

Current Sustainable Workforce Trends to Capitalize On

OCTOBER 3, 2023



Manufacturers
ALLIANCE



Today's speakers



Mindi Vanden Bosch
Vice President, Operations
Vermeer Corporation



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Senior Director, Solutions Strategy
Bright Horizons

A woman wearing an orange hard hat is shown in profile, looking at a laptop. The background is a blurred industrial setting. Overlaid on the image are several digital icons: a lightbulb with 'AI' inside, a gear with 'AI' inside, a brain-like circuit pattern with 'AI' in the center, a person icon, and a padlock icon.

83% of manufacturers cite attracting and retaining talent as their top challenge

The new employment deal

I want to work for a company...



Culture

that fosters a positive environment where I feel I belong



Care

that cares and supports me – at work and at home



Flexibility

that offers flexibility of how, when, and where I work



Recognition

that appreciates and rewards me fairly



Growth

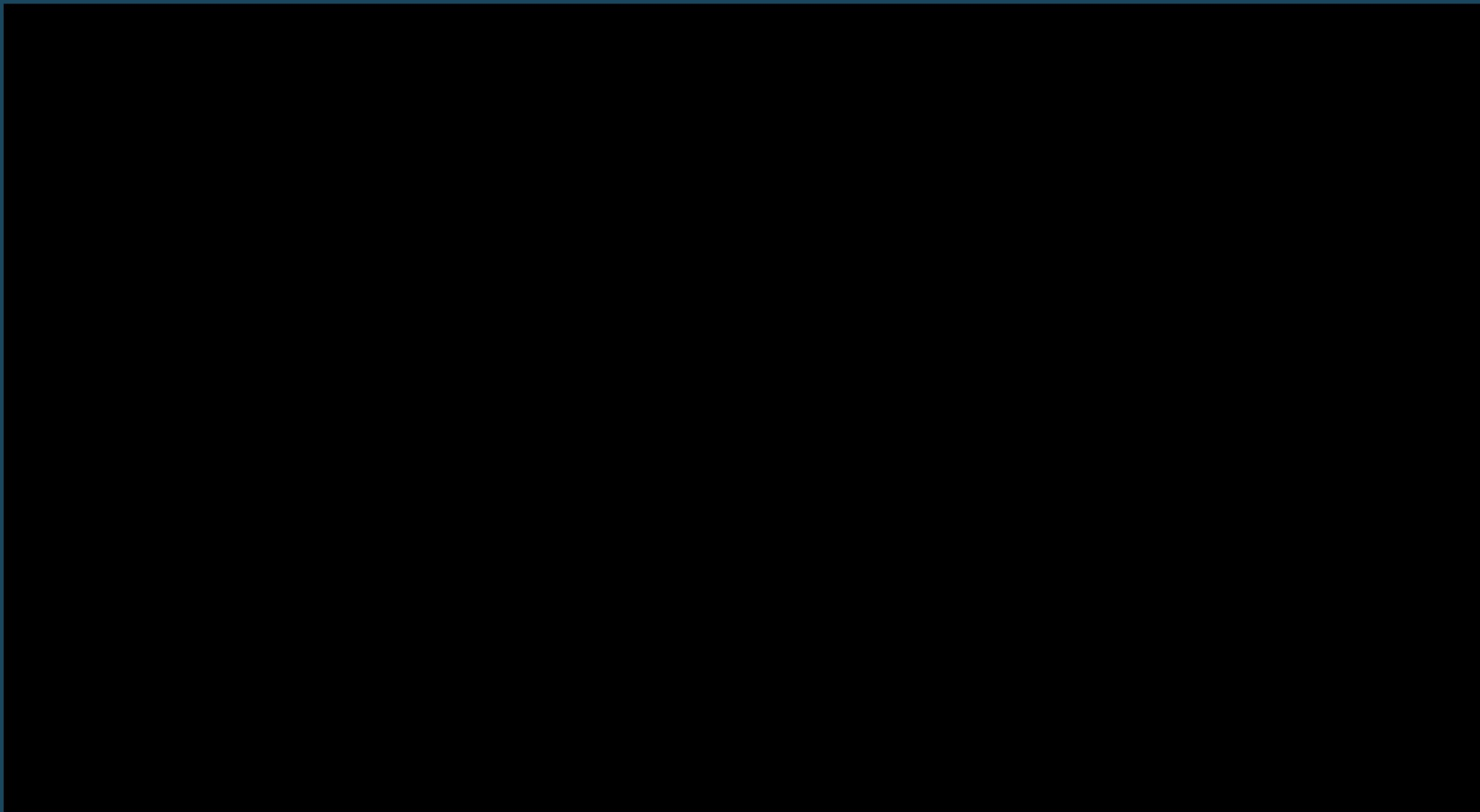
that offers me a career path and helps me develop through continued education



Communication

that shares information to help me do my job and maximize my benefits

Vermeer's story



The child care cliff

3M+

children projected
to lose care

70K+

child care programs
expected to close



Source: The Century Foundation

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“Since women tend to bear the brunt of child care responsibilities even when they're working, child care shortages keep down their labor supply.”

