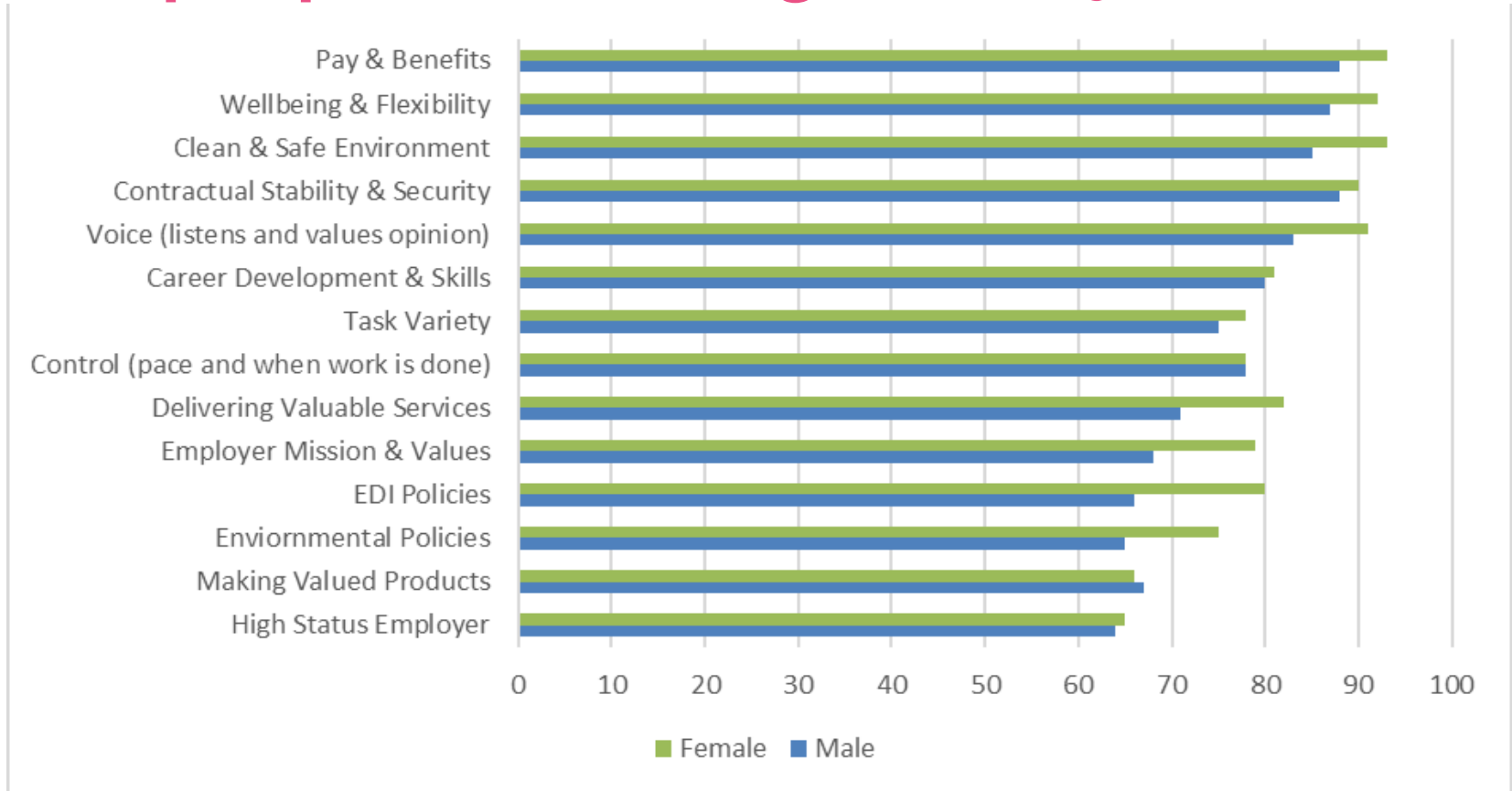


The Future of Manufacturing Work

Professor Jill MacBryde
Jillian.macbryde@strath.ac.uk



What people are looking for in a job

