



# REMAINING COMPETITIVE IN TODAY'S MARKET MEANS BRIDGING THE SKILLS GAP

*The skills gap in the United States is very real, and it shows no signs of closing quickly. There are simply not enough people in today's market with the necessary skills to fill open roles. In fact, 92% of U.S. business leaders say that workers and candidates are not as skilled as they need to be.*

*In addition, two-thirds of hiring managers say they find it a challenge to fill job openings, 56% say their business is negatively impacted by a skills gap, and 48% report they are currently understaffed. So, what is causing this massive gap in the market and what can forward-thinking business leaders do to prepare their companies for the future?*

## Forces Contributing to the Skills Gap

There are a host of factors that have led to the gap we face in today's job market. They include:

- The mass exodus of baby boomers from the U.S. workforce.
  - Projections show that by 2029, just over 20% of the U.S. population will be over the age of 65.
- The rapid pace of technological advancement.
- Automation, which is replacing many unskilled and low-skilled jobs and creating a need for more highly skilled workers.
- The economic recovery, which led to low unemployment levels of ~4% and fewer active job seekers.

Skills gaps exist in nearly every industry – not just in manufacturing or STEM fields. Nearly every industry struggles with a lack of skilled talent in the market today.

## Can the Gap Be Ignored?

Many business leaders have come to accept skills gaps and open roles as a new economic normal. After all, if a company is surviving or even profiting, it can be easy to turn a blind eye to the problem or assume one day it will simply correct itself. However, there are real consequences for businesses that ignore skills gaps.

- **Decreased productivity:** People who are not fully trained and upskilled cannot produce as much as their trained counterparts. When managers or other workers are forced to take time to cover productivity gaps, their own output suffers.
- **Customer service challenges:** When performance and productivity are low, it's difficult to keep current customers happy, which can result in customer attrition. Decreased productivity and performance and an increase in customer dissatisfaction also impact the ability to effectively attract new customers.

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- **Loss of market share:** A decline in productivity and lower customer satisfaction rates will eventually lead to loss of market share to competitors.
- **Reduced profits:** All the factors above lead to loss of revenue and profits.

### Getting a Grip on the Gap

Companies that want to remain competitive need to look for and enact real solutions to close their skills gaps. The best way to close those gaps is to get proactive and train their workforces forward.

Most business leaders understand the investment benefits of training and developing their workforces, but the problem often lies with logistics. It requires time and significant resources to design training programs that ensure workers are up to speed on the exact skills the company requires. It can take years to train a workforce on those necessary skills, and it means pulling people away from their daily tasks – causing productivity to take an even greater hit.

Fortunately, there is a better way to start closing the skills gap.

### GSG Talent Solutions Can Help Close Skills Gaps

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1. **GSG offers training and development services to ensure local companies can close skills gaps.**  
They work closely with employers to identify critical skills and implement efficient, cost-effective programs to address their immediate and long-term needs.
2. **GSG works with employers to understand the skills they need today and in the future.**  
They train their temporary employees and their full-time candidates on those critical skills, so GSG workers are ready to hit the ground running.
3. **The skilled temporary hires from GSG can also be deployed workers.**  
This keeps organizations fully staffed while internal employees are involved with training. GSG temporary workers ensure productivity remains high while employees are training off-site or on-site. While high-value staff are building their skills, less critical tasks can be offloaded to temporary workers.
4. **Skilled temporary workers from GSG can also be hired after their contract term.**  
If a GSG employee is doing a great job and adding value to a team, they can be seamlessly transitioned into a permanent full-time team member.

*GSG Talent Solutions is a nonprofit staffing company that helps businesses succeed by matching them to skilled workers in Central Texas. They find meaningful work opportunities for candidates who are looking to launch full-time careers. The GSG team is passionately committed to helping people build the skills that employers are looking for, because Central Texas businesses and communities are stronger when people are engaged in meaningful work.*

*If you are ready to close your skills gaps, visit [www.gsqtalentsolutions.com](http://www.gsqtalentsolutions.com) or call 512-637-7106.*

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