

# The Future of Female Talent in the Manufacturing Sector

## Survey Results

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

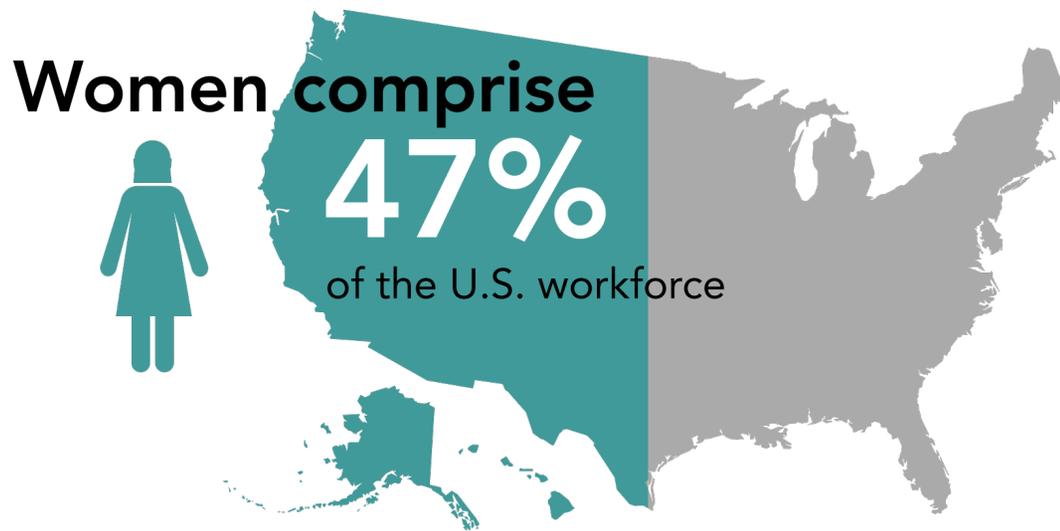
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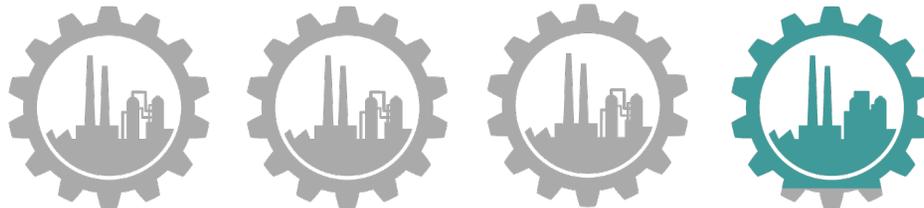
Data collection by:



# 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

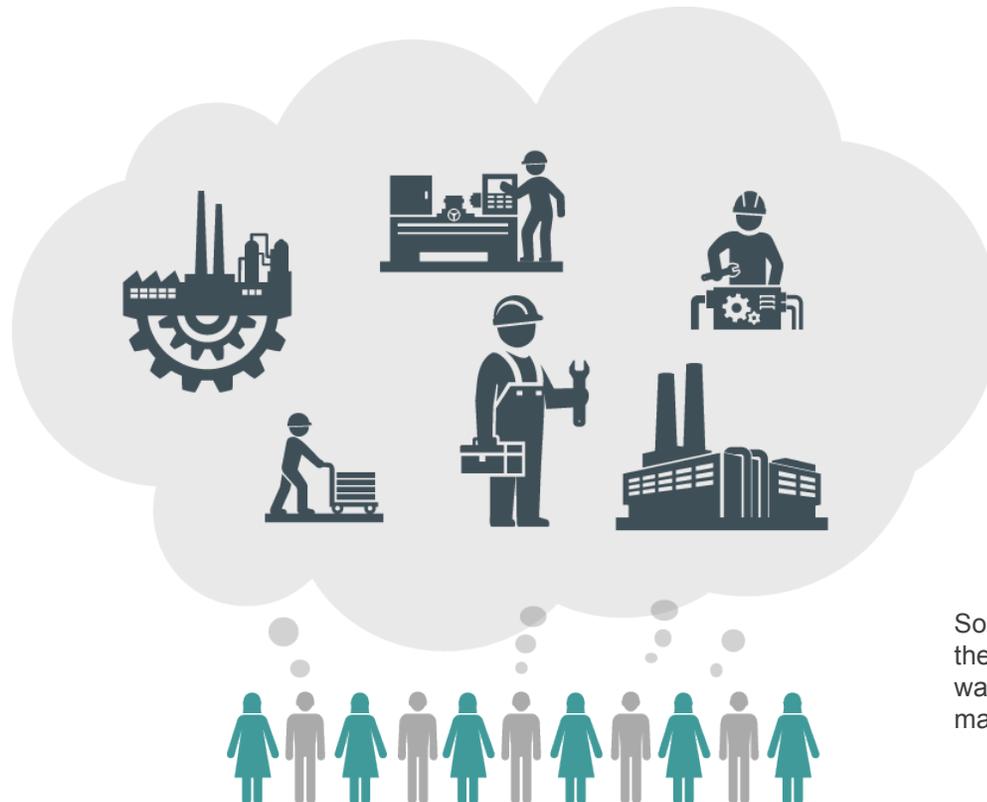
- Women represent manufacturing's largest pool of untapped talent.



