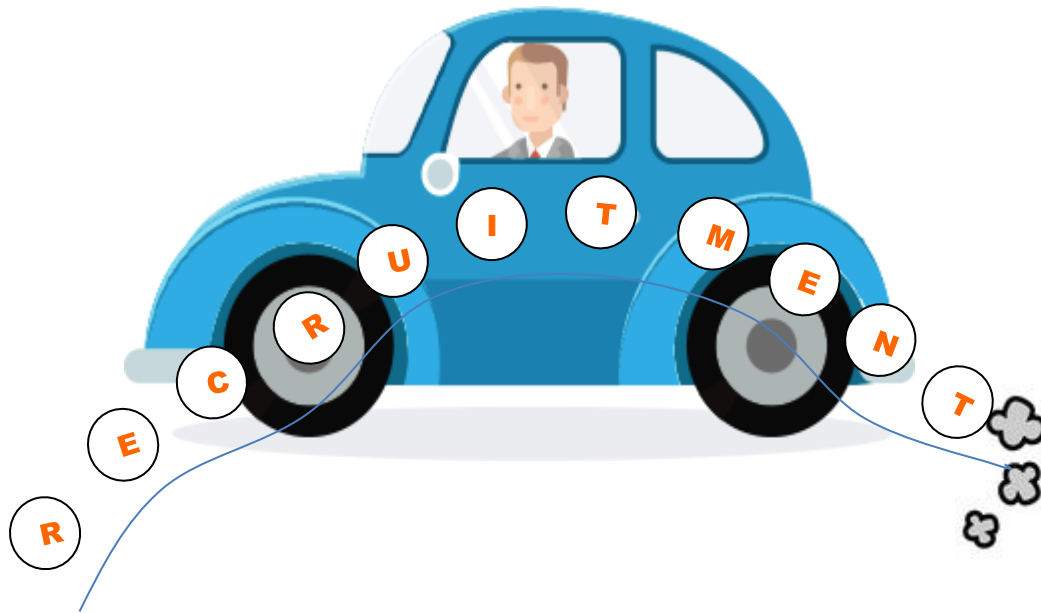


Is this YOU?



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January 2017

Recruitment:

Bumper to Bumper

- 🚗 Common Recruiting Obstacles
- 🚗 Recruitment Defined
- 🚗 Recruitment Philosophy
- 🚗 Proactive vs. Reactive Recruiting

Industry-Specific Obstacles

“It’s really hard to find people...”



Post secondary enrollment is down

The work force is aging: People are retiring

Limited amount of qualified candidates

“I don’t want to have to train someone.”

Multi-generational work force

Younger generations don’t have the same work ethic

Younger generations are growing up differently

No Time/Resources

Fact: You Are Not Alone

10 Top Difficult Jobs to Fill in Canada

(Manpower/Workopolis Survey 2015)

1. Management/Executives - 91,000
2. Engineers - 76,000
3. Accounting and financial staff - 59,000
4. Production/machine operators - 54,000
5. Skilled trades workers - 52,000
6. Technicians - 49,000
7. Sales representatives - 47,000
8. Secretaries, PA's, admin. pros, office support - 42,000
9. Drivers - 42,000
10. Labourers - 39,000



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Common Recruiting Obstacles for

ALL

Industries and Sectors

- 0 Market-specific conditions (Geography, demographics)
- 0 No qualified internal/external candidates
- 0 Marketing tactics (right types of advertising)
- 0 Company/Leadership Reputation
- 0 Unrealistic position expectations
- 0 Inability to flex (What does the market bear?)
- 0 Competition
- 0 Poor recruitment processes (lengthy times, lack of communication, unprofessional conduct)
- 0 Panic: Band aid solutions resulting in poor hires
- 0 Multi-generational workforce (culture clash)
- 0 Unwillingness to hire and train junior candidates

Recruitment Defined

Hiring and retention result from recruitment **strategies** and processes that support intended outcomes.

Hiring Tactics

Reactive
Unplanned and
unexpected.

Proactive
Planned and
intentional.



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Proactive Recruitment - Big Picture

Paving the Road for the Future

Government, Industry, AIA, Schools: Collaborating to promote a better image of the industry and the types of jobs in demand.

- Financial Incentives: Tax credits for employers, employees and apprentices
- Financial support: Equipment, coop advertising, education
- Training initiatives, support, funding
- Marketing and campaigning to promote industry and jobs
- Target marketing to attract women
- Transferability of credits between colleges and universities



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?

What are
YOU
doing about it?



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Putting a **Dent** in Recruitment



What you **CAN** do about it.



Proactive Hiring

Simple and Easy Solutions to Put You in the Driver's Seat



Plan and Anticipate

Networking

Maintain Momentum

Plan and Anticipate

What % of employees do you think will voluntarily leave your business in the next 12 months?

1. Under 25%
2. Between 26 and 50%
3. Between 51 and 75%
4. Between 76 and 100%
5. Unknown

Average **voluntary** turnover rate in Canada

7.3%

(on the rise since the recession)

What Are Your Hiring Needs in the Next 12 Months?

What to Consider....

Voluntary/involuntary turnover

The need to increase head count
(growth/acquisition)

Leaves of Absences (long/short term)

Vacation Coverage

Promotions/lateral moves

Retirement

Your successor

Networking

How many people do you have in your network?

1. Under 25
2. Between 26 and 50
3. Between 51 and 75
4. Between 76 and 100
5. Over 100



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What makes up a network?

Family

Friends

Neighbours

Industry contacts

Employees

Colleagues

Social Media

How many people do you have in your network?

