Has the **HUMAN CAPITAL CRISIS** hit you yet?

www.workplacespeakernetwork.com
We have created a membership community to bring together

corporations    non profit    suppliers    resource professionals

associations    government leaders

to work collaboratively to solve common issues.
Goal:

Make it simple and easy to find the right resources for **profitability** and **sustainability**

**SWOT/ GAP Analysis**
A matching site to leverage resources from the

**Small Business Sector**

to address gaps in the

**Corporate and Non Profit Sector**
Our Partners

- OGM
- REACH NEXUS
- covideo
- AIR MILES INCENTIVES®
- Managed by RMG Loyalty
- Constant Contact®
- TalentPool
  Calgary Employers’ Resource and Information Hub
- MARKETING MATTERS CANADA
- BEGO
THE GOLD IN YOUR BUSINESS

HUMAN CAPITAL
According to the Conference Board of Canada,

- 15,000 workers needed in petroleum industry by 2015.

- 81,000 workers needed in the next decade in mining.

- 100,000 workers needed in information, communications, and technology industry over the next decade.

- Electricity sector requires 45,000 skilled workers by 2016.

- Construction sector losing 219,000 workers to retirement by 2020.

WHAT CAN WE DO TO SUSTAIN OUR ECONOMIC GROWTH COLLECTIVELY?
What is stopping you from leveraging the intellectual knowledge and power of the employees (Human Capital) in your organization?
Trust   Engagement   Families   Productivity   First Nations   Health Costs Rising
Fun   Flexibility   Conflict   Skills Shortages   Immigration   Aging Workforce
Workplace Happiness Factor   Mutigenerational Leadership   Diversity
Strategic Planning   Social Influence   Emotional Intelligence   Intellectual Property
Business Model   Disabilities   Retention of Employees   Globally Competitive Marketplace

HUMAN CAPITAL CRISIS

Corporate Social Responsibility   Quick Fix Mentality   Turnover Rates
Video Technology   Recruiting Practices   Inspiration   Online Influence
Aligning Goals and Values   Innovation and Creativity   Customer Service
Workplace Culture   Divorce   Management Training   Women in Leadership
Succession Planning   Stress   Wellness   Managing Change   Mental Health

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Canadian Chamber of Commerce lists skill shortages as #1 barrier to Canadian competitiveness.
The Canadian Federation of Independent Business Reports about 
of businesses surveyed reported having experienced 

**skills shortages** 

limiting their expansion at a rate that is 

**double** 

that seen in Early 2010.
Given this data, does your company have a Foreign Worker Strategic Plan in place to compete globally?
Is innovation effectively being leveraged in your company?
According to a Conference Board of Canada report card on innovation,

“Canada receives a D grade and ranks 14th out of 17 countries.”

The Canadian Chamber of Commerce
A national study by staffing firm Robert Half International of 1400 CFO’s at companies with more than 20 employees found that 35% of CFO’s say that a shortage of new ideas is the biggest barrier to their companies being more innovative.”

Innovator Debra Kaye, Red Thread Thinking
Reaping the full potential of employee innovation requires removing the barriers that thwart it. Innovative ways and ideas are unlikely to flourish in an overly risk-averse culture.

2011 Public Service Employee Survey
Focus on Innovation, Treasury Board Of Canada Secretariat
Is trust of business leaders an issue?

Research from the 2014 Edelman Trust Barometer
18% of business leaders trusted .... to tell the truth regardless of how complex or unpopular it is.

Edelman Trust Barometer
13% of Government leaders trusted ....

to tell the truth regardless of how complex or unpopular it is.

Edelman Trust Barometer
COMPANIES HEADQUARTERED IN BRIC NATIONS SUFFER A TRUST DEFICIT COMPARED TO WESTERN BASED COMPANIES