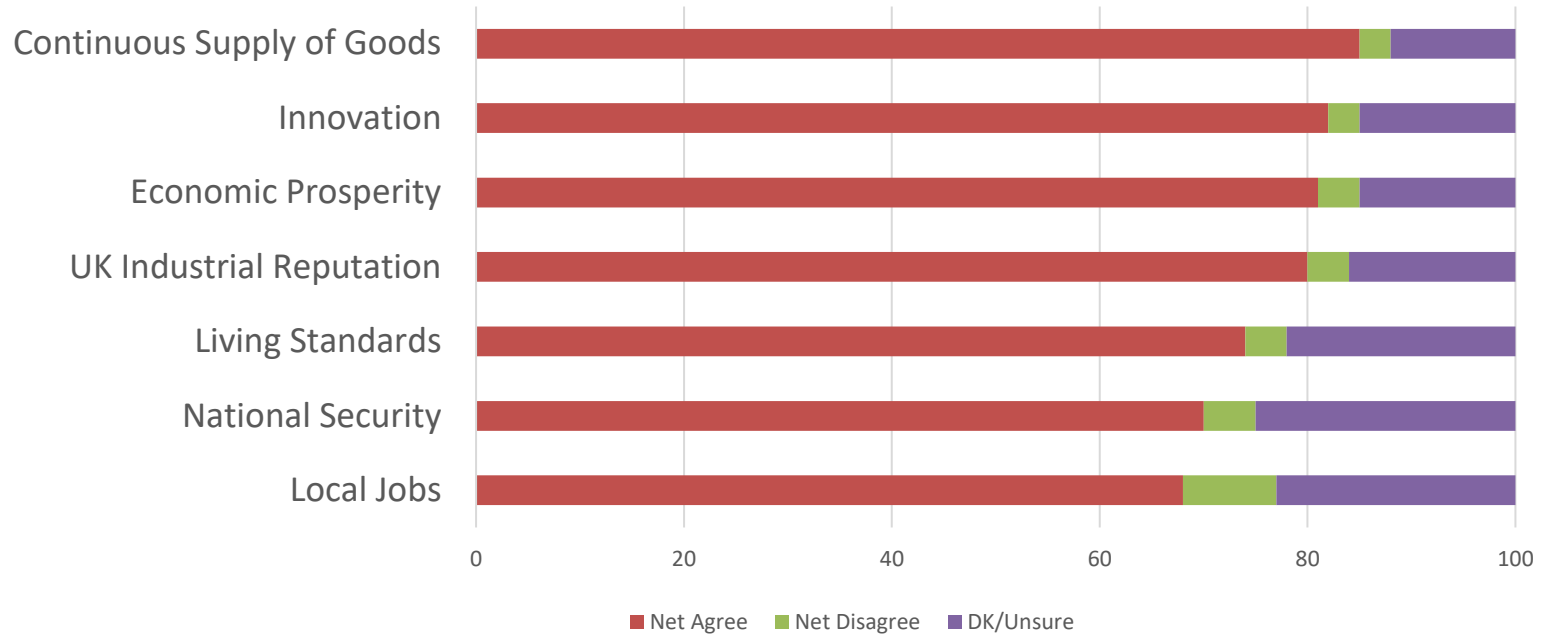


Future of Manufacturing Work - Perceptions

- There is a misconception that “we don't do that anymore”
- People value manufacturing

Value of UK manufacturing?