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.

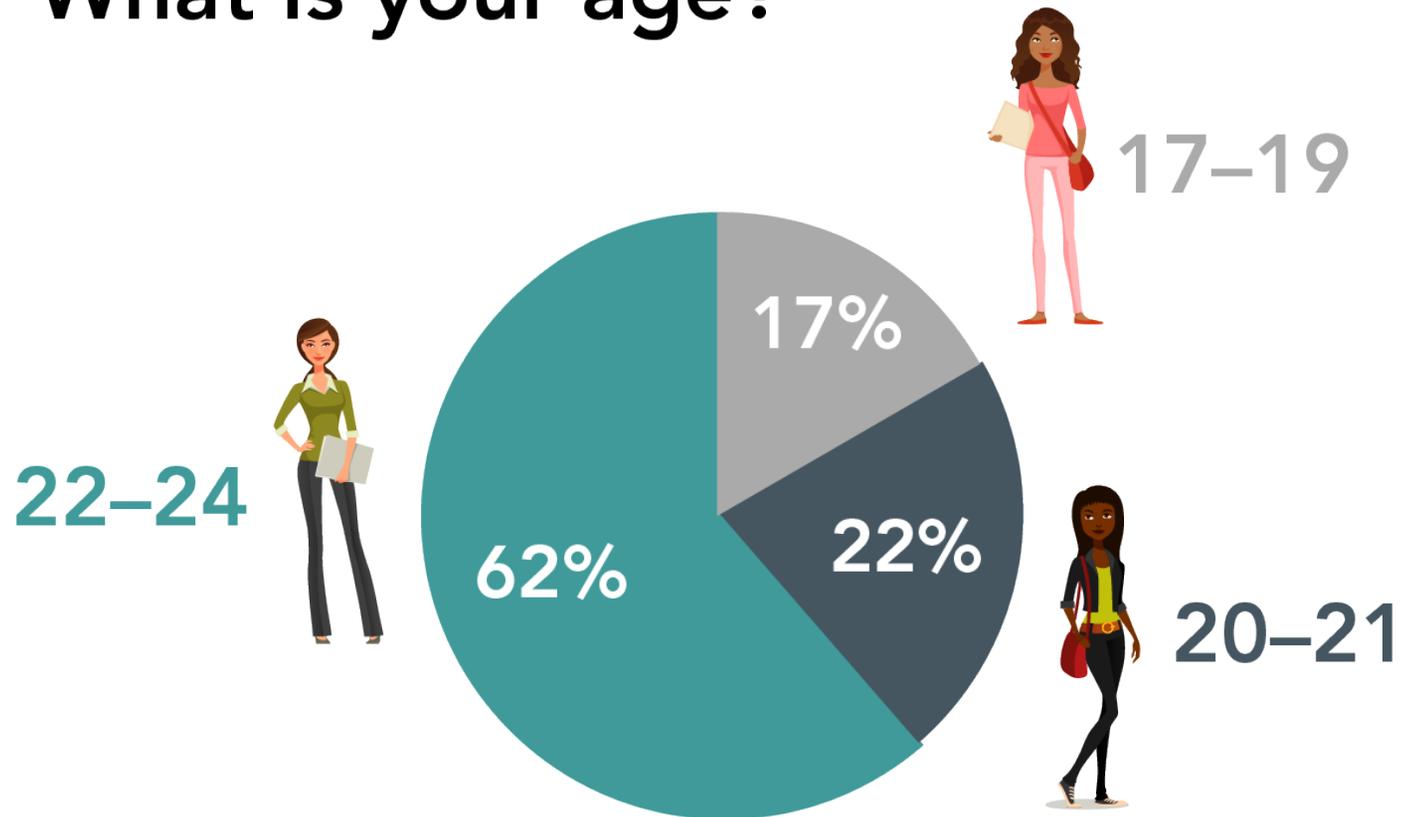
# Survey Objective