TRUST IN COMPANIES HEADQUARTERED IN THE FOLLOWING COUNTRIES

<table>
<thead>
<tr>
<th>Country</th>
<th>Trust Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>80%</td>
</tr>
<tr>
<td>Sweden</td>
<td>79%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>79%</td>
</tr>
<tr>
<td>Canada</td>
<td>78%</td>
</tr>
<tr>
<td>UK</td>
<td>75%</td>
</tr>
<tr>
<td>Japan</td>
<td>74%</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>71%</td>
</tr>
<tr>
<td>U.S.</td>
<td>68%</td>
</tr>
<tr>
<td>France</td>
<td>67%</td>
</tr>
<tr>
<td>Italy</td>
<td>55%</td>
</tr>
<tr>
<td>South Korea</td>
<td>54%</td>
</tr>
<tr>
<td>Spain</td>
<td>53%</td>
</tr>
<tr>
<td>Brazil</td>
<td>42%</td>
</tr>
<tr>
<td>Russia</td>
<td>38%</td>
</tr>
<tr>
<td>China</td>
<td>36%</td>
</tr>
<tr>
<td>India</td>
<td>35%</td>
</tr>
<tr>
<td>Mexico</td>
<td>34%</td>
</tr>
</tbody>
</table>

*Note: The trust rates are based on a 10-point scale where 1 means that you trust them a great deal and 10 means that you trust them not at all.*
In what order do you think people rank the following industries from the most trustworthy to the least trustworthy?

Chemical       Banks
Financial Services      Automotive      Technology
Food /Beverage       Energy
TRUST BY INDUSTRY

How can Energy partner with trusted industries and learn from mistakes of less trusted industries?

<table>
<thead>
<tr>
<th>Industry</th>
<th>Trust Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>79%</td>
</tr>
<tr>
<td>Automotive</td>
<td>70%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>66%</td>
</tr>
<tr>
<td>Energy</td>
<td>59%</td>
</tr>
<tr>
<td>Chemicals</td>
<td>55%</td>
</tr>
<tr>
<td>Banks</td>
<td>51%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>50%</td>
</tr>
</tbody>
</table>

2014 EDELMAN TRUST BAROMETER

The 2014 Edelman Trust Barometer is the firm’s 14th annual exploration of trust. We surveyed 33,000 people (27,000 General Public and 6,000 Informed Public respondents) in 27 markets around the world on their trust in institutions, credible sources/channels and specific issues and perceptions impacting trust in business and government. Figures in this graphic relate to Informed Publics. For the full energy trust report, visit www.edelman.com/energy-trust-2014
“WE’RE WALKING INTO A PERFECT STORM,”

ALBERTA EMPLOYMENT AND IMMIGRATION MINISTER THOMAS LUKASZUK SAYS.

EDMONTON JOURNAL
“Economic recovery, the return of skills shortages, the aging of our workforce and intensifying global competition for workers all highlight the need to continue our focus on developing the workforce.”

EDMONTON JOURNAL
How do you measure your happiness factor at work?

Would it be of value to know what people think?
Statistics show that unhappy workers cost the North American business economy well over $350 billion annually in lost productivity!
What is the cost or impact of turnover?
THE MANAGEMENT JOURNALS SEMI-ANNUAL EMPLOYEE ENGAGEMENT INDEX REPORTS THAT 60% OF EMPLOYEES ARE NOT ENGAGED.
15% are actively disengaged at work.
ONLY 25% ARE ACTIVELY ENGAGED.

Canada Human Resources Centre
Harvard Management Update reports why employees leave?
What employers think?

89% believe it is for the money

11% for other reasons
What employee’s think?

12% believe it is for the money

88% for other reasons
Ten Most Frequently Mentioned Issues That Employees Say Companies Do Poorly:

1) Poor Management
2) Lack of Career Growth
3) Poor Communication
4) Pay
5) Lack of Recognition
6) Poor Senior Leadership
7) Lack of Training
8) Excessive Work
9) Lack of Tools & Resources
10) Lack of Teamwork
What is the cost of unhealthy workers to your company?
Unhealthy Employees Cost Businesses $153 Billion In Lost Productivity

Huffington Post
Sick Days Cost Canadian Economy

$16.6B

CBC News
Employees with four lifestyle risk factors (sedentary, overweight, smoker, high alcohol intake) are absent over 50% more often than those without the risk factors, and cost 2-3 times more in health costs.

The Canadian Policy Research Networks estimates that stress-related absences cost Canadian employers about $3.5 billion each year.

BC Hydro: For every $1 spent on the organization’s wellness program, the company saved an estimated $3 (after running 10 years).

Canada Life Insurance: The company saved $3.43 for every $1 spent on its fitness program.
Do you know the value of having a flexible work plan in place?
Did you know...

Over **50%** of employees **want flexible work time.**
How is your company adapting?

A Report: Flexibility vs Facetime
by Catalyst.org 2013
Youth Employment?

How will it impact your industry?
Did you know...

