

# Guild



## The New Skilling Playbook for Manufacturing

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**Drive the next wave of innovation with Guild's  
responsive learning solutions**

# Build the workforce that builds your future.

Manufacturing is at a turning point. Industry 4.0 is here, and it's bringing a wave of complex challenges and opportunities. As the skyrocketing demand for new skills meets growing labor shortages across the industry, manufacturers are having a harder time hiring the workforce they need to compete, innovate, and grow.

In the face of these pressures, HR leaders have a critical role to play. The opportunity? Transform your talent strategy to build the workforce you need from within. But getting there requires a partner with the tools to drive impact at scale.

That's where Guild comes in.

Guild delivers responsive learning solutions and skilling pathways proven to attract, engage, and grow talent across every level of the manufacturing workforce. From production workers and plant managers to technicians and skilled engineers, we bring an agile approach that adapts to your unique challenges — and positions your workforce to lead the next wave of innovation.



# Skilling that works across your workforce – and goes deep in high-value areas.

Guild's versatile, agile solution delivers learning tailored to the needs of every worker, at every level. We also help employees go deep in specific areas, such as supply chain, and offer academies that help build consistency and expertise tailored to your business.

## Let's break down how it works.

### Production Workers and Technicians

Build a foundation that helps them advance and develop into operational, managerial, and technical roles.

### Production Managers and Leadership

Enable them to lead through organizational transformation.

### Engineers

Equip them with skills to push innovation forward.



### Supply Chain Excellence

Help employees deepen their expertise and gain demonstrable skills with programs designed to meet the demands of critical functions.



### Academies

Upskill and uplevel entire teams with learning experiences designed to build shared excellence in the company way.

## The Guild Effect: Measurable Impact Across Your Workforce

#### Retention

# 2.4x

Learners are 2.4x less likely to leave their employer compared to their unengaged colleagues.<sup>1</sup>

#### Mobility

# 3.5x

Learners are 3.5x more likely to change roles within their companies compared to their unengaged colleagues.<sup>1</sup>

#### Talent Attraction

# 50%

50% of surveyed applicants in a 2021 hiring campaign cited free college tuition as a reason for joining this manufacturing employer

#### ROI

# 200%

Employers see an average \$3 savings for every \$1 invested in education and upskilling through Guild.<sup>2</sup>

# Production workers & technicians




Manufacturing runs on technical expertise, but the frontline workforce is where transformation begins. While Industry 4.0 calls for advanced skills across every level, many manufacturers miss the critical opportunity to invest in foundational learning for their production workers on the front line.

Focus on **foundational learning, durable skills, and introductory technical courses** to engage, retain, and develop the frontline workforce.

Guild can help you start from scratch or reimagine an existing benefit program to make it accessible and strategic. By modernizing your education benefits, we create pathways to high-quality, career-oriented learning opportunities aligned with your business needs.



**Foundational learning**

*ELL and language learning fosters workplace collaboration and communication, while high school completion and college prep builds confidence and opens doors to growth.*



**Durable skills**

*Baseline professional skills such as collaboration, communication, and time management build the foundation for mobility from any role.*

**Introductory technical skills**

*Beginning skills in more technical areas such as air and fluid-powered systems or industrial electronics can build pathways to in-demand roles.*


Springboard

**Chegg Skills**

simplilearn

**Intermediate technical skills**

*Associate's degrees in engineering technology and undergraduate certificates in technical areas such as battery management systems, programmable logic controllers, and more can help workers move into higher level jobs in the areas you need most.*



**INDIANA TECH**

eCornell

**LSU Online**

These investments do more than teach skills — they engage and retain your workforce, strengthen your employee value proposition, and lay the foundation for future upskilling. By starting at the front line, you position your organization for growth from the ground up.




# Production managers & leadership

Leverage **targeted, role-specific development** for frontline production leadership.

Strong leadership starts on the production floor. Guild curates skills-first programs tailored to high-priority pathways like leadership and management, helping you close critical talent gaps while boosting productivity and efficiency.

leadership roles with the skills they need to lead effectively – and to guide your workforce through organizational transformation.

