**AMBA Releases First-Time Report Compilation**

***Employee Attraction and Hiring Playbook – A Best Practices Guide***

**Indianapolis, IN** – To address one of the most critical challenges in workforce development facing the U.S. moldmaking industry, AMBA has published for the first time its *Employee Attraction and Hiring Playbook – A Best Practices Guide*. Developed in conjunction with its 2021 Workforce Development Task Force, this 65+ page playbook encompasses best practices and industry insights related to the attraction, hiring and retainment of high-quality, high-performing employees.

Launched in 2021, this playbook’s content was derived from a three-part survey series that focused on a broad array of questions related, but not limited, to: recruitment channel utilization, social media use, community hour investment, interview frequency, resume “red flags”, aptitude and personality test use, onboarding timelines, employee evaluation processes’, bonus structures and more. The resulting report includes over 100 inputs from AMBA members, who participated in the survey process from mid-August 2021 through October 2021. The report also features a variety of outside resource references, recommendations and checklists.

Key report takeaways included the identification of unexplored recruitment avenues, opportunities to engage with local communities and/or manufacturing-related programs, the generation of white paper content and the implementation of a mentorship and/or cross-training program. Respondents also provided a review of key characteristics associated with both high- and low-performing employees and the implementation of cultural values and expectations.

In several instances, AMBA members shared their own experiences and processes, particularly within the interviewing process. For example, members contributed individual responses related to setting candidate expectations (relative to their job position, skill set and/or company culture), favored interview questions, resume “red flags” and the popular incentives most often highlighted. Additional free-response opportunities included the value of technical schools and programs in the recruitment process, the varied shift structures utilized by members and the internal methods utilized to celebrate individual, team and/or company-wide achievements.

To complement the best practices shared by AMBA members within the playbook, several industry insights also are gathered to provide context and alternative perspectives and to encourage the pursuance of new opportunities related to hiring and retention. Insight areas include spotlights on varied recruitment opportunities, next-generation cultural motivations, new employee “pre-boarding” tactics and additional takeaways.

AMBA members who did not participate in the survey process can learn more and purchase the report for $149 at <https://amba.org/publications/browse/>. This publication is currently only available to AMBA members.

To learn more about AMBA membership and gaining access to this publication and other members-only resources, contact the AMBA offices at 317.436.3102 or [info@amba.org](mailto:info@amba.org).

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**About the AMBA**

The American Mold Builders Association (AMBA) is the only organization dedicated to elevating the competitive advantage of U.S. mold builders. AMBA provides workforce development initiatives, networking, benchmarking opportunities and industry promotion. AMBA members receive a variety of additional benefits, including access to cost-reduction programs, visibility to mold buyers and problem-solving resources that give members a competitive advantage. To learn more about AMBA membership and ongoing initiatives, visit www.amba.org.

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