



Turning Talent Into EASTMAN'S **COMPETITIVE ADVANTAGE**

SUCCESS STORY



Location:
Kingsport, TN
(Sullivan County)

As one of Tennessee's largest employers, Eastman relies on qualified people to bring their products to the world. But like many organizations, they were having trouble finding and developing great talent. Knowing the competitive edge that a high-performing workforce provides, Eastman began using **ACT® WorkKeys®** to both develop their talent pipeline and improve the quality of new hires.



Employees:
14,000+

By implementing WorkKeys directly into their hiring process, Eastman improved the quality of new hires, saved time and money, and prepared individuals for greater success. Once hired, employees could advance in Eastman's US Department of Labor-registered apprenticeship program, or use the **ACT® WorkKeys® Curriculum** to strengthen their foundational skills.



Industry:
Advanced Materials &
Specialty Additives

Beyond growing their own talent, Eastman is heavily involved in **ACT® Work Ready Communities**. By collaborating with outside businesses and educational institutions, Eastman uses **ACT® WorkKeys® Job Profiling** as one resource to build the regional workforce and help students and residents take charge of their career decisions.

“ACT WorkKeys has helped tremendously by showing us who has initiative and can successfully walk in the door, ready to be trained to safely and effectively run a chemical plant.”

—**Todd Akard**, Recruiter at Eastman

OUTCOMES

10

Job Profiles
completed at Eastman
(including all entry-level
manufacturing positions)

2.3K+

Individuals
in the Northeast Tennessee
region with an ACT® WorkKeys®
National Career Readiness
Certificate® (NCRC®)

342

Eastman Employees
with the NCRC,
successfully completed
apprenticeship training