By targeting development for frontline managers, you combat the growing “brain drain” that leaves organizations vulnerable. Our solutions empower workers to step into

People Management Programming	Diverse, Manager-Oriented Skills Programming
<p><b>Frontline Management and Leadership Program</b></p>  <p><b>People &amp; Business Leadership</b></p>  <p><b>Diverse Leadership</b></p> 	<p><b>Ops &amp; Supply Chain</b></p> <p><b>Data &amp; Analytics</b></p> <p><b>Artificial Intelligence</b></p> <p><b>Advanced Manufacturing Skills</b></p>

# Preparing frontline workers for the digital manufacturing era

## The Challenge:

A leading consumer goods company faced the urgent need to prepare its predominantly frontline workforce for the growing demands of digitization in manufacturing. To stay competitive, they had to equip their employees with both foundational and technical skills to adapt to a rapidly evolving tech landscape.

## The Solution:

The company partnered with Guild to provide access to 80+ tuition-free programs focused on high-demand skills. These included data analytics, supply chain management, IT, and English Language Learning.

“ This is not just about graduations, it’s about mobility post-completion – we’re building an internal talent pipeline.”

Sr Director of Global Learning Center of Excellence

## The Impact

2x

more likely to move into new roles for Guild learners vs non-participants as of May 2024

2.5x

less likely to leave as a Guild learner compared to non-participants as of May 2024

62%

of participants represent diverse backgrounds

## Employee Stories

Operations Technician in Florida completed an Industrial Maintenance Certificate to problem solve and reduce costs

Machine Operator in Arkansas gained IT skills with the goal of optimizing production efficiency

Sales Supervisor in Virginia Completed Supply Chain & Logistics course to upskill and seek leadership opportunities

# Engineers

Offer **technical skilling across subject areas** – without the degree commitment.

Engineers are eager to advance their skills and careers, often setting their sights on master's programs as the logical next step. But the time and commitment required can make pursuing a degree feel out of reach.

Guild makes career growth more accessible for higher level workers. In addition to helping engineers develop leadership and management skills, we've also made it easier to gain new technical skills. Through partnerships

with innovative learning providers, we've unbundled advanced degree programs into focused, skills-driven coursework. Engineers can gain in-demand credentials and specialized expertise without the years-long commitment of a traditional master's program.

With a wide range of subject areas from top institutions, engineers can target their next career step with flexibility and precision.

## Business and leadership

Hone strategic thinking and business acumen.

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RUTGERS

Yale

## Data and technology

Develop knowledge and expertise on a range of technology, from data science to cloud computing, AI, software development, IT, and more.

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 eCornell

LSU Online

## Advanced engineering

Gain deep expertise in mechanical, industrial, electrical, materials, robotics, automation, and beyond.

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PURDUE  
UNIVERSITY

# Supply chain excellence

Guild helps workers deepen their expertise and gain demonstrable skills with programs designed to meet the demands of critical functions like supply chain management. By partnering with business leaders, Guild curates high-impact, outcomes-driven skilling programs tailored to your organization's specific needs.

# Help employees build critical expertise with **topic-specific programs and skilling** in supply chain management.

Employees can select the certificates and learning they need to deepen their skillsets.

Deepen supply chain expertise with...	Become more effective at vendor management with...	Sharpen negotiating skills with...	Better understand analytics and decision-making with...
<p> <b>IVY TECH</b> COMMUNITY COLLEGE</p> <p>Supply Chain Management</p> <p> <b>Oregon State</b> University</p> <p>Graduate Learning in Supply Chain and Logistics Management</p> <p> <b>UNIVERSITY OF</b> <b>CAMBRIDGE</b></p> <p>Cambridge Sustainable Supply Chain Management</p>	<p> <b>eCornell</b></p> <p>Procurement Strategy</p> <p> <b>eCornell</b></p> <p>Business Contract</p> <p> <b>Northwestern</b> University</p> <p>Customer Experience Innovation</p> <p> <b>PURDUE</b> GLOBAL</p> <p>Supply Chain Procurement Management</p>	<p><b>Yale</b></p> <p>Yale Negotiation Strategy</p> <p> <b>LSE</b> THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE</p> <p>LSE Negotiation</p> <p> <b>eCornell</b></p> <p>Business Communications</p>	<p><b>RUTGERS</b></p> <p>Mini-MBA: Digital Supply Chain Management</p> <p> <b>University of</b> Massachusetts Amherst</p> <p>Post-Grad Certificate in Lean Six Sigma</p> <p><b>LSU Online</b></p> <p>Grad Certificate in Cloud Computing &amp; Machine Learning</p> <p> <b>eCornell</b></p> <p>Python for Data Science</p>