- **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

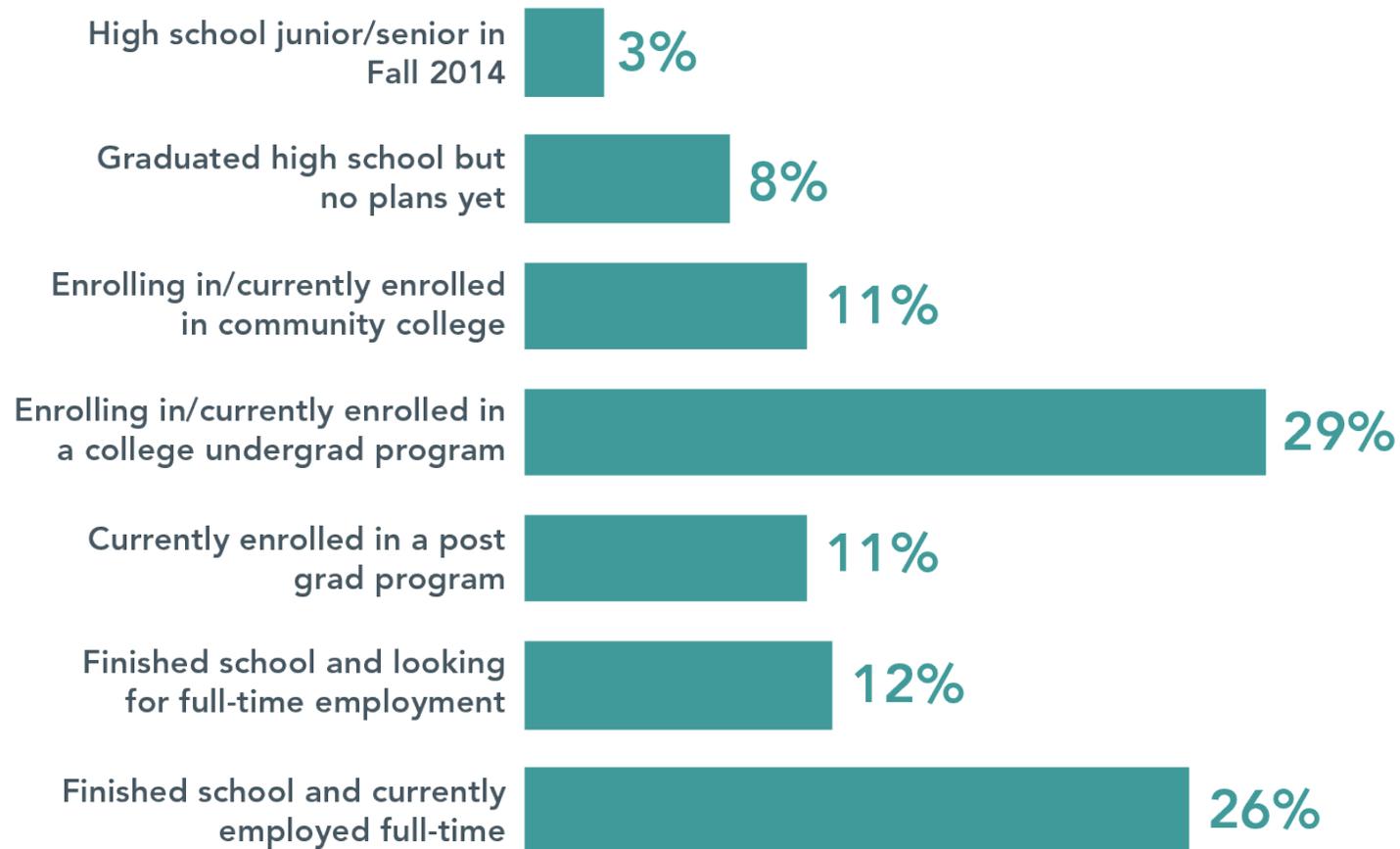
# Young Women

What is your age?



