



# MANUFACTURING AND LOGISTICS INDUSTRY CASE STUDY

## Workplace Challenge

For one local manufacturing company, the economic upturn resulted in increased growth and demand for their products. These surges in production required a temporary workforce that could flex with that demand. They needed a reliable staffing partner that could provide the talent they needed, and also train those employees as well. This company knew that higher numbers of contingent staff with no formal training could create onboarding challenges, high turnover, lower employee satisfaction and other issues.

## Goodwill Customized Training Solution

This manufacturing firm turned to Goodwill to address their staffing issues. Goodwill provided an integrated talent acquisition, training, and support approach. Goodwill developed a recruiting and training process and platform that maximized an individual's opportunity to learn, grow and advance in their career while also improving the company's overall quality, productivity and bottom line.

Goodwill implemented and expanded the company's training curriculum on two specific job titles: Material Handler and Material Assembler. This training was customized to the manufacturer, and was offered to both incoming employees, as well as, current employees. The curriculum included:

- A three day onboarding training for new hires
- Work and Life Skills Training
- Technical Skills Training
- Job-specific Training
- Lean Manufacturing Training

## Training Outcomes

- Recruitment of quality individuals that hold the company's values
- Over 740 individuals have gone through training
- Turnover reduced by 24%
- Improved employee morale



With over 95 years of experience in workforce development, Goodwill is a leader in work and life skills training essential to employee and business success.

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