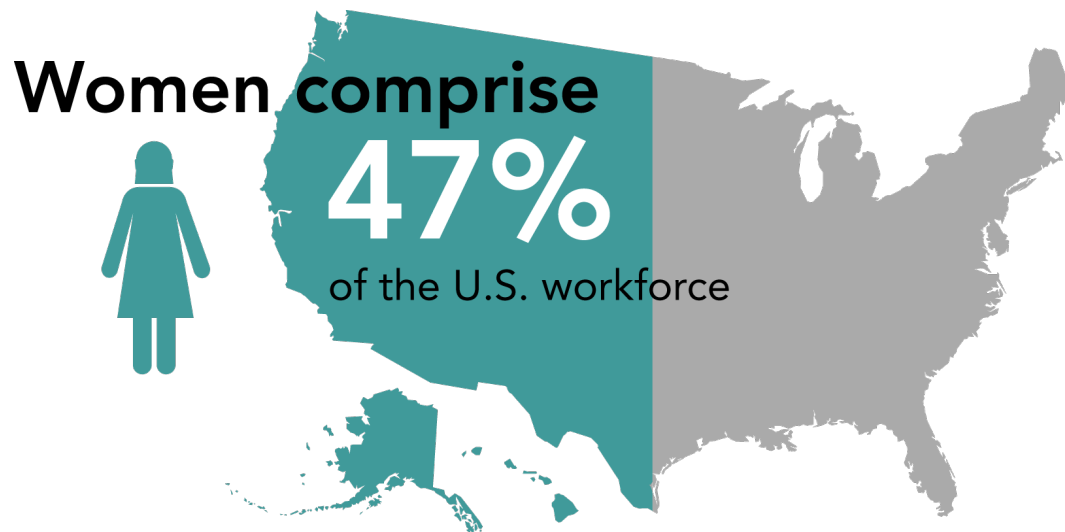
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The Business Case for Women in Manufacturing



— *but* —



only 24%
of the personnel at durable-
goods manufacturers.

Source: Catalyst Research. U.S. Women in Business, 2012. Catalyst Research. Women in U.S. Manufacturing – Durable Goods, 2012

The Business Case for Women in Manufacturing

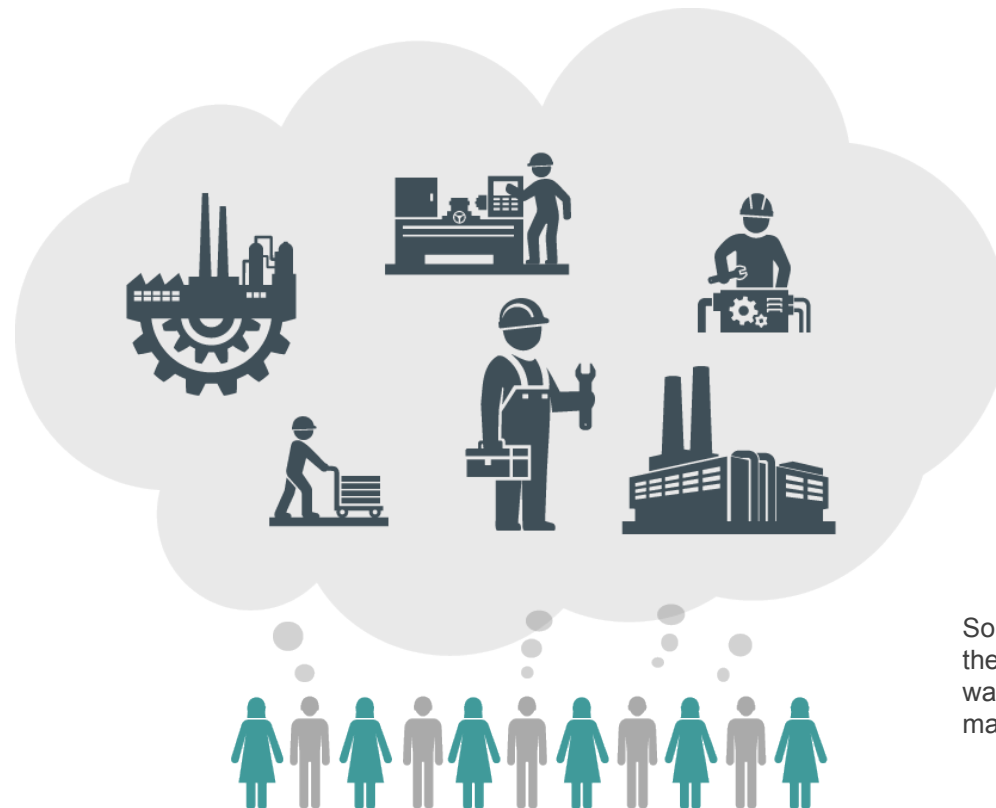
- Women represent manufacturing's largest pool of untapped talent.