Perceived Importance of UK Manufacturing for.... (%)



Future of Manufacturing Work - Perceptions

- There is a misconception that “we don't do that anymore”
- People value manufacturing
- But don't necessarily want to work in it
- Perceptions are that it is “traditional”, “manual”, “technical” and “poorly paid”

Modern & Dynamic

Poor pay

Good Pay

Traditional & old fashioned

Essential

Boring

Useful goods

Interesting

Technical

Highly Skilled

Manual

Low Skill

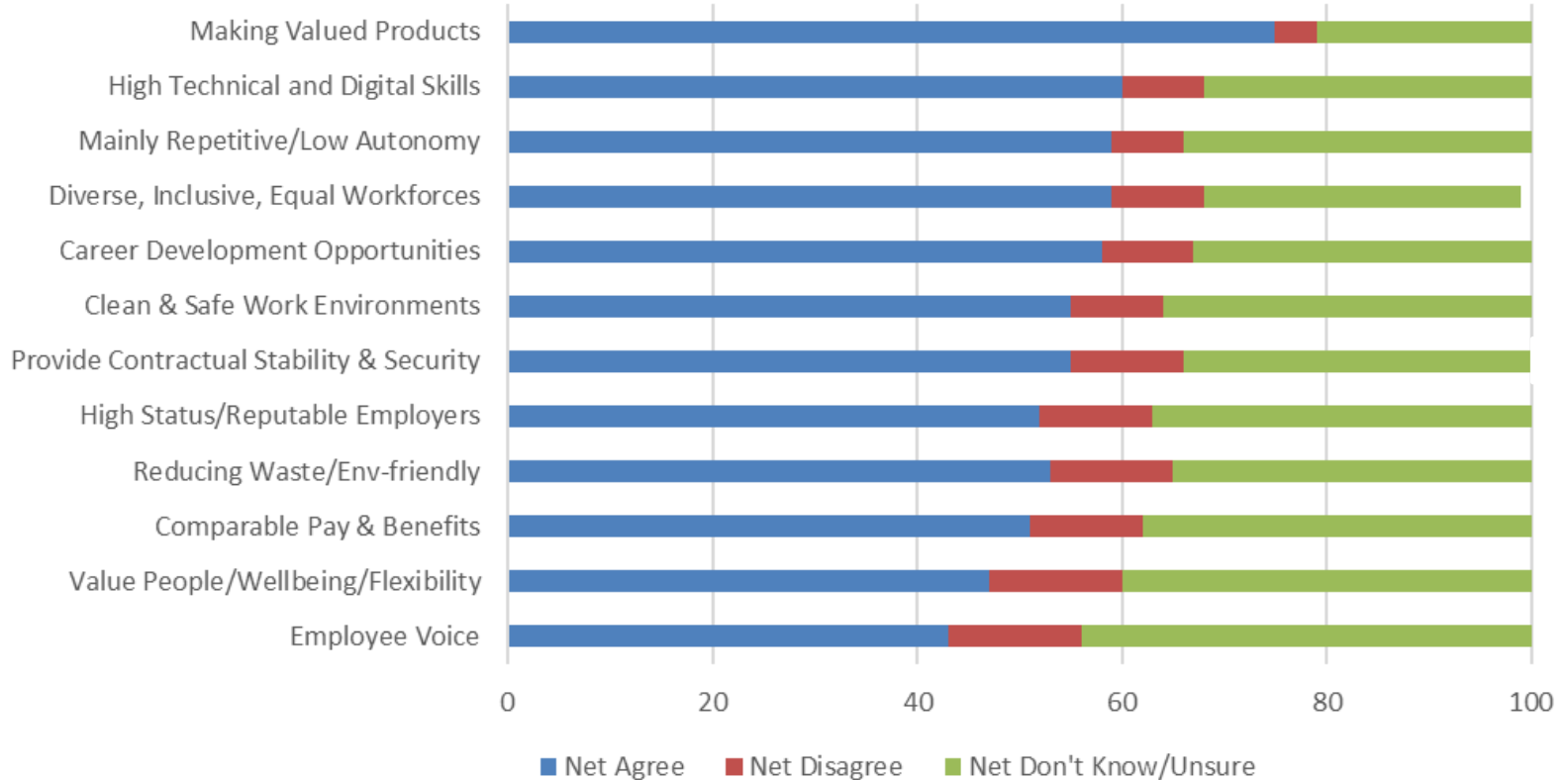
Good status of jobs

Poor status of jobs

