



WINNING THE WAR FOR TALENT

WHAT FIVE YEARS OF
EMPLOYER DATA HAVE TAUGHT
US ABOUT BUILDING A
STRONGER MANUFACTURING
WORKFORCE

CHAPTER 1



THE CHALLENGE

AMERICAN MANUFACTURING TODAY

- 13 MILLION AMERICANS WORKING IN MANUFACTURING
 - HISTORICALLY LOW 8.3% OF US WORKFORCE
 - IN 1990 THE NUMBER WAS 16.8%!
- 3:1 MALE/FEMALE RATIO
 - VERY LITTLE CHANGE IN LAST 30 YEARS
- ABOUT 250,000 MANUFACTURERS IN AMERICA
 - 98% OF THEM ARE LESS THAN 500 EMPLOYEES
- ENTRY-LEVEL 1ST YEAR ATTRITION IS ABOUT 40%
- NEARLY 4 MILLION JOBS IN MANUFACTURING NEEDED IN THE NEXT DECADE
 - 2.5 MILLION IN THE DEFENSE INDUSTRIAL BASE ALONE!

WHAT ARE **YOUR** TA&R CHALLENGES?

CHAPTER 2

THE MISSION

STRENGTHEN AMERICAN MANUFACTURING BY HELPING **EMPLOYERS** BUILD AND SUSTAIN HIGH-PERFORMING TALENT SYSTEMS THAT ATTRACT, HIRE, DEVELOP, AND RETAIN SKILLED WORKERS—BUILDING STRONGER TEAMS, IMPROVING BUSINESS PERFORMANCE, AND EXPANDING OUR NATION'S INDUSTRIAL CAPACITY.



