



Bring About  
What You  
Think About



# 2022

- ☒ Find People
- ☒ Keep People
- ☒ Inspire People

"Understanding the Current and Post-COVID  
Realities"  
(Attracting and Retaining a Productive Workforce).







## ABOUT

Eddie LeMoine



- Canadian-born international bestselling author
- Keynote speaker
- Seminar leader and corporate trainer
- 40 plus years of experience

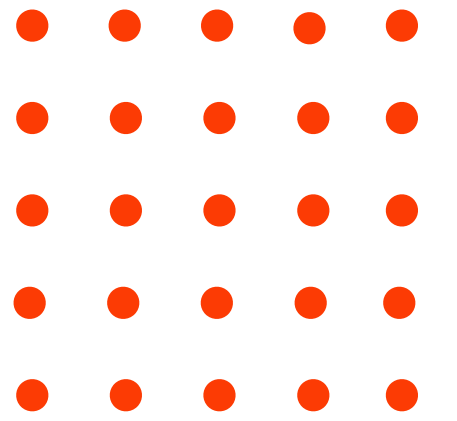




# Agenda.

[www.eddielemoine.com](http://www.eddielemoine.com)

1. Trends in the Canadian employment sector
2. Scare the "bejeebers" out of you!
3. Why engagement is your best solution
4. Reasons people join, stay and leave their employers
5. Six key attributes to successful leadership in 2022
6. Three steps to closing the engagement gap







**Remember when?**





**Remember when?**





**What Happened?**



# Employee Engagement

A photograph of two men sitting at a table in a meeting. The man on the left is wearing a blue and white checkered shirt and is gesturing with his hand while speaking. The man on the right is wearing a dark suit jacket over a white shirt, glasses, and is smiling. In the foreground, the back of a woman's head with blonde hair is visible, out of focus. The background is a dark, textured brick wall. A yellow circular graphic is overlaid on the bottom right of the image.

It's not that way for  
**everyone**





*A path to success*

Your company has a  
set of goals to  
measure success.