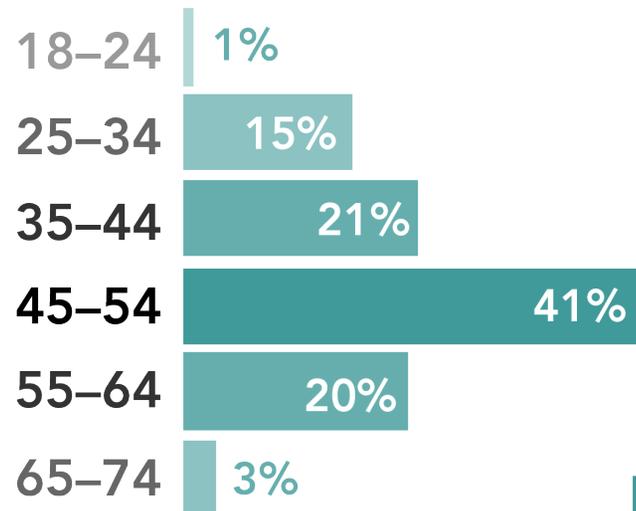
# Young Women

## Which of the following best describes you?

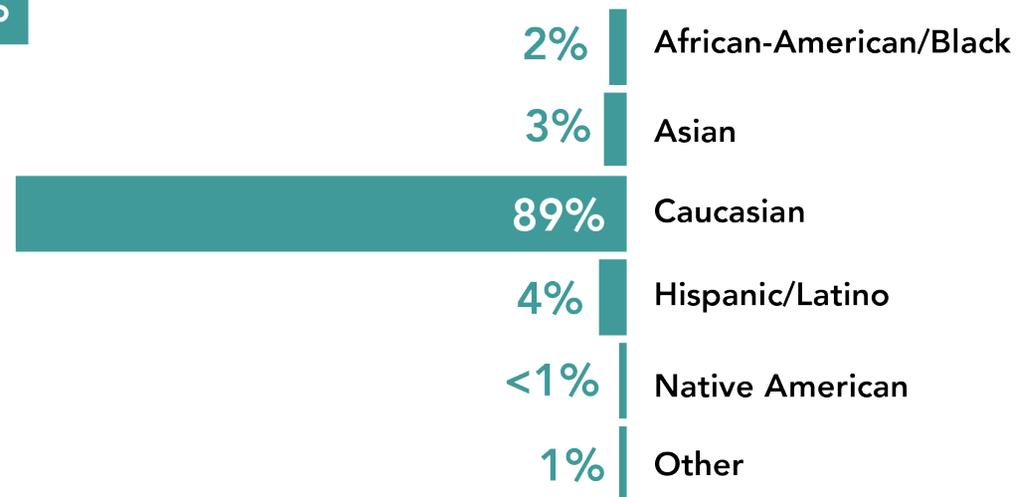


# Women Currently Working in the Manufacturing Sector

## Age



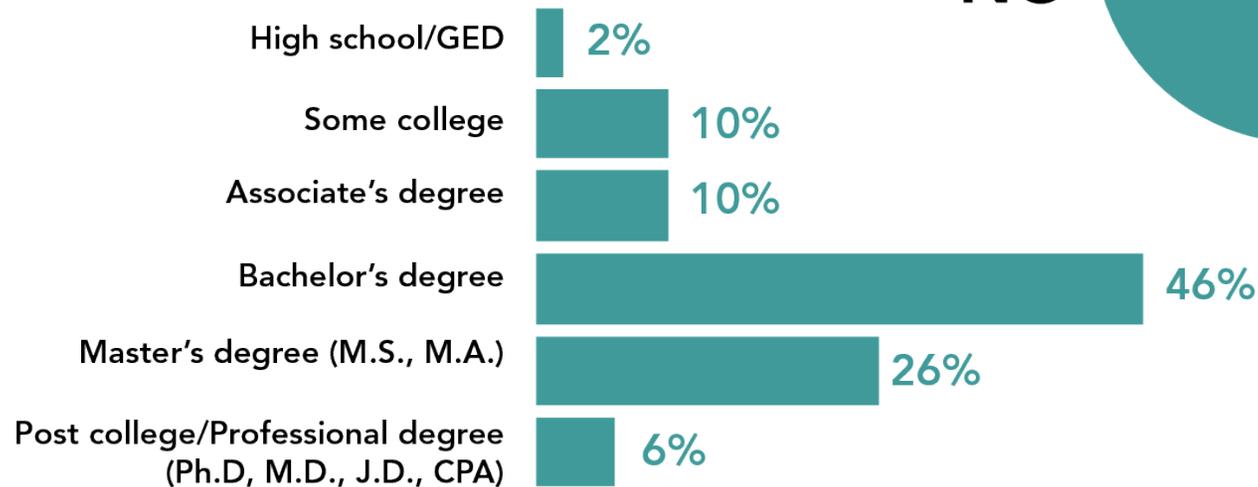
## Ethnicity



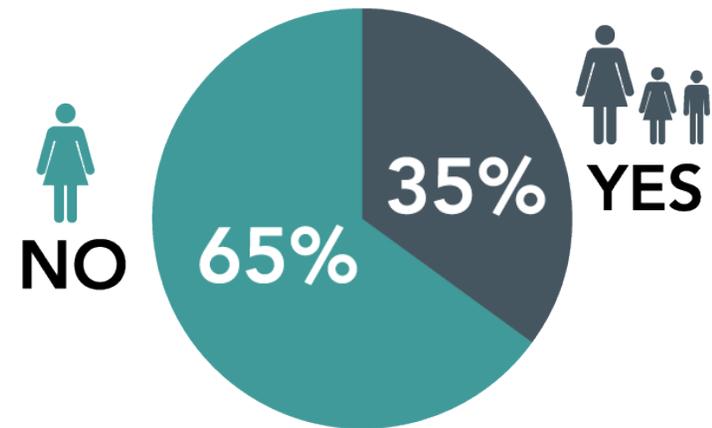