ATPP TIMELINE



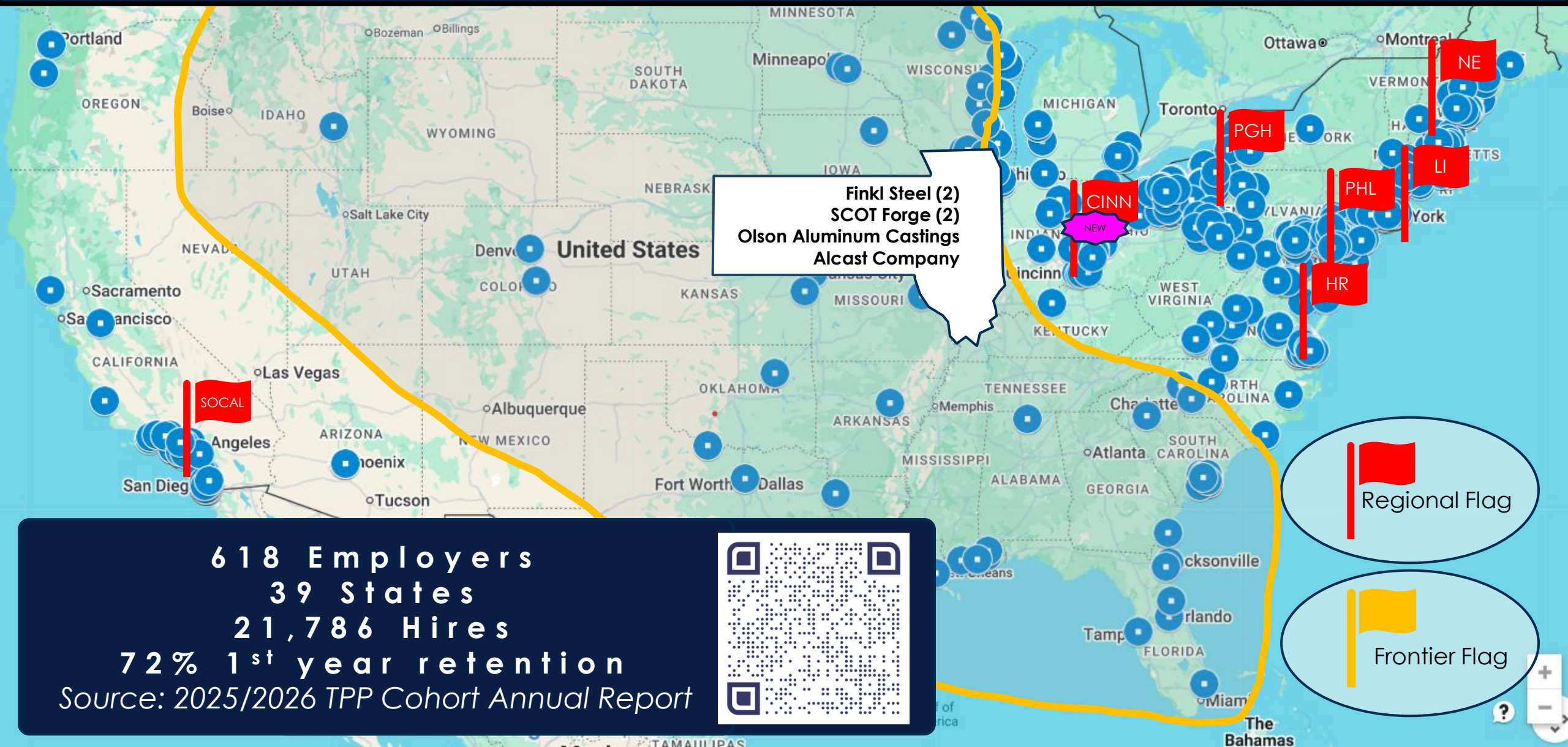
CHAPTER 3



WHAT WE'VE LEARNED

Source: 2025/2026 TPP Cohort Annual Report

Five years of employer experience reveal what improves retention



1

LESSON

THE CLOCK STARTS **BEFORE** DAY ONE

- 23% OF DEPARTURES BY DAY 30
- 50% BY DAY 90
- 75% BY DAY 180