Future of Manufacturing Work - Perceptions

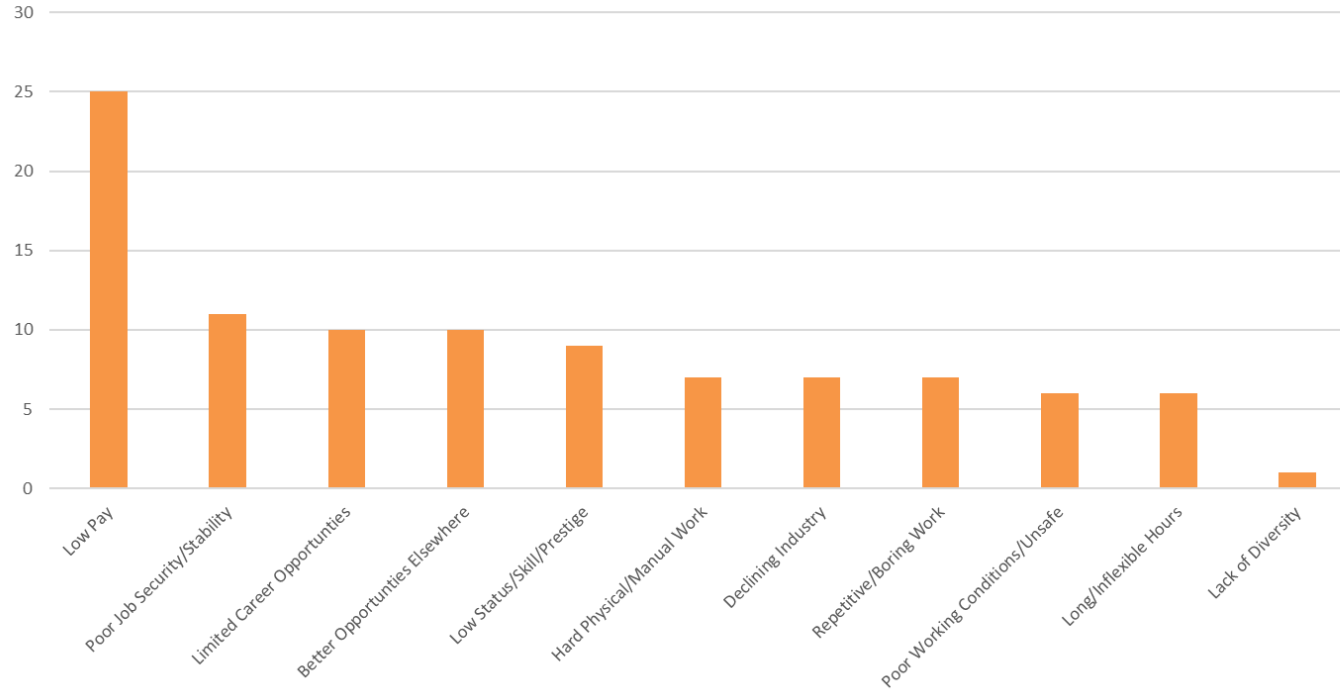
- There is a misconception that "we don't do that anymore"
- People value manufacturing
- But don't necessarily want to work in it
- Perceptions are that it is "traditional", "manual", "technical" and "poorly paid"
- And the perception is there is less "flexibility", "employee voice" and "diversity"

Public Opinion on UK Manufacturing Jobs/Careers (%)



Quality in manufacturing jobs

Reasons for not Encouraging Others into Jobs/Careers in UK Manufacturing (%)

