



Attractiveness of work

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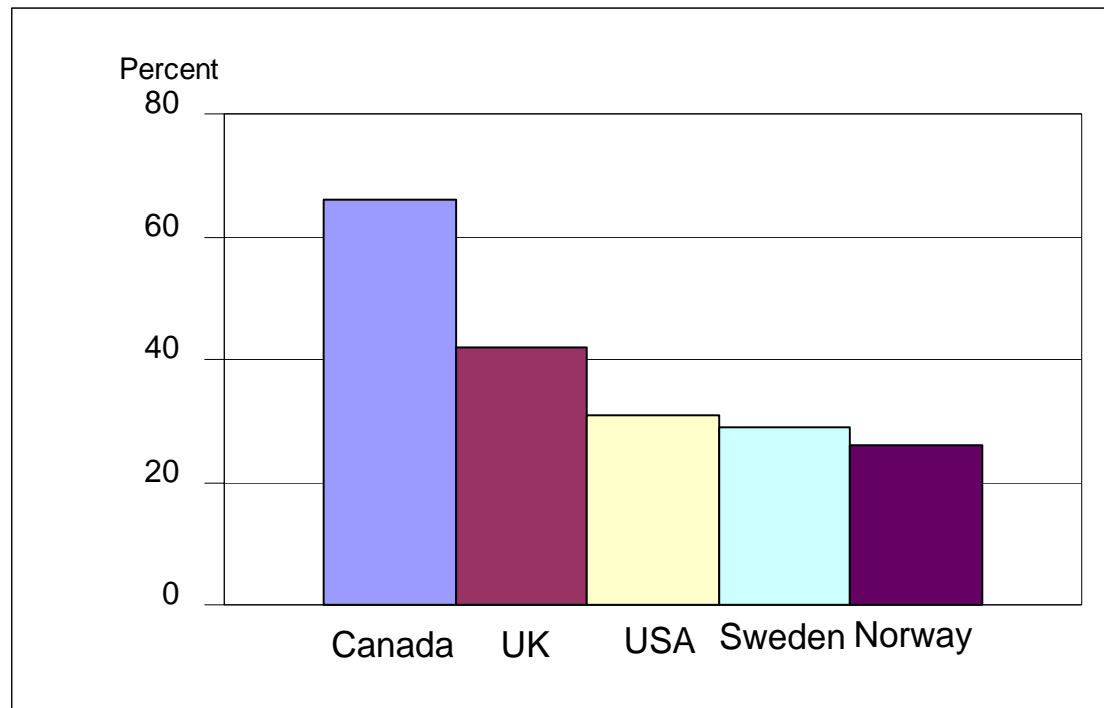
Recruitment problems among manufacturing industries

- Difficulties in finding well trained staff.
- This problem will grow.

Reasons for starting a project with the aim to scrutinise considerations behind the individual's choice of work.

Employers having difficulties filling positions

(Manpower 2006)

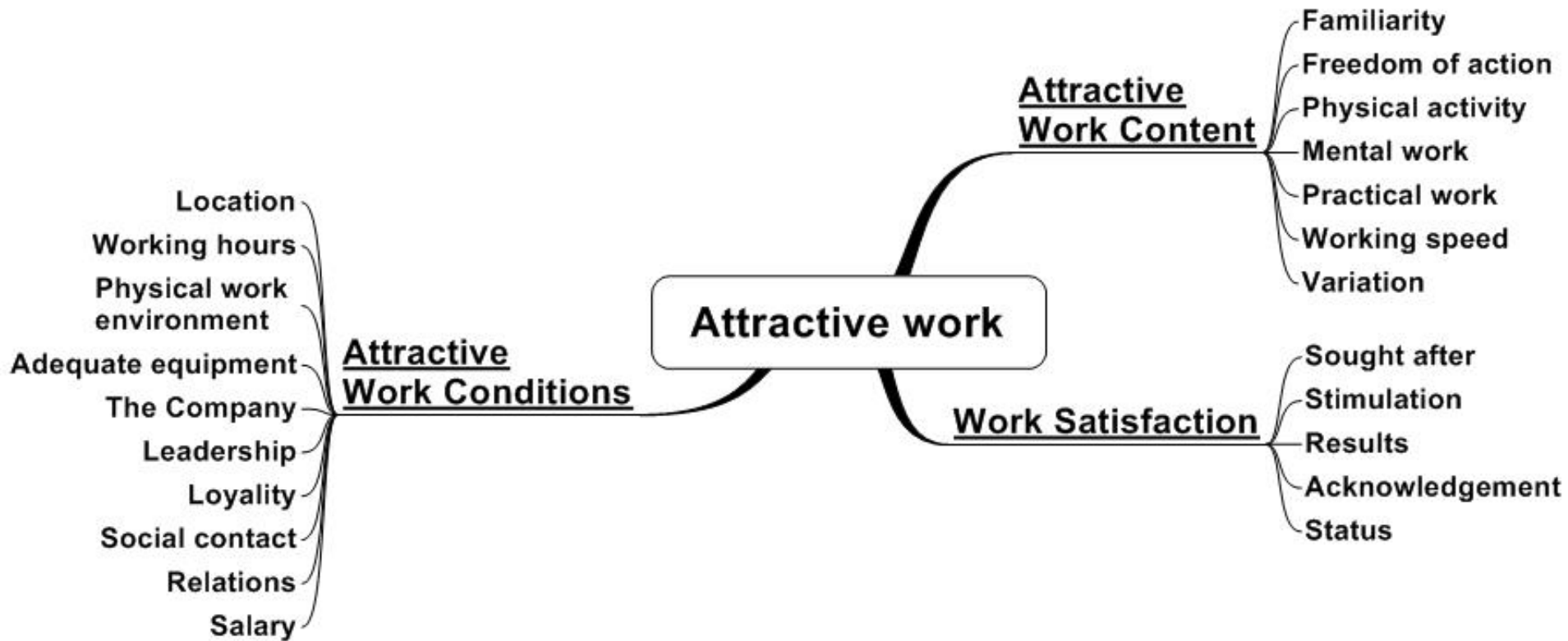


Engineers, Technicians, Production operators

Model of attractive work

(Åteg, Hedlund & Pontén 2004)

- Parameters attractive work content, work satisfaction and attractive work conditions
- 80 different qualities.
- A questionnaire was developed - possible to measure changes in attractiveness.



Factors of importance to make work attractive

Wood working industry

(Hedlund & Pontén 2006)

- 5 companies implemented systematic work environment management (SAM)
 - an education program involving all employees
- The work became more attractive
- Qualities of work conditions as well as work content and work satisfaction increased significantly at 4 of 5 companies

Metal industries (Åteg 2006)

Network of small engineering companies

- 5 year long project to improve the work environment
- Different motivating work environment methods were used
- The attractiveness of work increased during the five years.

Conclusions

Measures aimed for safer work also increase the attractiveness and improves the possibilities for companies to hire well trained and motivated staff.