*Did we make a bad decision? Are we selling a job or a future?
Are we clear about expectations? Are WE the problem?*

2

WHY PEOPLE LEAVE TELLS US WHERE TO LOOK

LESSON

34% Resignation

19% Attendance

13% Performance

10% Opportunity

8% Disciplinary

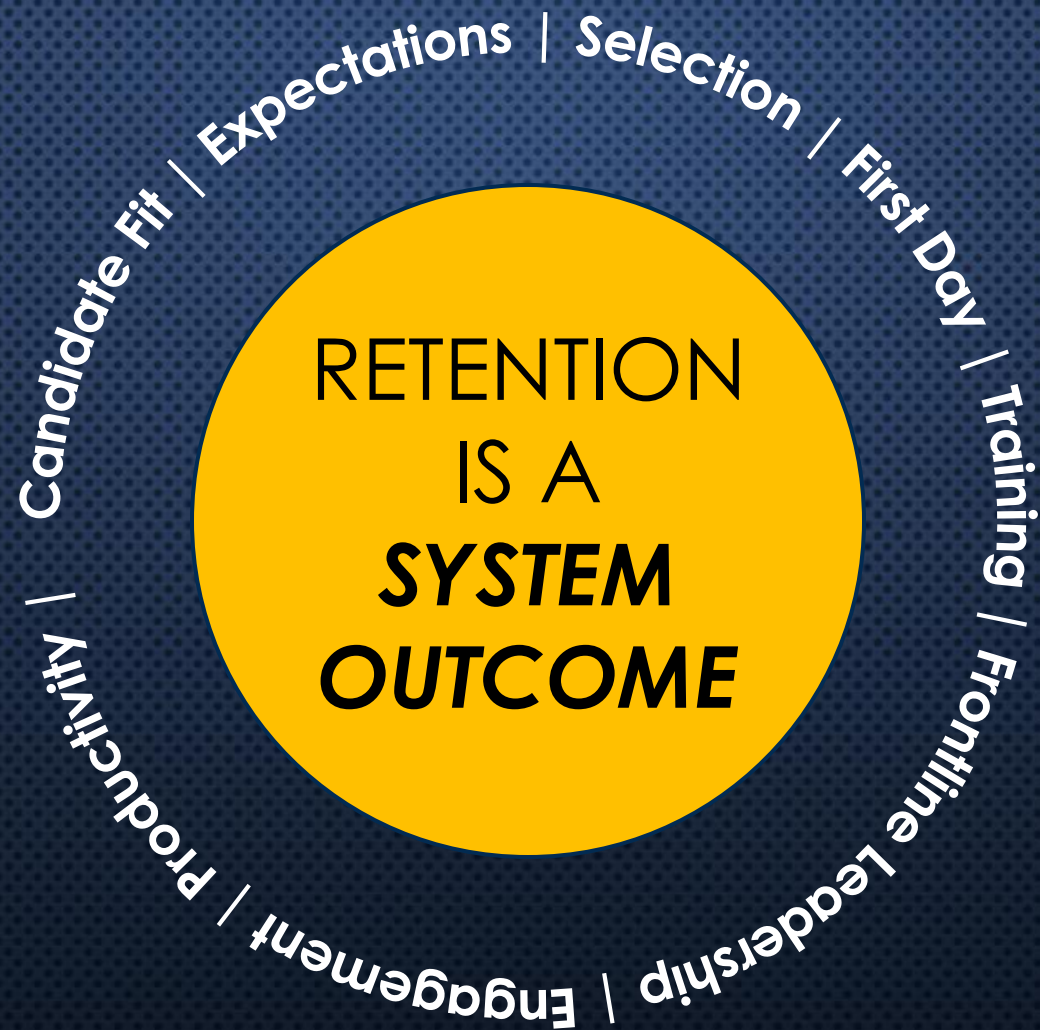
**DON'T JUST COUNT
TURNOVER.
*DIAGNOSE IT.***