Source: Maria Shriver and the Center for American Progress. The Shriver Report: A Woman's Nation Changes Everything, 2009

The Business Case for Women in Manufacturing

- The American public has a mixed view of manufacturing that may be contributing to the lack of women in the industry; not surprisingly, the view from the inside is quite different.



Source: Deloitte Development LLC and the Manufacturing Institute, Leadership wanted: U.S. public opinions on manufacturing, 2012.

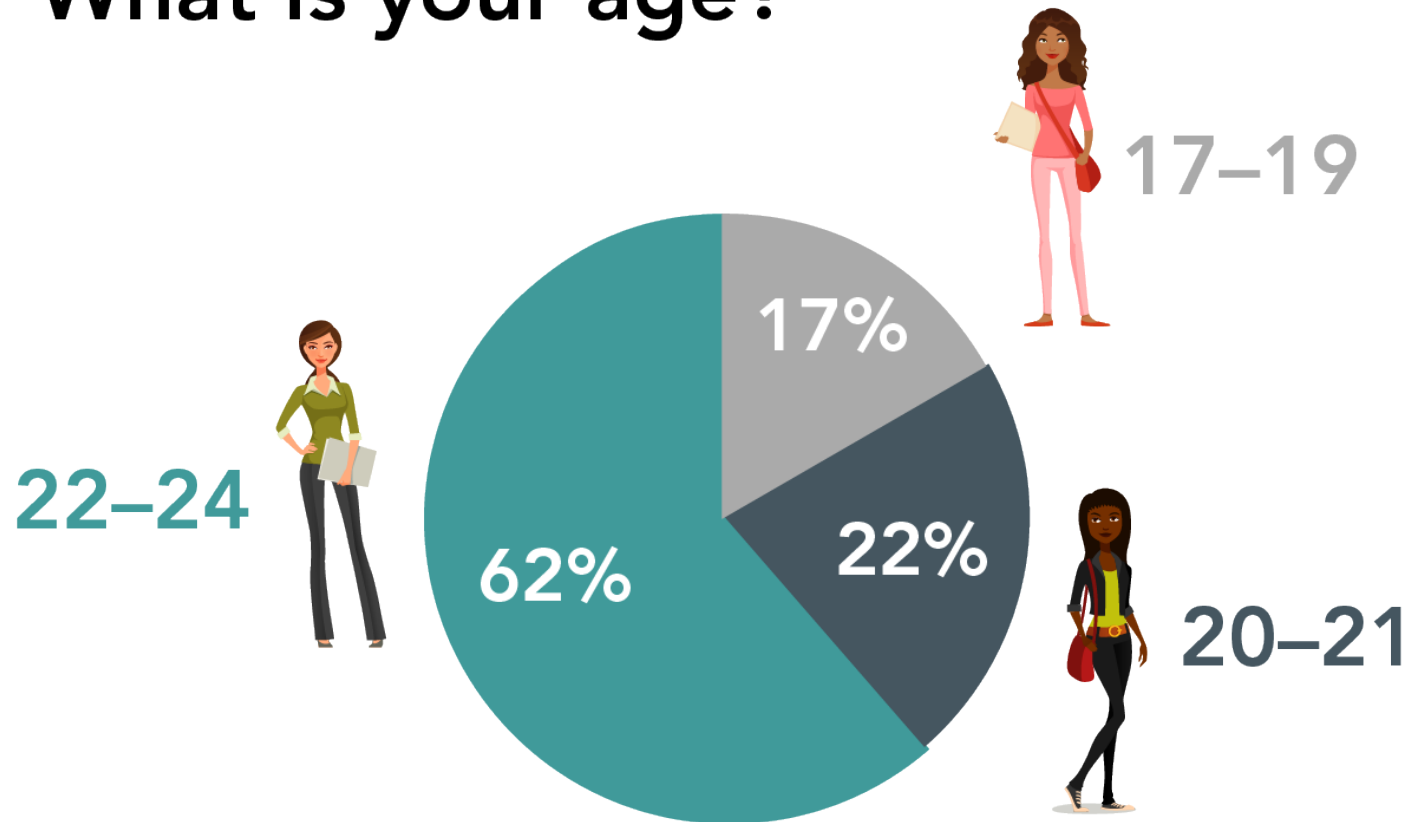
Survey Objective

- **Better understand the perceptions of young women still contemplating their career paths as well as the comparative views from women currently in manufacturing**
- **Provide WiM and its members their own data to measure progress against their mission, support further dialogue, and collect direct feedback to help guide future programs**
 - » We collected 877 total responses from two groups: 1) young women between the ages of 17-24 and 2) women currently employed in the manufacturing industry.