1. Under 25
2. Between 26 and 50
3. Between 51 and 75
4. Between 76 and 100
5. Over 100

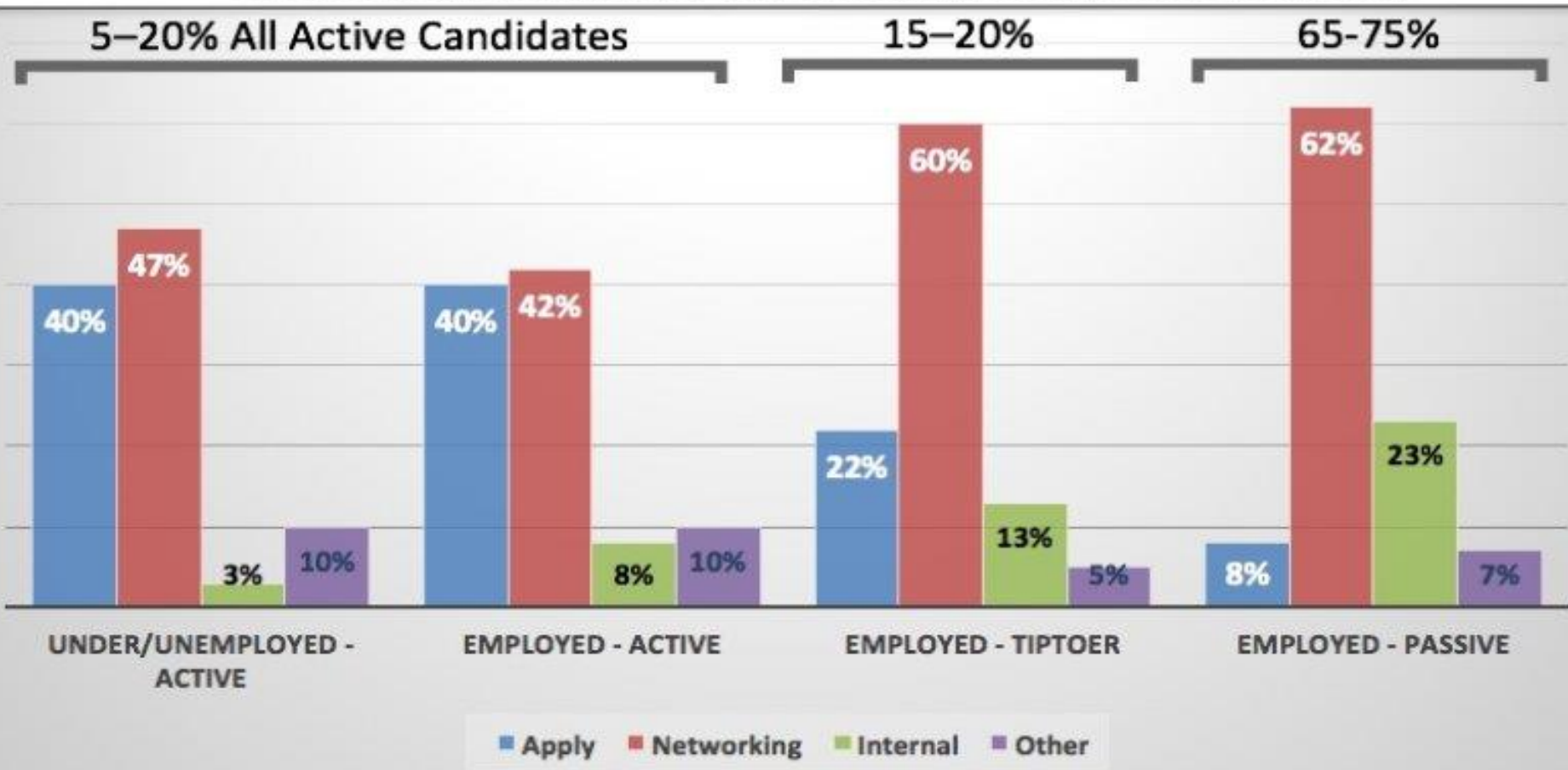


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How People Get Jobs – 2015 & 2016

Total Talent Market by Job Hunting Status and Demand



70 - 85%

of people attain their next job through their network.

Story Time

Our First Auto Collision Search



Networking Ideas

- On-site information sessions
- Presentations at local high/post secondary schools
- On-site Events
- Join industry related groups/be an active participant
- Employee incentives

Maintain Momentum

Recruitment Philosophy

Recruitment is the responsibility of everyone in an organization.

It is the **perpetual** process of multiple stages which lead to hiring and retaining employees.

Recruitment is Ongoing

- Invest in your existing team: Identify career development and succession opportunities
- Determine training programs for cross-functionality, lateral moves and promotions for existing team
- Be visible: Book regular info. and educational sessions with schools
- Schedule regular on-site open-houses/events/info. sessions
- Go big or go home: Collaborate with industry connections for large scale events to promote the industry as a whole in your community
- Actively participate in industry groups
- Know who's out there: Conduct interviews even if you have no vacancy
- Keep in touch with potential hires
- Keep on eye on key up and comers
- Take referrals seriously: Follow up on all leads
- Be nimble and flexible: What does your market bear/demand
- Don't go at it alone: Involve your employees and your network



Recruitment Defined

Hiring and retention result from recruitment strategies that support intended outcomes.

A Proactive Approach to Hiring Will:

- 🕒 Build a talent pool (Internal/External)
- 🕒 Improve Time to Fill rates
- 🕒 Reduce work interruption/improve productivity
- 🕒 Stabilize your work-force
- 🕒 Reduce costs/improve bottom line





Q&A