*Was it fit? Expectations? Leadership? Scheduling?
Transportation? Training? Culture? Career opportunity? Money?*

3

LESSON

THERE IS **NO SILVER BULLET**



It's NOT how many you HIRE; it's how many you KEEP!

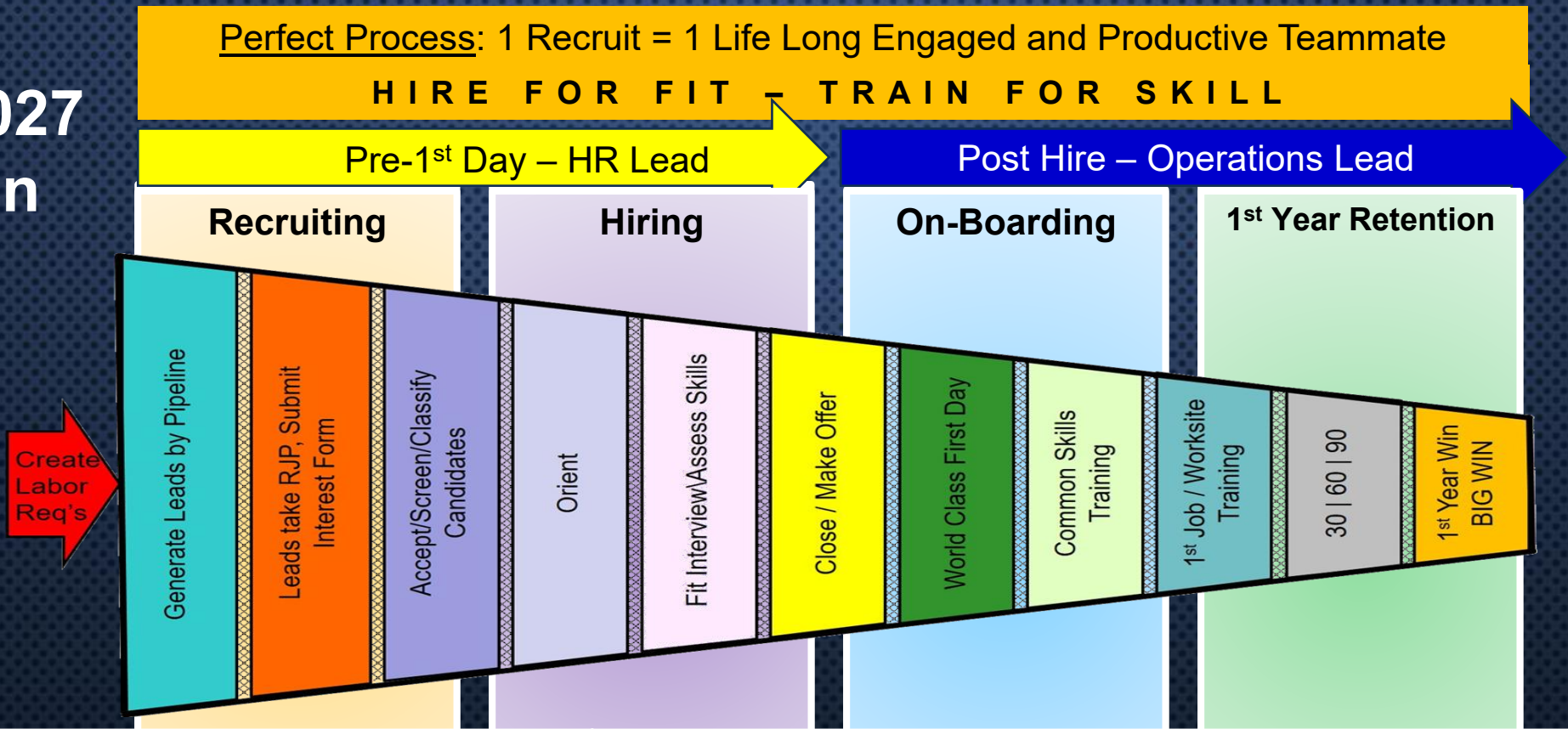
CHAPTER 4



WHAT STRONGER SYSTEMS LOOK LIKE

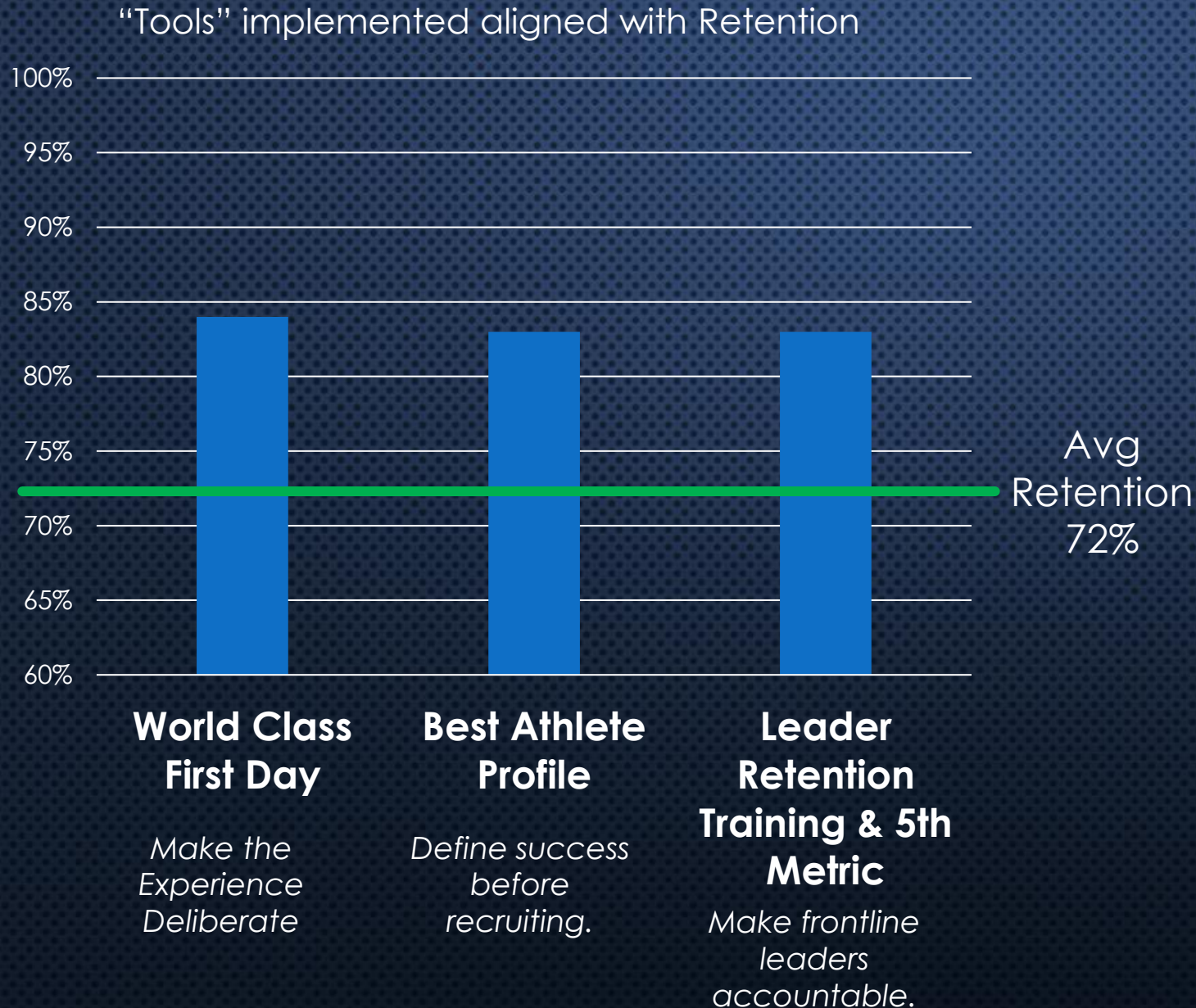
DEMAND DRIVEN TALENT ACQUISITION & RETENTION (TA&R) SYSTEM

2026-2027
Edition



Pipelines		Tools	
1. CTE Programs (HS & CC)	9. Employment Commissions	1. TA&R Value Stream Mapping and Performance Improvement Plan Development	8. Common Skills Training
2. Employee Referral Program	10. College Graduates / Departures	2. Realistic Job Preview & Candidate Tracking System	9. Leader New Hire Retention Training and 5 th Metric Scorecard System Implementation
3. ATDM	11. Recovered / Returns	3. Best Athlete Profile/Recruiter Training	10. 30-60-90 day & 1 Year Fit/Skills Assessment
4. Adult Education	12. Retiree's	4. Recruiting & Offer Day/New Hire Orientation	11. Business 101 (Enterprise VSM&A) & PIP (1st 4 Metrics)
