From the AEM Workforce website, users can log in or create a new login.

AEM Solutions

The AEM Solutions Toolkit was created to help inspire and support AEM members and partners to develop strategies that address industry need.

WORKFORCE TOOLKIT

Login and select “Workforce” to find best practice ideas that will connect you to new recruitment and retention ideas and tactics.

SUSTAINABILITY TOOLKIT

Login and select “Sustainability Toolkit” to learn how and why sustainability relates to the supply chain and how to evolve your sustainability journey.
A first-time user will identify their role…

**YOUR ROLE**

What best describes your role at your company? (check all that apply)

- HR/Recruitment/Outreach
- Manager/Internal Training
- **Workforce Development Team Member**
- C-Suite
YOUR INDUSTRY

What industry do you serve? (check all that apply)

- Agriculture
- Construction
- Utility
- Dealer
- Association Partner
- Other

...what industry sector they are in...
WELCOME!
To get started, let’s personalize your toolkit.

- Your Role
- Your Industry
- Goals and Interest

...and what they are most interested in learning about.

PERSONALIZE YOUR TOOLKIT:

What are your **Goals and Interests**? (check all that apply)

- General Knowledge
- Best Practices & Ideas
- **Veteran Recruitment**
- Templates & Resources
- Industry Education
A customized dashboard is formed based on what they’ve selected. This is what will come up each time they log in moving forward.
There are 16 action plans. They cover each workforce development best practice and address each industry challenge. The Getting Started plan gives you an overview.
There are over 200 workforce articles that can be searched or filtered by content or category. These will be updated monthly.

Use the search area for interests and topics.
TO ADDRESS LABOR SHORTAGES, MANUFACTURERS MUST BECOME TALENT CREATORS

August 18, 2022 • Chris Keaveny

According to author Chris Keaveney:

“...To meet their employment needs, manufacturing companies must become talent creators. Operating under the old model of talent consumption isn’t an option when there simply aren’t enough workers, skilled or otherwise, to hire. Because hiring is expensive, it makes financial sense to invest in models that let companies harvest the rewards of growing their own talent. To this point, there are a growing number of examples of companies awakening to this reality. Electric vehicle maker Lucid Motors wanted to start production at a new Arizona plant and..."
There are over 60 searchable industry research reports that support the best practice recommendations made in the action plans. Clicking on these reports will also take you to data points, a brief summary, and access to the full report.
Resources like templates, checklists, partnership model question lists, and marketing ideas can be found here. This content will build over time.
Each Action Plan begins with a brief explanation of the subject.

EMPLOYEE ENGAGEMENT

According to Wikipedia, an engaged employee is “one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization’s reputation and interests. An engaged employee has a positive attitude towards the organization and its values. In contrast, a disengaged employee may range from someone doing the bare minimum at work (aka ‘coasting’), up to an employee who is actively damaging the company’s work output and reputation.”

Why should you care? Because, according to a 2016 Gallup Employee Engagement Survey, 87% of employees are disengaged, costing companies up to $550 billion in annual productivity losses. Younger generations are looking for purposeful work where they feel connected and involved. The good news is, there are multiple effective ways to engage your employees.
The overview includes any **data points** or **infographics** identified during research that can help the reader quickly understand how this topic is relevant to the industry.

**OVERVIEW**

Employee engagement increases productivity, increases profit, increases quality, and is one of the top ways to improve employee retention. Employee engagement does not need to cost a lot. There are three primary components for success: communication, connection, and development.

**CURRENT OUTLOOK**

According to a 2016 Gallup meta-analysis, organizations in the 1st quartile (top 25%) of employee engagement scores achieved dramatically better operational performance than organizations in the 4th quartile (bottom 25%) as follows:

- 10% higher in customer loyalty/engagement
- 21% higher in profitability
- 20% higher in productivity — sales
- 17% higher in productivity — production records and evaluations
- 24% higher in turnover for high-turnover companies (those with more than 40% annualized turnover)
- 59% higher in turnover for low-turnover companies (those with 40% or lower annualized turnover)
- 70% higher in fewer safety incidents
- 28% higher in reduced shrinkage (shop stealing and similar)
The overview also provides quick access to relevant books, articles, research reports, and PDFs that will provide a deeper dive on the subject.
From the overview, you immediately move to what can be done. This includes a list of industry research supported **best practices, ideas, and strategies**.

**Case studies** from members in our industry will be collected and highlighted here so that we can share what’s working in the industry.

There are portals throughout the toolkit that invite members to add their ideas, practices, and expertise.
From the Action Plan page, each strategy is articulated and rated as a light, moderate, or heavy lift. This will give users the ability to make quick decisions about what they think they have the time or resources to take on.

**TIPS**

Customize your action plan by adding or removing items.