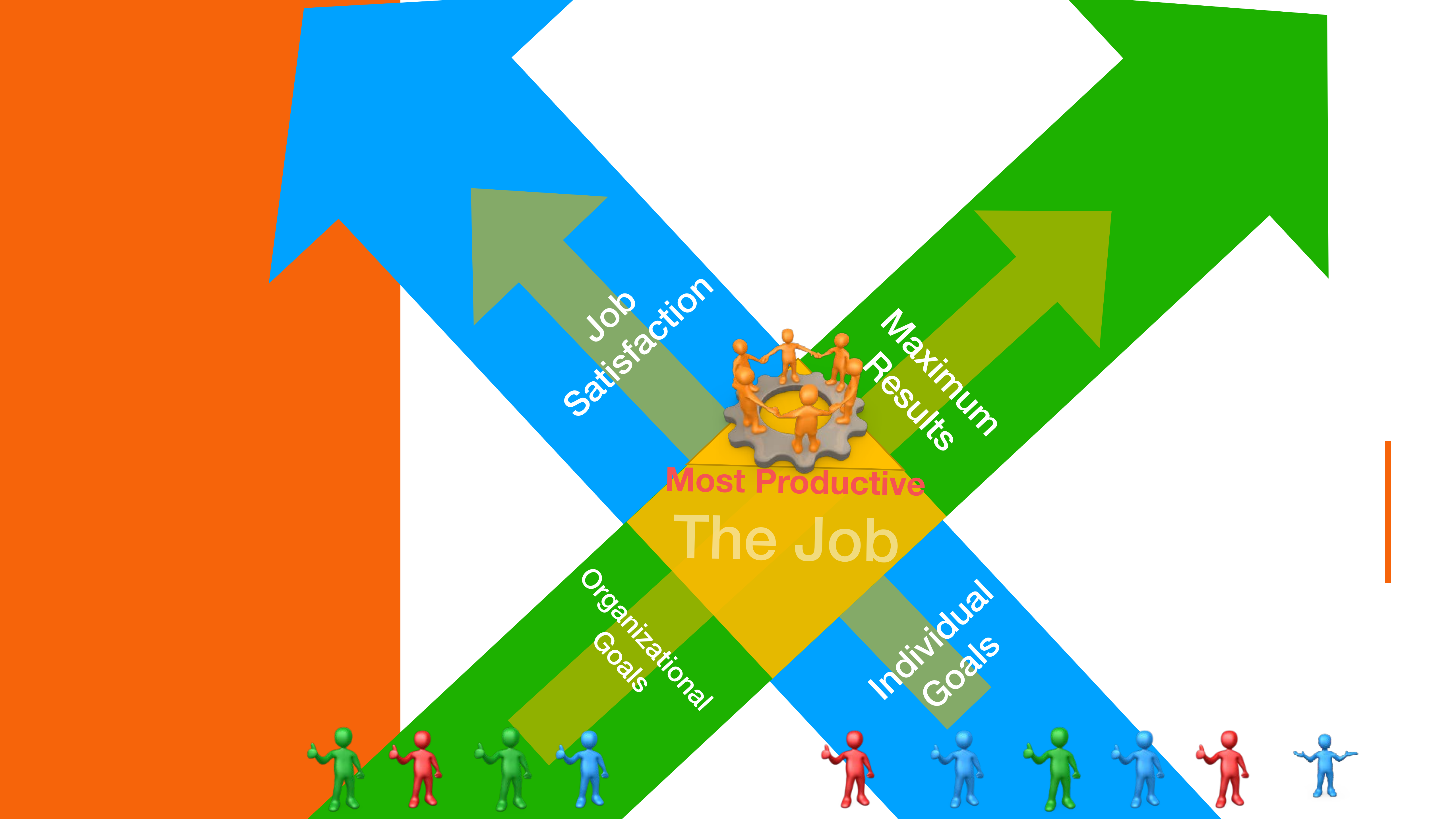
# Path to Success ✓

Highly Engaged  
Workforce

*Employees are looking for:*

- Values
- Safety
- Interest
- Career goals
- Work/life balance





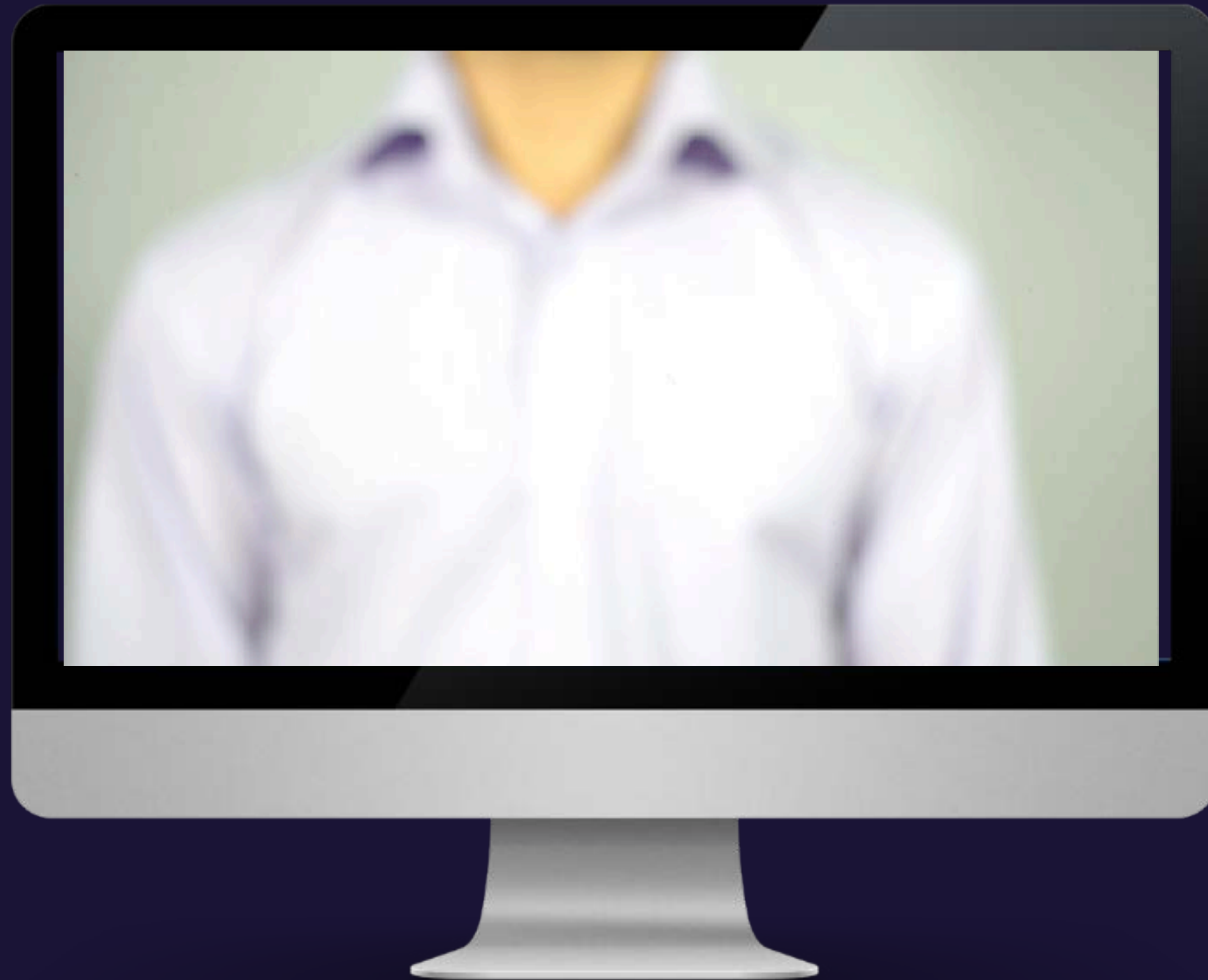


Values  
Safety  
Interest  
Career goals  
Work/life balance



**Most Productive**  
Giving and getting the most





# I love to do research....

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- Conference Board of Canada
- Federal Government
- Blessings White
- Towers Watson
- Melcrum
- Gallup



...