5. Temp Agencies		5. Behavioral Based "Fit" Interviews	12. Business Development Training and Coaching
6. Social Media		6. Navigator Training	
7. Recruiting Agencies		7. World Class First Day	
8. Military & Veterans			

PRACTICES ASSOCIATED WITH **STRONGER RETENTION**



**Strong outcomes
aren't tied to one
tool.**

**These practices
work at different
points in the
employee
journey.**

WIN THE FIRST DAY — THEN THE FIRST YEAR

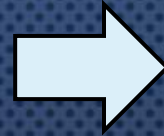


How do you know if you are winning? Keep score!

THE FRONTLINE LEADER MAY BE YOUR ***MOST IMPORTANT RETENTION TOOL***



FRONTLINE LEADERS
CREATE THE DAILY
EMPLOYEE EXPERIENCE.



- ✓ ESTABLISH TRUST
- ✓ SET EXPECTATIONS
- ✓ GOAL ALIGNMENT
- ✓ COACH/TRAIN
- ✓ RECOGNIZE
- ✓ ACT EARLY

Gallup 2024 Survey

Primary Reasons U.S. Employees Voluntarily Left Their Company:

1. Pay/Benefits
2. Personal reasons
3. Relocation
4. Direct supervisor/manager or senior leadership
5. Advancement, development, or career