“For as long as statistics have been kept in this country, the number of young people entering the work force has always exceeded the number nearing retirement. Not any more. At some point this year [2013], the number of 15- to 24-year-olds [in Canada] will slip below the number of 55- to 64-year-olds for the first time, according to Statscan’s demography division.

Youth Recruitment and Retention Strategies
2013 Employer Survey / Alberta Works
WHAT ARE THE **LEAKS** IN YOUR BUSINESS PIPELINE?
What are the **hard costs in your business** and where should you invest now?
How do you **align goals** in your organization to effectively **invest in human capital**?
HOW DO YOU MOVE FORWARD STRATEGICALLY?
Trust  Engagement  Families  Productivity  First Nations  Health Costs Rising
Fun  Flexibility  Conflict  Skills Shortages  Immigration  Aging Workforce
Workplace Happiness Factor  Mutigenerational Leadership  Diversity
Strategic Planning  Social Influence  Emotional Intelligence  Intellectual Property
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Succession Planning  Stress  Wellness  Managing Change  Mental Health

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Common issues occurring across industries means collaboration could be the key to **success**.
POTENTIAL HIGH VALUE IN INDUSTRY COLLABORATION

Partnerships — including public-private initiatives, industry-wide collaborations with community colleges and other training institutes, or initiatives entirely within the private sector — should be a major consideration to maximize available resources, respond to the talent issue collectively and generate a common labour pool.

Human Resources in Canada’s oil and gas sector
A snapshot of challenges and directions
Opportunity to be Leading Edge Internationally

- Identifying Leaks in Management of People
- Leveraging Key Stakeholders
- Collaboration Between Industries/Associations
- Create Agile Business Models
- Adapt to Technology
- Access Workplace Resource Experts
What are the consequences of doing nothing?
“The greatest gifts will show up in our world when we invest in people not things”

Denise Baril, Founder
WSN
Thank you!

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Labour Market/ Links

Supply / Demand Forecasts

http://work.alberta.ca/labour/occupational-demand-and-supply-forecast.html

http://work.alberta.ca/labour/labour-market-forecasts.html

Vacancy rates:


http://work.alberta.ca/labour/skill-shortages-in-alberta.html Occupational demand outlook

http://work.alberta.ca/documents/occupational-forecast-alberta.pdf Alberta regional

For Canada:

http://www23.hrsdc.gc.ca/l.3bd.2t.1i.html@-eng.jsp?lid=16&fid=1&lang=en
http://www.cga-bc.org/latest_news.aspx?id=25629 this next one is 2012
http://www.parl.gc.ca/content/hoc/Committee/411/HUMA/Reports/RP5937523/humarp09/humarp09-e.pdf 2014:


Resources
The Great Debate: Flexibility vs. Face Time—Busting the Myths Behind Flexible Work Arrangements

Workplaces that Work: Creating A Workplace Culture that Attracts, Retains and Promotes Women
http://www.socialservices.gov.sk.ca/workplaces-that-work.pdf

Edelman Trust Research

7 Reasons Why Employees Leave/ Enterprises Toronto
http://www.enterprisetoronto.com/index.cfm?linktype=mainlink&linkId=99&content_id=1611&fromurl=center

Human Resources in Canada’s Oil and Gas Sector

Tackling the Top 10 Barriers to Competitiveness
http://www.chamber.ca/advocacy/Booklet_Top_10_Barriers_2013.pdf

Sick Days Cost Canadian Economy 16.6 Billion

Public Service Employee Survey/ Focus on Innovation

Unhealthy Employee’s Cost Businesses $153 Billion in Lost Productivity

Is Canadian Politeness A Threat to Innovation?
http://workplacespeakernetwork.com/wn/1/36/Is_Canadian_Politeness_a_Threat_to_Workplace_Innovation/

Employee Engagement/ Canadian Human Resources Centre

Gallup’s Top 10 World News Findings of 2013

The Business Case for a Healthy Workplace/ Health and Safety Ontario

Red Thread Thinking / Debra Kaye
http://www.redthreadthinking.com/

Action Plan/ Canadian Budget 2014

The Road to Inclusion: Integrating People With Disabilities Into The Workplace

Labour Shortage Bigger Challenge Than Ever/ Edmonton Journal
http://www.edmontonjournal.com/business/Labour+shortage+bigger+challenge+than+ever/4938695/story.html