**You will be like this**



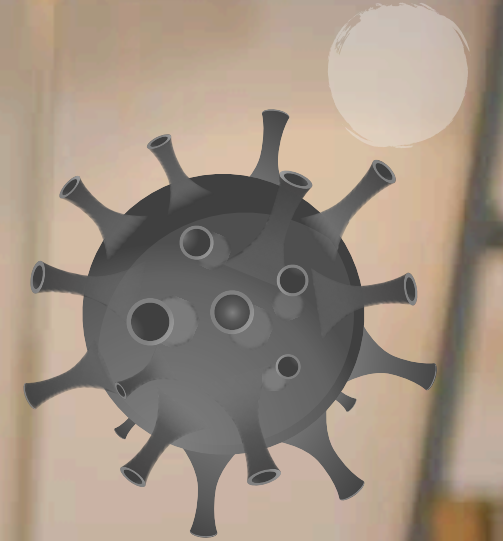
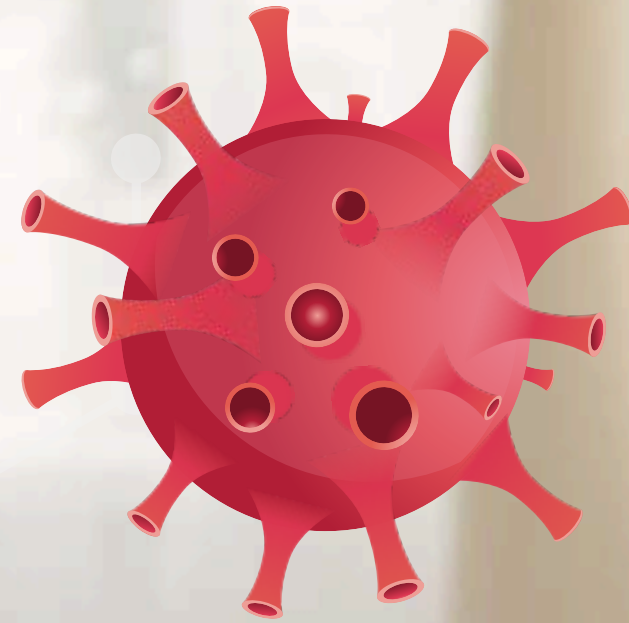
# Trends that will impact you during