CHAPTER 5

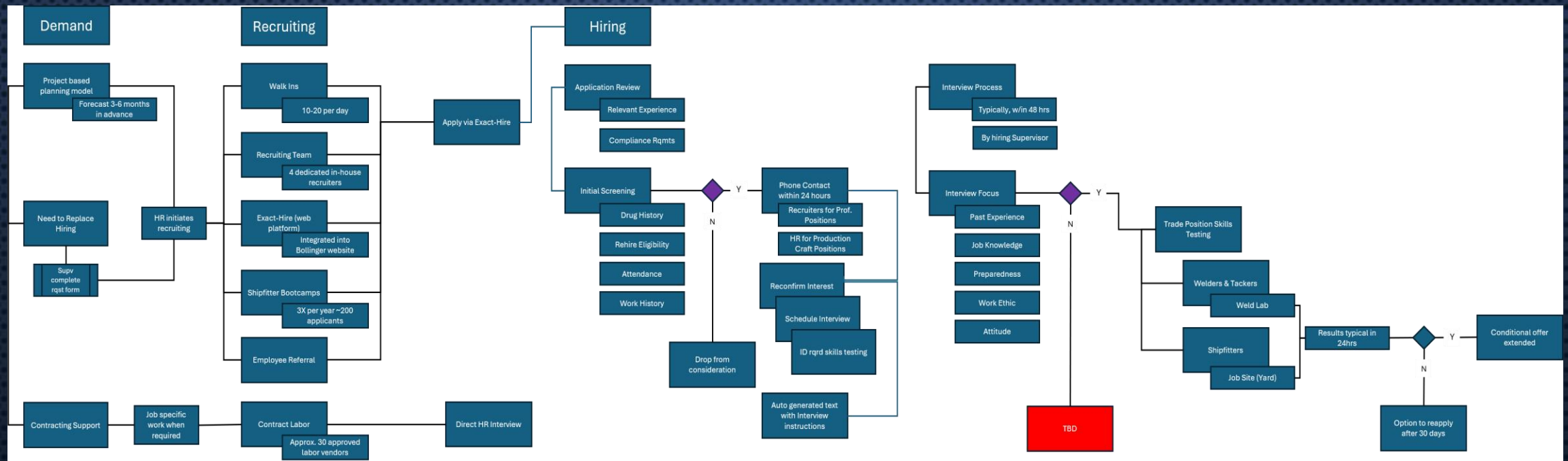


HOW WE HELP
EMPLOYERS IMPROVE

HOW ATPP HELPS EMPLOYERS IMPROVE

ASSESS → PRIORITIZE → BUILD → IMPLEMENT → MEASURE → SUSTAIN

HOW WE UNDERSTAND CURRENT STATE



WHAT YOU GET FROM THE ASSESSMENT



**1. A Visual Map of
Your Current
Process**



**2. Identification of
Gaps &
Inefficiencies**



**3. Prioritized
Improvement
Opportunities**



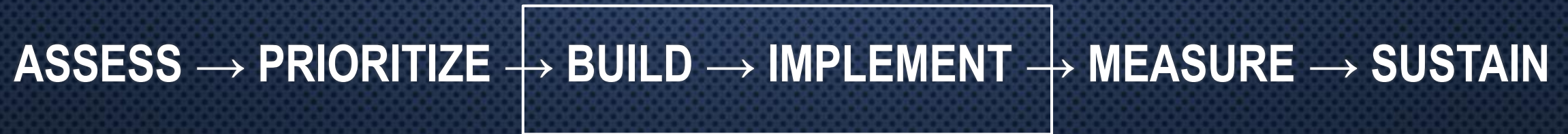
**4. A Practical
Performance
Improvement Plan**



**5. Alignment
Between HR &
Operations**

You decide what needs to improve.
We help you make it happen.

FROM ASSESSMENT TO IMPLEMENTATION



ATPP SUPPORT MATCHED TO EMPLOYER PRIORITIES

CHALLENGE	EXAMPLE CUSTOMIZED ATPP SUPPORT
Attracting and selecting the right people	Realistic Job Preview, Best Athlete Profile, Behavioral Fit Interviews
Helping new employees succeed	World Class First Day, Navigator
Strengthening frontline leadership	Leader Retention Training, 5th Metric Scorecard
Improving retention and performance	30-60-90 Day Feedback, Fit/Skills Assessment