— Gabrielle Pepin, labor economist,
W.E. Upjohn Institute for Employment Research

Indra Nooyi, former PepsiCo CEO



The impact of child care difficulties in the STEM workforce

Productivity

40%

Collaboration
& Innovation

34%

Attendance

54%

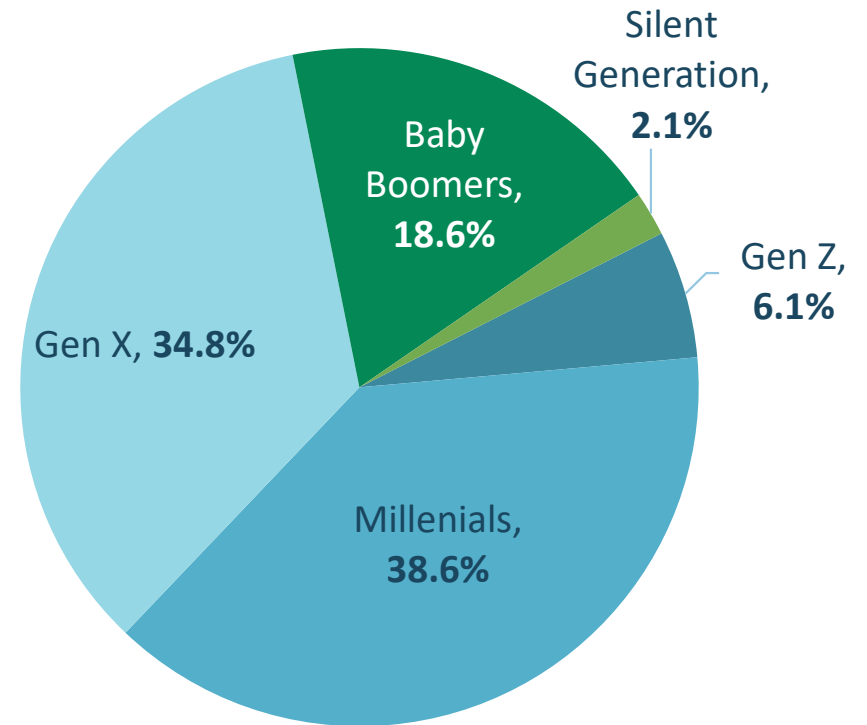
Fastest-growing employee demographic

73%

of all employees having some type of
current caregiving responsibility



Source: Harvard Business Review



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10



1.2+ million

**work days saved in
2022 with the back-up care
program**

Poll #1

Which of the following caregiver benefits does your organization currently offer?

- On-site child care
- Tuition subsidies for child care
- Back-up care
- Tutoring
- College planning
- Senior or elder care
- Pet care
- Family concierge services
- Other not listed
- Do not provide caregiver benefits

Making the workplace work for women in manufacturing



Poll #2

Do you have an initiative around recruiting more women to your company and manufacturing in general? (choose one)

- Yes
- No
- Not yet, but are planning to implement

Poll #3

What are the challenges you believe recruiting more women will help solve or ease? (choose all that apply)

- Labor shortages
- Skills gaps
- Creating a culture of belonging
- Reflecting the faces of our customers

Poll #4

Do you believe you have the benefits and programs in place to support more women in your workforce? (choose one)

- Yes
- No
- We're in the process of reviewing and adding benefits to our offering



Questions.



Resources

Speaker Contact Information

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On brighthorizons.com

- [How Vermeer is Attracting and Retaining the Working Parent - video](#)
- [The Work-Life Equation: Indra Nooyi, Former CEO of PepsiCo - podcast](#)
- [A Glimpse into Sanofi's Focus on Wellbeing - blog](#)
- [Family Education and Care Benefits: A Guide for Employers - guide](#)
- [Building Your One-Of-A-Kind Child Care Center: A Step-By-Step Guide - guide](#)
- [The CHIPS Act: From Child Care to Training, Your Guide to Meeting and Delivering on Workforce Mandates - guide](#)



Thank you.