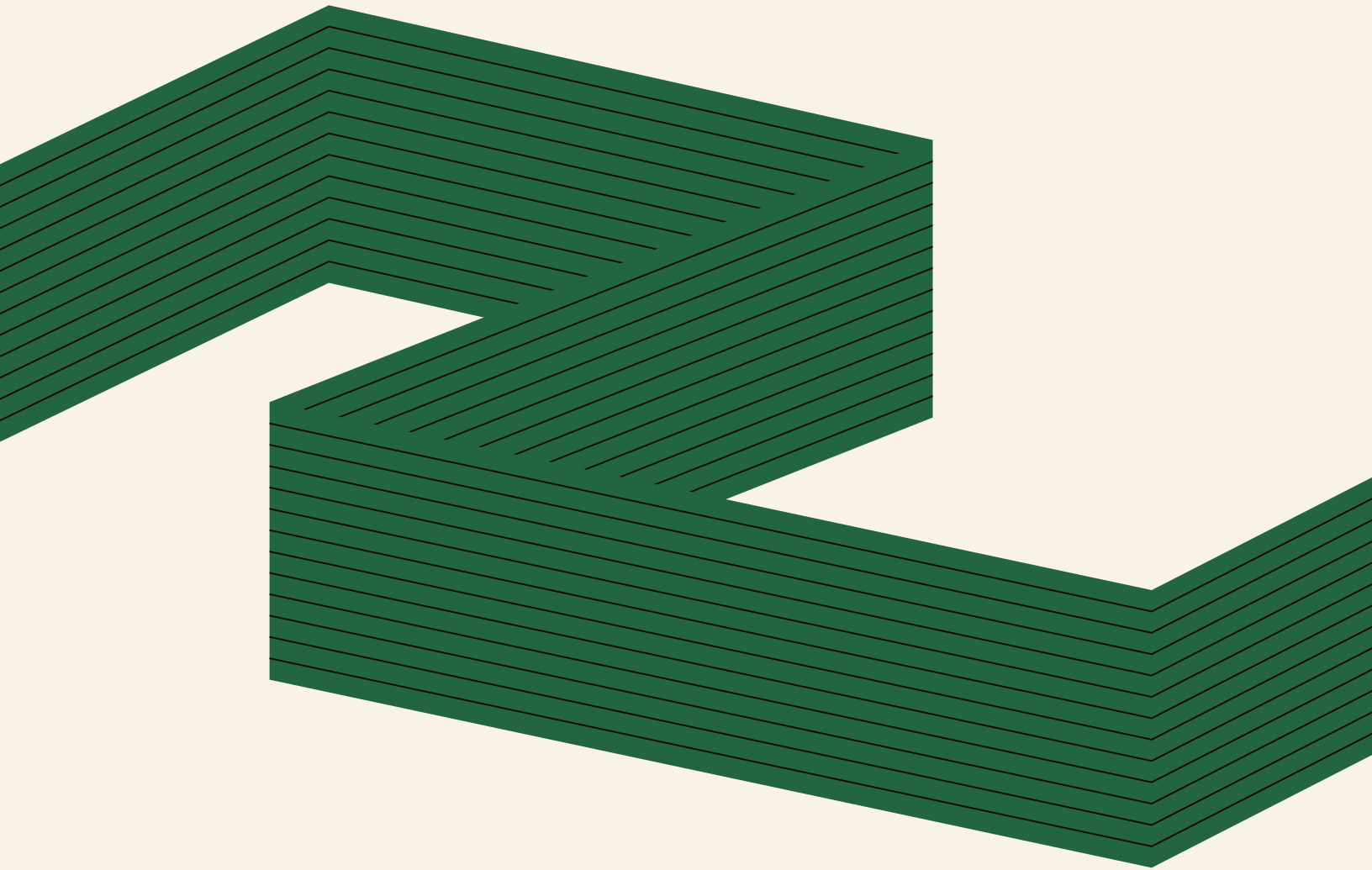


# Academy

Transform teams with **cohorted, customized learning.**

Upskill and uplevel entire teams with learning experiences designed to create lasting change and build shared excellence. Guild's collaborative, cohorted programs are tailored to your company's voice, culture, and strategic goals, fostering community and delivering real-world impact.

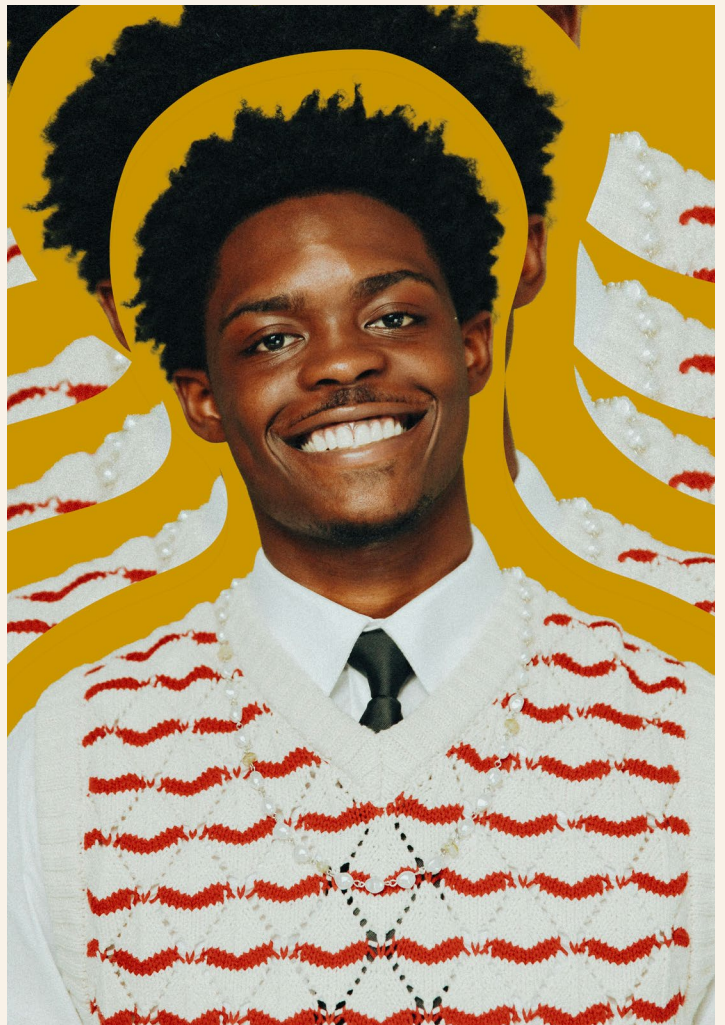
**Guild Academy** combines learning built alongside leading manufacturers with insights from your own subject matter experts. These programs scale across your workforce, blending tailored case studies and practical applications to align with your organization's needs.



# Your strategy, supercharged by Guild.

Guild's outcomes-driven, versatile learning solutions are built to meet your organization where it is today — and evolve with you over time. Whether you're starting fresh, optimizing existing efforts, or looking to make your education budget more strategic, our responsive approach is designed to plug seamlessly into your talent strategy.

From setting up new programs to amplifying what's already working, Guild ensures your workforce development initiatives deliver lasting impact. And we don't stop at launch. Together, we'll revisit and refine your strategy to keep pace with changing market needs, positioning your organization and its people to thrive.



**Ready to get started? Schedule an exploratory conversation with one of our experts.**

## Sources

- 1 Guild's internal data over the last 12 months as of 07/01/2024 from employers who have provided the required data for at least 13 months post launch.
- 2 Employers see an average \$3 savings for every \$1 invested in education and upskilling through Guild.

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