Respondent Profiles

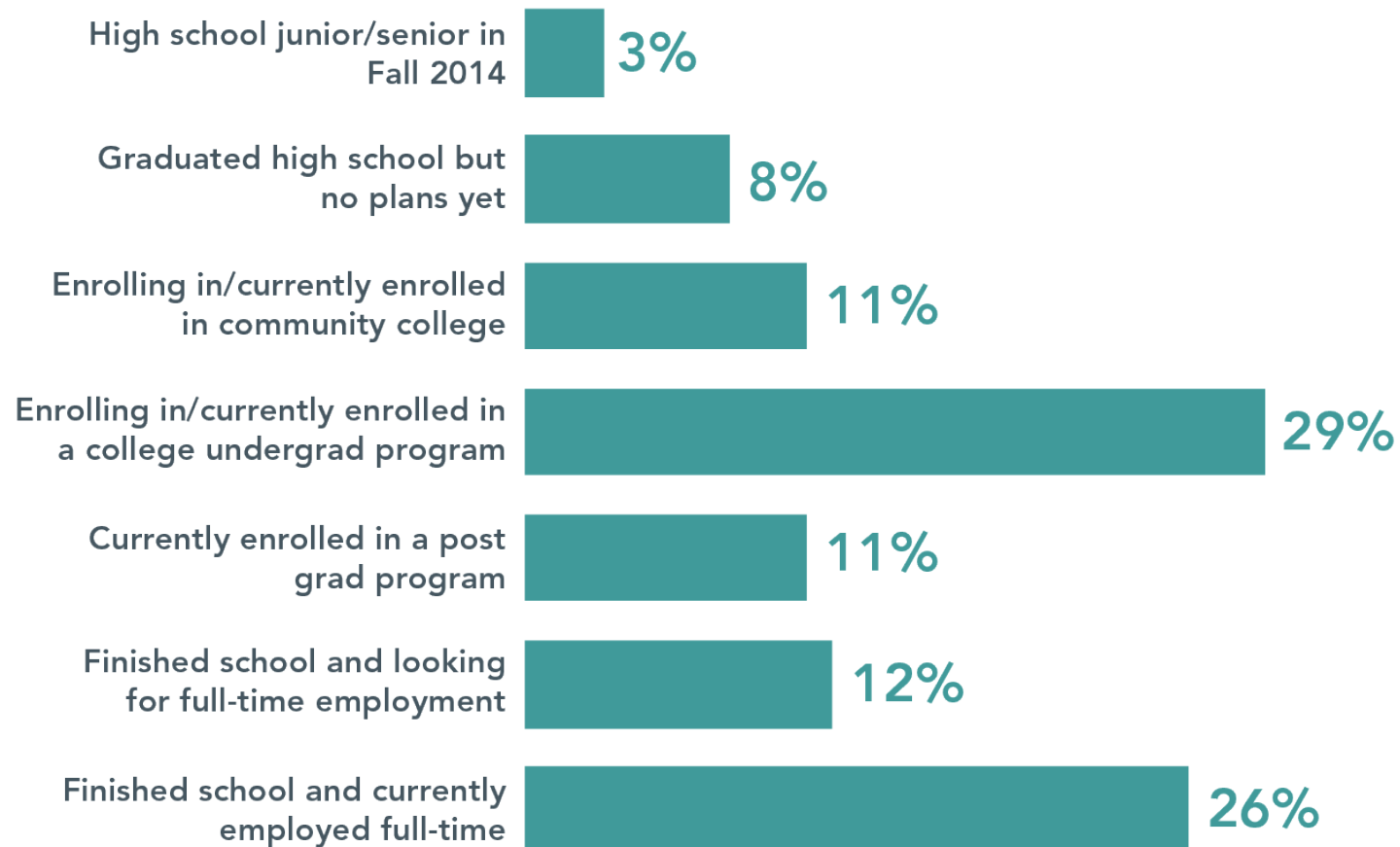
Young Women

What is your age?



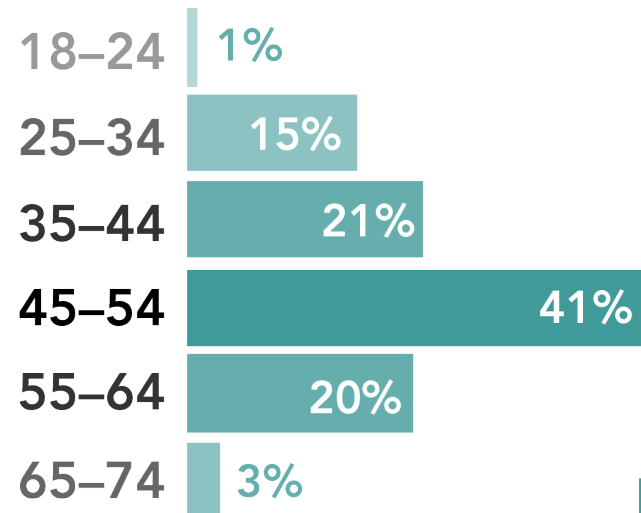
Young Women

Which of the following best describes you?