A LONG-TERM PATH TO A SUSTAINABLE TALENT SYSTEM

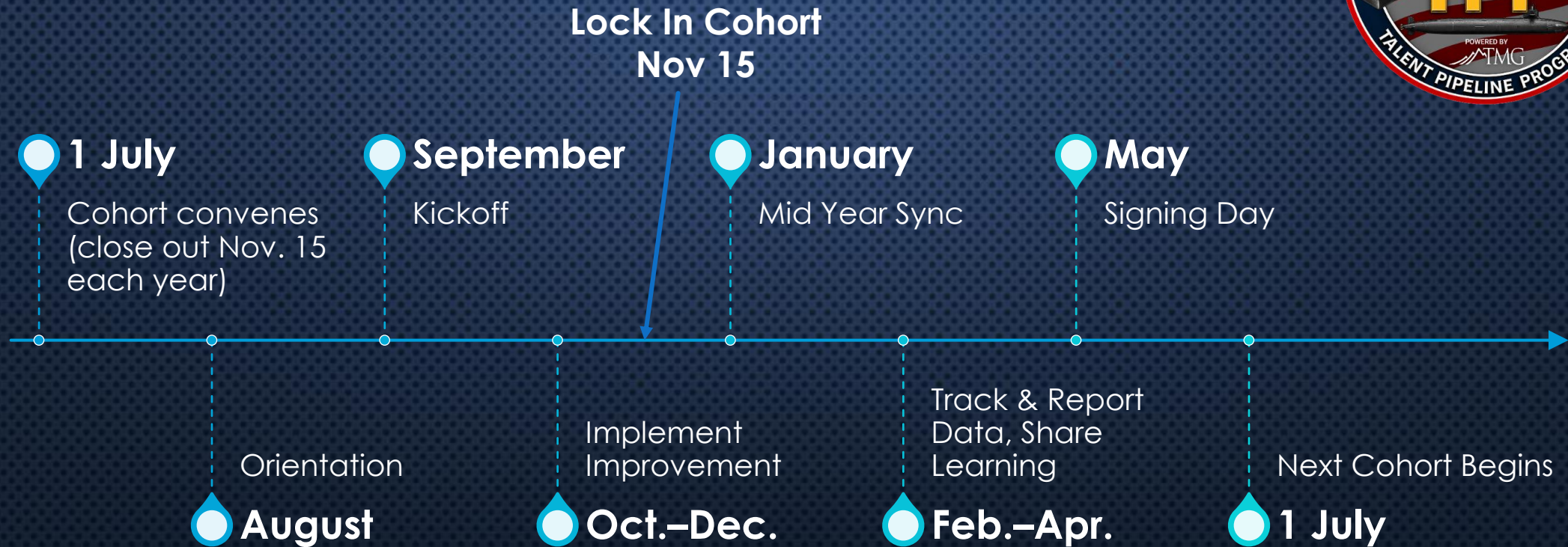
Share hire data: # hired, recruiting pipeline, job hired for, start date, departure date, reason

ASSESS → PRIORITIZE → BUILD → IMPLEMENT → MEASURE → SUSTAIN



YEAR 1	YEAR 2	YEAR 3	YEAR 4	ALUMNI
Foundation & Initial Implementation	System Expansion & Validation	Optimization & Scaling	Institutionalize, Sustain, & Transition to Independence	Participate as Desired Implement Continuous Process Improvement

A TYPICAL YEAR IN ATPP



A structured annual rhythm of improvement, coaching, measurement, and shared learning—built around your business priorities.

CHAPTER 6



How To JOIN



HOW DO YOU JOIN THE ATPP TEAM?

Learn about the program

Receive an Executive Summary briefing

Select improvement

We will develop a Performance Improvement Plan (PIP) to implement at least one improvement to your TA&R system

Track, Report, Share, Participate

Share what you've learned and TA&R data (1 year) to enable our team to provide feedback on the performance of your system

Complete a TA&R VSMA

Host a 3+ hour meeting at your facility to map current state. Ops, HR, Senior Leadership must attend.

Execute PIP

We will lead your team through the design, development and implementation of your improvement

Rinse and Repeat

READY TO STRENGTHEN YOUR WORKFORCE?

- THERE IS **NO COST** FOR EMPLOYERS TO BE IN ATPP
 - WE ARE FUNDED THROUGH MULTIPLE DEPARTMENT OF WAR CHAMPIONS
- READY TO PARTICIPATE? LET US KNOW, AND WE'LL BEGIN THE ENROLLMENT PROCESS.
- WANT TO LEARN MORE? SCHEDULE AN INDIVIDUAL DISCUSSION WITH THE ATPP TEAM.

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