**YOUR ACTION PLAN**

<table>
<thead>
<tr>
<th>TO-DO</th>
<th>ACTION</th>
<th>LIFT</th>
<th>PROGRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build effective organizational communication</td>
<td>MODERATE</td>
<td>33%</td>
<td>CONTINUE</td>
</tr>
<tr>
<td>Assess and prioritize</td>
<td>LIGHT</td>
<td>0%</td>
<td>START</td>
</tr>
</tbody>
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### YOUR ACTION PLAN

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<td>START</td>
</tr>
<tr>
<td>Foster connection and trust with leadership</td>
<td>Learn More</td>
<td><img src="light" alt="MODERATE" /> 0%</td>
<td>START</td>
</tr>
<tr>
<td>Create development opportunities</td>
<td>Learn More</td>
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<td>START</td>
</tr>
<tr>
<td>Measure impact</td>
<td>Learn More</td>
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</tr>
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All content up to this page is free to any user who creates a login.

If users want step-by-step instructions, they can subscribe to gated content and click Start.
Each specific strategy cites a purpose, the intended audience, and a list of additional resources to support the strategy including books, PDFs, templates, articles, or research reports.
The strategy also includes a list of things the user can do or think of while implementing the strategy.

As noted before, this toolkit is intended to be a base to get started. Users are invited to layer in their expertise by sharing new ideas, questions, or best practices that have not appeared. These suggestions will be validated and added into the steps as they are offered.
Each of the steps for the strategy will expand, offering additional suggestions, resources, templates, questions to ask, etc.

This level of content will enable small to mid-sized organizations with little or limited access to HR/workforce development expertise to step out with confidence, trying new things without having to spend the time to research best practices.
Workforce Development Organizational Assessment
Organizational and individual assessments that support workforce development and employee engagement along with customizable workforce tools.

**Workforce Development Assessment**
Discover your organization’s workforce development strengths and opportunities. This is a great place to begin creating your 12-month workforce development plan.

**Community Asset Mapping Tool**
Workforce Assessment Outcomes

- **Take a break from the daily grind to think about the big picture**
- **Follow a detailed thought process**
- **Think about where you fall on the spectrum of best practices**
- **Create awareness of what could be done**
- **Benchmark a point in your journey**
- **Prioritize opportunity where it makes sense for your organization**
This is a multi-user assessment. A decision maker, HR, and operations role are recommended to participate.
Benchmarking

The survey initiator is the only one who answers general organizational questions.
Strategic alignment, perspective, and accountability

ORGANIZATIONAL MISSION

1. Does your organization have any of the following? (select all that apply)
   - Mission Statement [X]
   - Value Statement [ ]
   - Vision Statement [ ]

STAFF & LEADERSHIP ENGAGEMENT

2. Identify the three members of your workforce team:
   1. Select Title [ ] Enter Name
   2. Select Title [ ] Enter Name
   3. Select Title [ ] Enter Name

3. Who will be responsible for project leadership and outcomes?
   Enter Name
Gather and consolidate to create a strategy

ORGANIZATIONAL NEEDS

4. Please describe your current workforce challenge:

Open positions that are hard to fill, employee engagement, employee retention, upskilling needs, succession planning, training; other

5. Please describe any projected future workforce challenge:

Retirements, expansions, upskilling, new technology, succession planning, training, filling positions; other

CURRENT WORKFORCE

5. Please briefly describe current workforce:

GOALS & OUTCOMES

1. Identify 3 goals that your organization can implement to address the current workforce needs.

   1. Goal 1
   2. Goal 2
   3. Goal 3

2. Define success for the next year:
OUTREACH

Rate the organizational level of engagement over the last 12 months for each outreach activity:

1. Use online advertising when you have open positions.

   - Very Frequently
   - Frequently
   - Occasionally
   - Rarely
   - Very Rarely
   - Never

2. Create organizational social media postings.

   - Very Frequently
   - Frequently
   - Occasionally
   - Rarely
   - Very Rarely
   - Never

3. Post on college job board sites when you have open positions.

   - Very Frequently
   - Frequently
   - Occasionally
   - Rarely
   - Very Rarely
   - Never

4. Post on Job Center / state job website when you have open positions.

   - Very Frequently
   - Frequently
   - Occasionally
   - Rarely
   - Very Rarely
   - Never
Organizational perspective

**ASSESSMENT COMPLETE**

Your answers are in, but to get accurate results, at least two people need to take the assessment. Make sure you invite the rest of your team:

1. Wile E. Coyote  wile@gmail.com
2. Speedy Gonzales  speedy@gmail.com
3. Bugs Bunny  bugs@gmail.com

[SEND INVITE]

[INVITE ALL]
Easy to Understand Results

Feedback on Organizational:

- Intent
- Readiness
- Culture
- Education
- Hiring
- Engagement
Easy to Understand Results

- Create an organizational baseline
- Identify strengths and opportunities
- Use to prioritize a workforce strategy
- Directly connect to toolkit action plans
Community Asset Mapping Tool (Separate from the assessment)

Charts:
- Organizations in your community that you work with
- Potential workforce support available in your community