

Dr. Die Cast



Living with Change

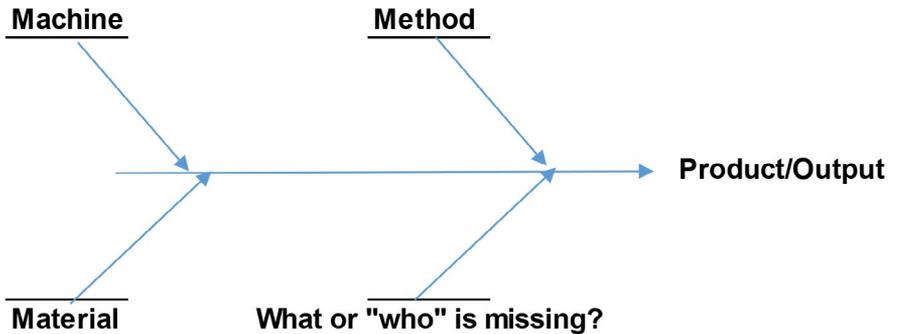
If you have lived through more than one presidential campaign season then you know change is a common topic. For some change is challenging and something to fear while others are bored unless they are in the midst of constant change. But are some kinds of change healthy and even inevitable? Does anyone want to trade their smart phone for the pay phones of a couple of decades ago? The pay phone booths that were abundant in airports have been replaced by "Charging stations" for phones, tablets and notebook computers.



OR



There is more memory in my current smartphone than existed on the corporate server 20 years ago. So how does this effect my business? There is an old adage that says "what you do speaks so loud I can't hear what you're saying". Many businesses



market themselves as utilizing current or cutting edge technology but still utilize equipment that was produced by companies that no longer exist. The new employee who enters that environment may be difficult to retain as they deal with equipment and systems so outdated that there is no longer a contact for either spare parts or technical support.

So how do we attract and retain the "Millennials" and the "Digital" generations? That is only one segment of the puzzle. How do we transition those holdouts within our organizations to embrace the available technologies and information sources?

Blending in the new workforce: We can complain about those that show up at our doors or we can welcome them and help them (and our companies) to be successful. Let's face it, our success is built on that of our employees. Who of us really says, "I want to succeed while all my employees fail"? If we have continued to study machinery, methods and materials in order to become more successful suppliers then why leave out the Man?

Non-confrontational education: Within any group there may be people who have difficulty with mathematics or reading. According to the Huffington Post, 14% of

adults in the U.S. can't read. That's 32 million people. 21% of adults read below a 5th grade level and 19% of high school graduates can't read. So chances are, there are members of your workforce who are "getting by" with poor reading skills. As I quoted in a prior article, "what will happen if we train our workforce and they leave?" Rather, "what will happen if we don't and they stay?" Suppose we offer training in computer operations, "just the basics" followed by spreadsheets and HTML or other items of interest. What of literacy classes? I have encountered people in responsible "technical" positions who were illiterate but hid it very well. One such person had the computer screen "buttons" memorized in order to get the desired printout/display. Another had elaborate setup sequences memorized. While others could simply read the instructions, the illiterate person had to store the steps in his memory. The point is, don't equate literacy for dull.

Hopefully you have made the decision to invest in your employees and your shared future.

I look forward to seeing you at the 2015 Die Casting Congress and Exhibition in Indianapolis.



Who's Dr. Die Cast?

Robert P. McClintic
Die Casting Consultant

Bob McClintic & Associates
2544 Almar Street
Jenison, MI 49428-9108

rmcclintic@ameritech.net
www.drdiecast.com
616.669.2932