**Roundtable Notes from Emerging Leaders Conference**

**2.13.2020**

* How do we get more women in manufacturing? Why are there not more of them attending the conference?
	+ Men aren’t always respectful
	+ People in general don’t know about machining
	+ How can we reach them?
		- Educate them about opportunities with having a trade certificate
		- Reach out to them in high schools, not just the boys
	+ Why don’t we recommend manufacturing to our daughters?
		- We need to have a cultural shift
	+ Don’t take their bathroom
	+ Build communicating with them (and teams as a whole) into routine
	+ Give them flexibility
		- They usually have a lot on their plates with childcare, housework, etc.
		- Split shifts when possible
			* There may need to be a corporate shift with the schedule, ops manager, etc. to see how this could be valuable
		- Flexibility often means more than money
* How do we recruit Gen Z?
	+ They need to understand the “Why”
		- Why do coolant tanks need to be filled?
* 2-Way Communication
	+ Machines can be crashed due to poor communication
	+ Have people communicate back to you what was said
	+ Let them go if the communication issue can’t be resolved
	+ When you have an issue, take it up with the person you have the issue with first
		- Then go to immediate supervisor, and up the chain
	+ As a leader, communicate like you need to be communicated with
		- Often it takes a demonstration
			* Your people will follow suit
	+ Communication and Culture is often a reflection of the shop owner and regulations in place
	+ Be real with one another
* Sales vs. Ops.
	+ Communication needs to happen at every level
	+ Communicate early before decisions are made
	+ Sometimes the issue is due to a lack of skills
	+ You can’t have standards on everything
	+ It’s a cultural thing every shop deals with
		- Have a culture of “support where you are”
	+ Give perspective when possible
	+ Balance is a myth
		- You want a lot of sales
			* It’s not the sales’ fault, it’s the system’s fault
		- Know the value of the client
			* What do they really need?
				+ Could we even out the flow?

Provide them with something else in return? Free shipping?

* + - * + Collaborate with the customer
		- Slow down and communicate
		- Break down the silos
		- Hartwig’s policy: We’re all in sales-even the installation guys
			* Our deburr staff is selling product too. Empower them to feel that way