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## **ALBERTA FORECAST: 114,000 WORKERS SHORT BY 2021 How Are You Positioned to Retain/Attract Employees?**

The shift is happening now, so get on board or lose your most valuable business capital: your employees. Today more than ever, we have to take immediate action to address the upcoming supply and demand issue. Employees will soon be in short supply, so make your workplace the one they don't want to leave.

Companies who get it, are starting to redesign key aspects of their business systems to attract and retain quality employees. Included in this redesign, is a focus on training in the workplace. Training and education in the workplace is one aspect that can make or break your future growth. In a report entitled Talent Edge 2020, Building the Recovery by Deloitte, they identified that companies are running inadequate training programs. "Nearly half of employees surveyed (48%) who plan to leave their current jobs believe their companies are doing a "fair/poor" job managing and delivering effective training programs; just 24% rate training programs as "excellent/very good."

### **Where do you stand on investing in workplace training?**

Many companies see value in training and adding resources to invest in employees. The problem becomes one of time management. It is great to provide training but finding the right resources to meet your employee needs is very time consuming. Who in your company is assigned the task of finding resources to address learning needs? Often this task falls on the shoulders of the busiest departments in a company: human resources or occupational health. With a plate of important and urgent duties at hand, how can they actively find new resources to meet the changing needs of the workplace? There has been no easy way to get the job done. Many leaders rely on existing speakers or learning professionals they have sourced in the past because

they cannot spend their time aimlessly “googling for trainers”. There has been no site devoted to workplace training resources...until now.

## **WSN: Workplace Speaker Network**

### **Innovation in Workplace Training**

A local entrepreneur, Denise Baril, launched an innovative online network, WSN, to address the learning needs she identified in the workplace. “ In my business research in 2011, I realized there was no central portal to find talent for workplace learning. There were pocket sites devoted to specific speaker associations. There were millions of web sites hosting expert trainers. However, we all know the challenge with searching on the www...time. Who has the time to screen millions of web sites to find a speaker you need to run a training session next month? In addition to this who has the tools to stay current with what’s new in the training field? I also noticed budgets fluctuated and companies were challenged to supply training. I started asking “what if you could start sourcing talent locally instead of flying people in? Instead of your budget going towards flight cost, hotel and meal expenses, it could go directly to training?” The answer was, “We could meet our training targets on budget.”

WSN: Workplace Speaker Network was developed as a result of a gap identified between how workplace training resources (speakers/training professionals) and the businesses they wanted to serve were connecting. As WSN started making connecting easy between the two stakeholder groups, a wave of interest hit them like a tsunami. Overnight they had a service building to connect speakers and training talent with organizations who needed them. The new WSN site is designed to bring all stakeholders in workplace learning together so that they can connect, communicate, and collaborate for mutual benefit.

Whether you are a speaker/trainer, business or nonprofit organization, or a company that serves this niche marketplace, you now have a destination site you can be part of to support world-class training programs. With 2021 coming soon, will you be prepared to withstand the perfect storm?

The Workplace Speaker Network is an online network that makes access to training resources simple and easy for corporations and nonprofit organizations. The network offers social connecting, an e-news platform on trends and current resources, as well as speakers and training profiles showcasing resources available from free to fee.

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If you'd like more information about this topic, or to schedule an interview with Denise Baril, please call (403) 620-5010 or e-mail Denise at [Denise@workplacespeakernetwork.com](mailto:Denise@workplacespeakernetwork.com).