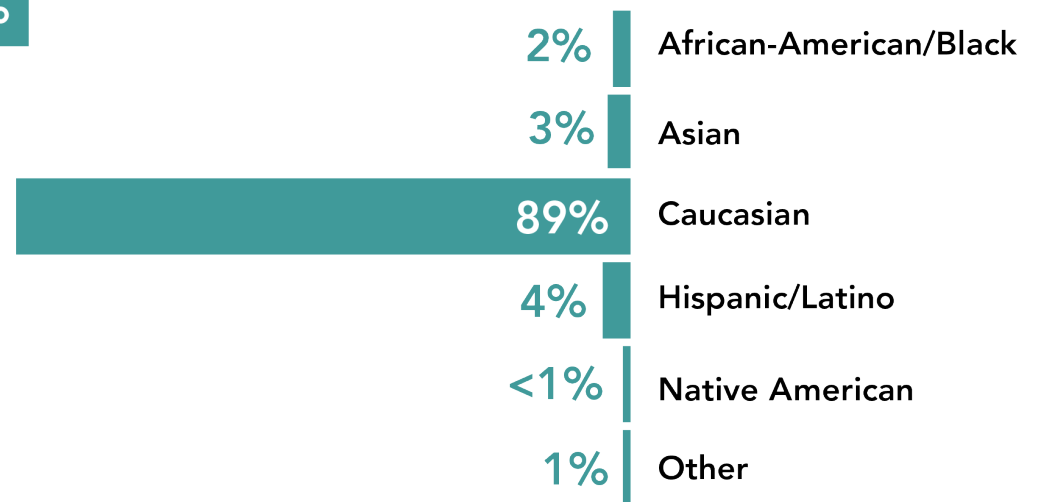


Women Currently Working in the Manufacturing Sector

Age



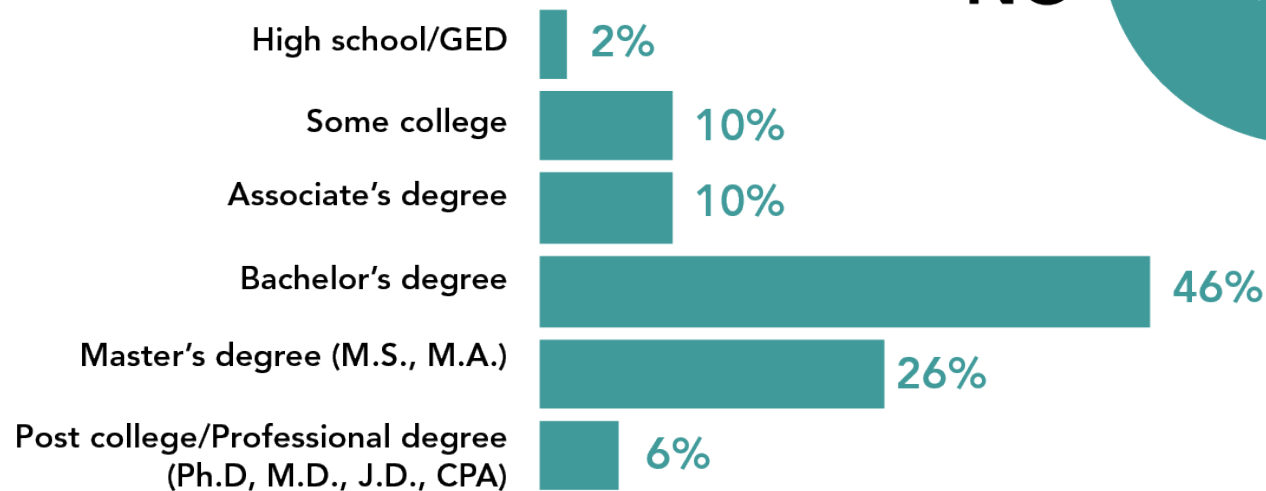
Ethnicity



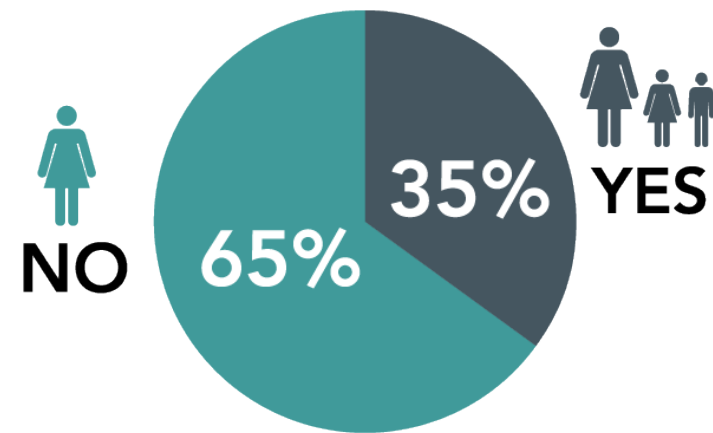
Women Currently Working in the Manufacturing Sector



Education Level



Children in Household



Survey Highlights and Findings

What are young women looking for in their future careers?