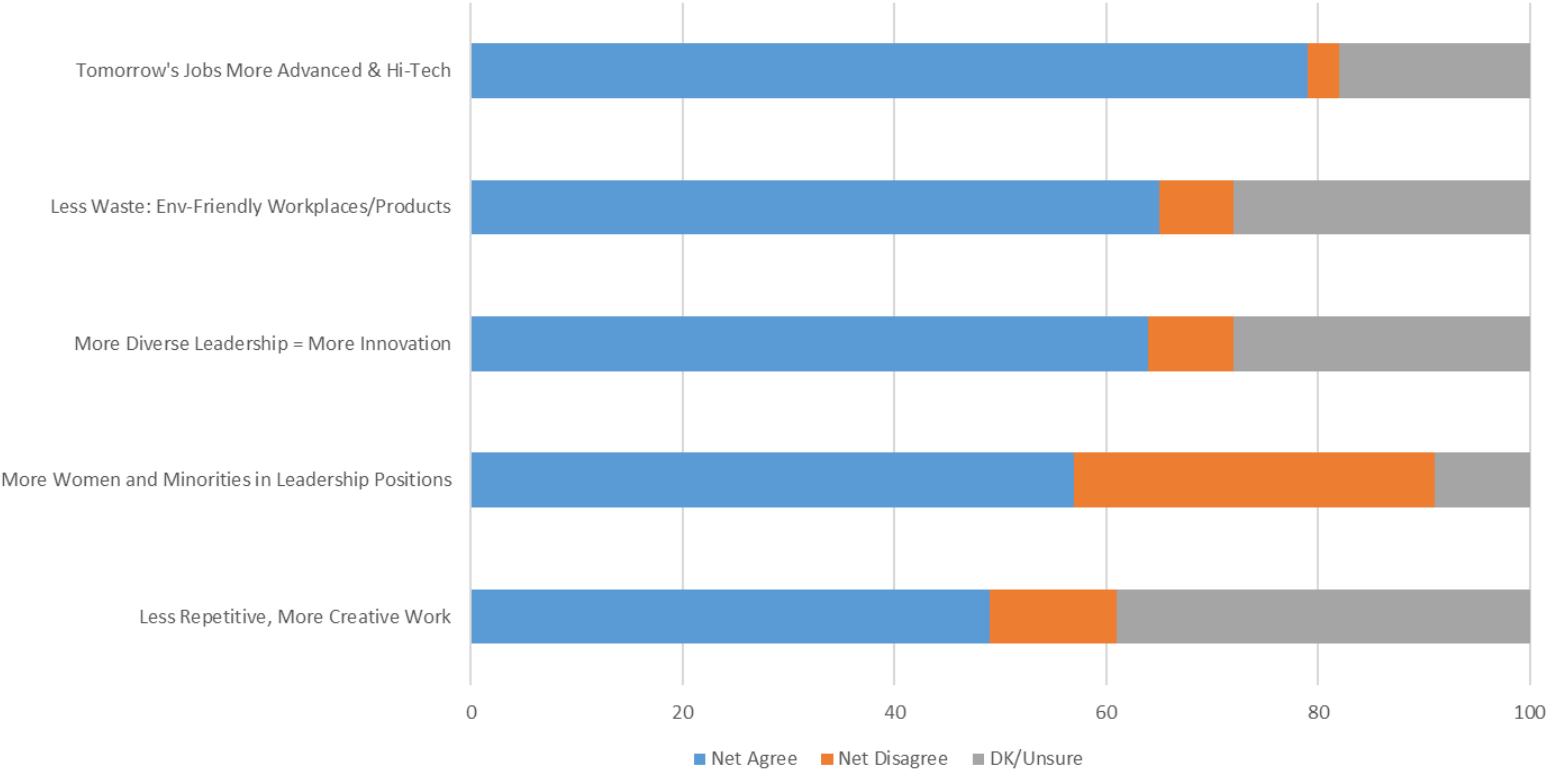


Future of Manufacturing Work - Perceptions

- There is a misconception that "we don't do that anymore"
- People value manufacturing
- But don't necessarily want to work in it
- Perceptions are that it is "traditional", "manual", "technical" and "poorly paid"
- And the perception is there is less "flexibility", "employee voice" and "diversity"
- But people see tomorrow's manufacturing jobs as being more "advanced and high tech", "more rewarding", "better for the environment"