# Women Currently Working in the Manufacturing Sector



## 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



factory/warehouse

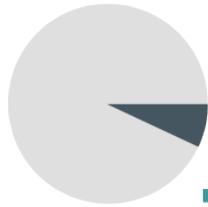


male-dominated

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.

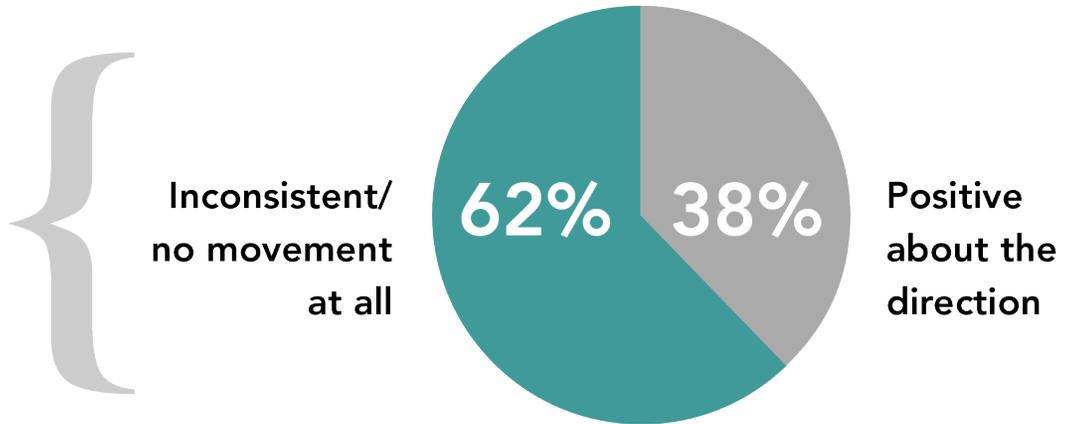
**50%**

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.



**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.**