How does this align with opportunities in the manufacturing field?



Point of view of women working in the industry



82%

of women working in manufacturing report that the field offers **interesting/challenging work** that young women are seeking.



50%

believe that **good compensation** is a benefit of the sector.



Point of view of women working in the industry



74%

of women working in manufacturing agreed that the industry **offers multiple job roles** for women.

>50%
agreed manufacturing is a **leading industry** for job growth.



The matter of perception — antiquated image

What comes
to mind when
you think of a
career in the
manufacturing
sector?



The matter of perception — antiquated image



only **7%**

selected manufacturing among the top 5 career fields they feel offers the most opportunity for young women.



59%



of young women say they “don’t know” what manufacturing company they would consider a leader in attracting and advancing women.

68%

of young women are

not likely to consider manufacturing
as a career path.



Obstacles that women in the industry currently face

only **24%**
agreed that the number of
management positions
available is comparable to other
industries.

50%

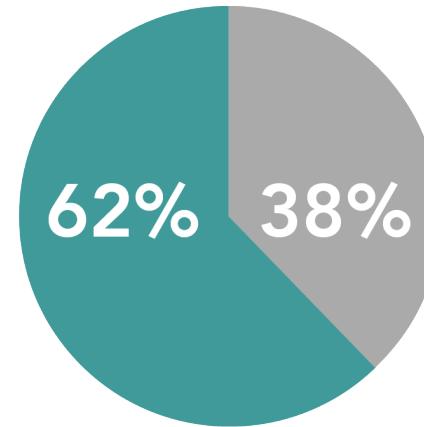
of women felt having **very few to no women currently in executive or management positions was a primary obstacle** in the retention and advancement of women.



Measuring companies' ability to attract and retain female talent

Women assessed their own **organization's performance** in addressing the retention and advancement of women.

Inconsistent/
no movement
at all



Positive
about the
direction



only **5%**
were aware of
any programs in
their company
**to recruit
women.**

Top priorities to address and improve the attraction and retention of women

53%



changing corporate culture



29%



stronger positive exposure to the industry at an early age

Beyond the Data — In your words

Beyond the Data — In your words

“I think it's our responsibility (women) to show interest and express desire to have programs that promote careers in the manufacturing sector. From what I have experienced, I don't think it's that the manufacturing work environment doesn't want women, it's that most women don't choose to be in manufacturing.”

“Small to medium manufacturing companies are yet to get outside the box in regards to thinking about flexible work schedules and job sharing. They don't consider child care benefits or other benefits that can help working moms with children.”



Beyond the Data — In your words

“Our company is focused on providing growth opportunities for women and has a strong drive for diversity and inclusion. We have women's resource groups throughout the world that meet regularly, and in North America, hold a two-day annual summit for several hundred employees to inform / discuss subjects including leadership skills, career advancement, and mentoring and coaching.”

“There has been increasing availability of women in our technical industry to fill engineering, sales, and technology support roles. **As our population of successfully performing females has increased, we have introduced flexible working hours and some ability to work from home when family needs dictate.**”



Ensuring the Future — A call to action for WiM and its members

For WiM and Its Members

- **Change the “definition” of manufacturing!**
 - » Engage young women in understanding modern manufacturing
- **Communicate the business case to manufacturing leaders**
- **Organize as members with employer leadership teams to co-develop programs with a focus on:**
 - » Engaging young women in the industry
 - » Developing “best practice” policies, tools, and programs and related implementation assistance to manufacturing organizations, especially small and medium businesses

For WiM and Its Members (cont)

- **Continue to highlight successful women in manufacturing and the work they do both locally and nationally**
 - » WiM Summit, The Manufacturing Institute's STEP Ahead initiative, etc.
- **Continue to monitor and report progress being made**



Thank you.