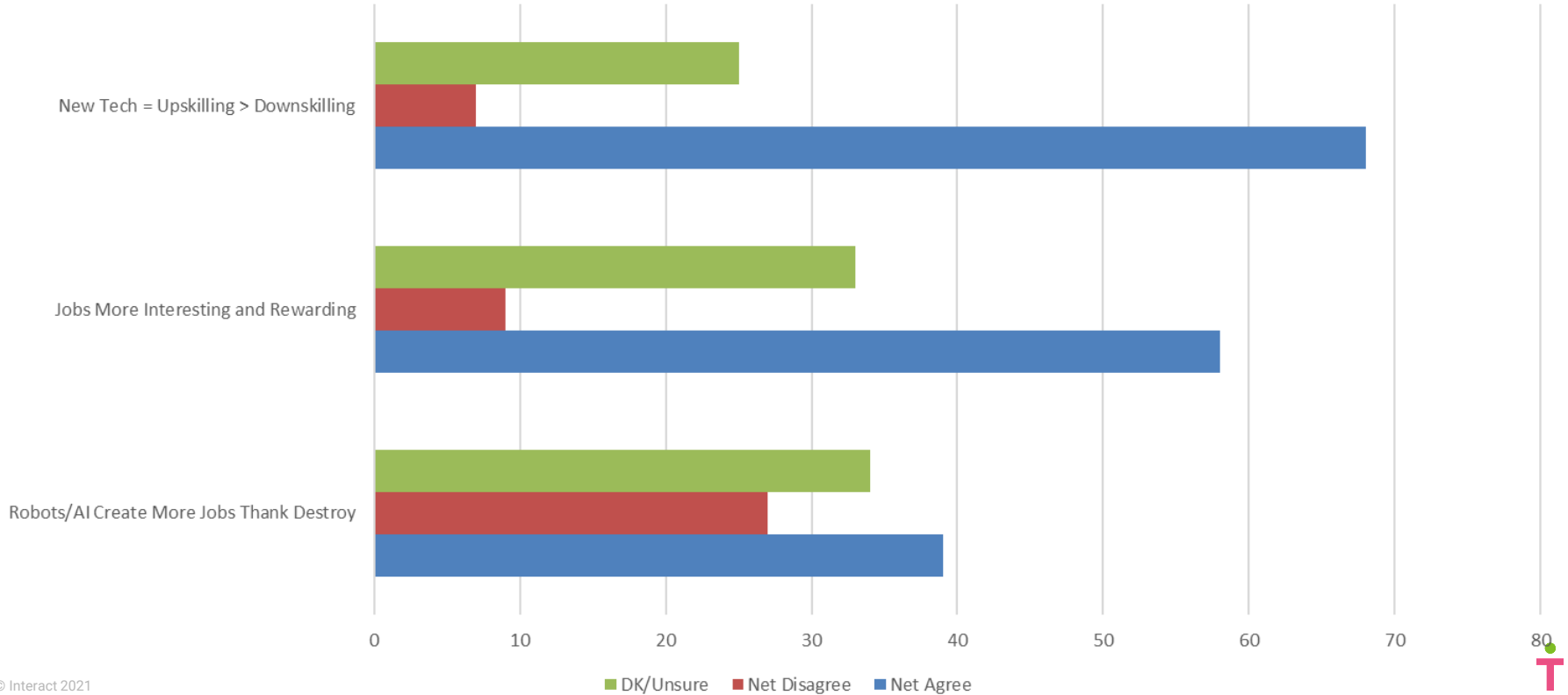
Futures: Tomorrow's jobs

Tomorrow's Manufacturing Jobs (%)



Futures: New technologies

Figure 5.3: How will New Manufacturing Technologies Change Jobs/Careers (%)



So what?

- Understanding what people value in jobs is important
- We need to change perceptions about the manufacturing sector
- And address the gap between what people want in jobs and current perceptions

Connect and start interacting



Visit our website: www.interact-hub.org

Follow us on Twitter: @InterActNetwork

Like us on LinkedIn: InterAct