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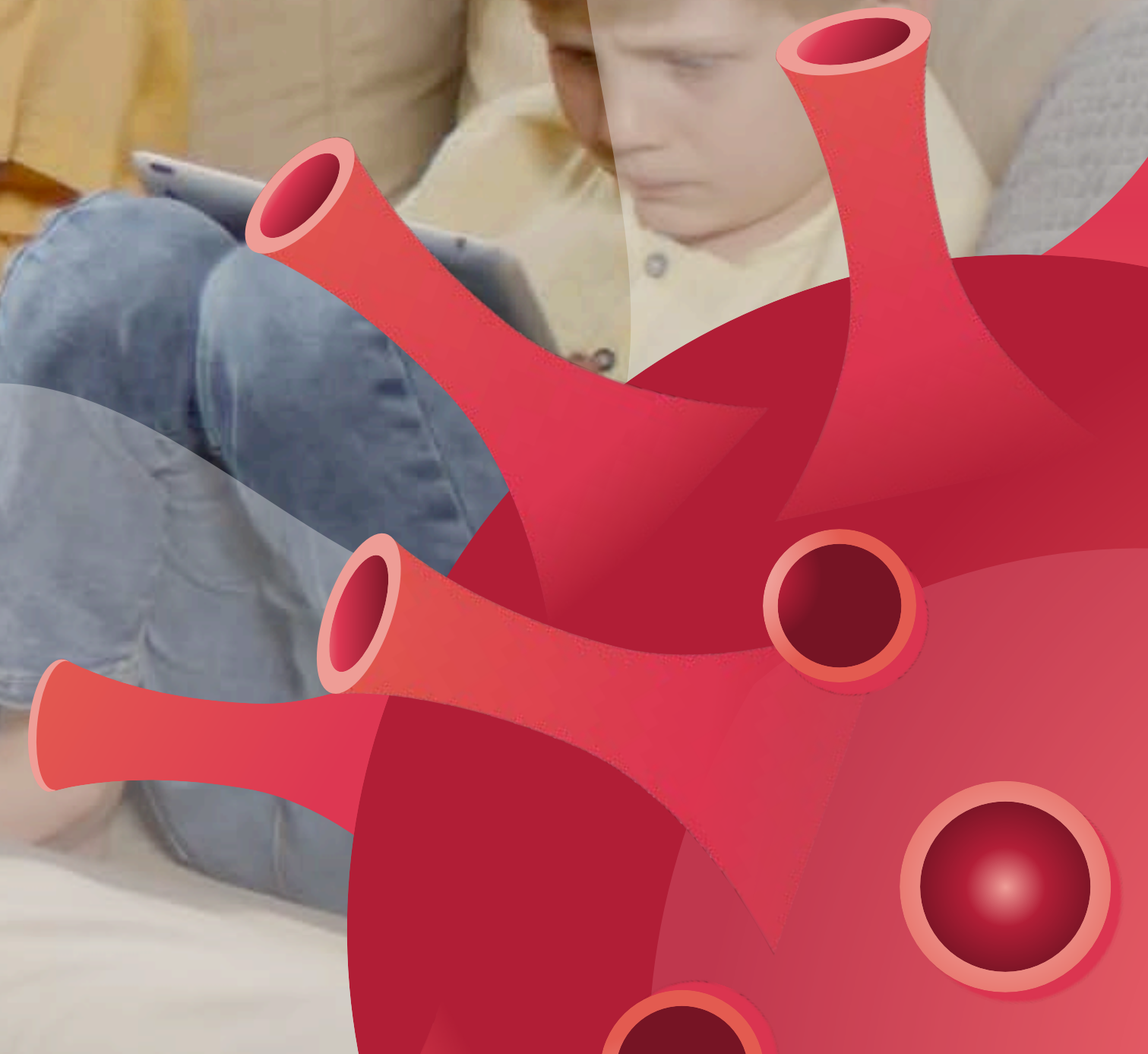




# What will work look like after the pandemic.



“





It will never go  
back **to the way it**  
**was.**

Key Drivers of Change



“

- Safety
- **Convenience**
- Cost
- **Recruitment**





# ✓ The aging population

Where did everyone go?





# The Past 100 Years





# The Next 10 Years

Baby-Boomers Retiring

Bottom of the Baby-Boomers  
and X generations

Junior Staff  
Millennials

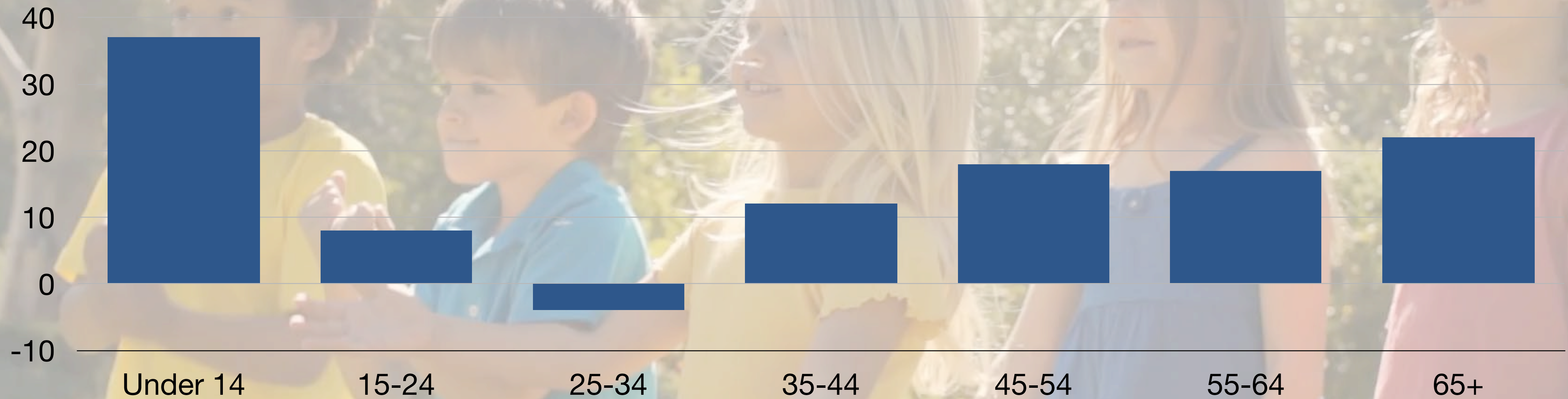
New  
Hires





# POPULATION GROWTH 1950-1960

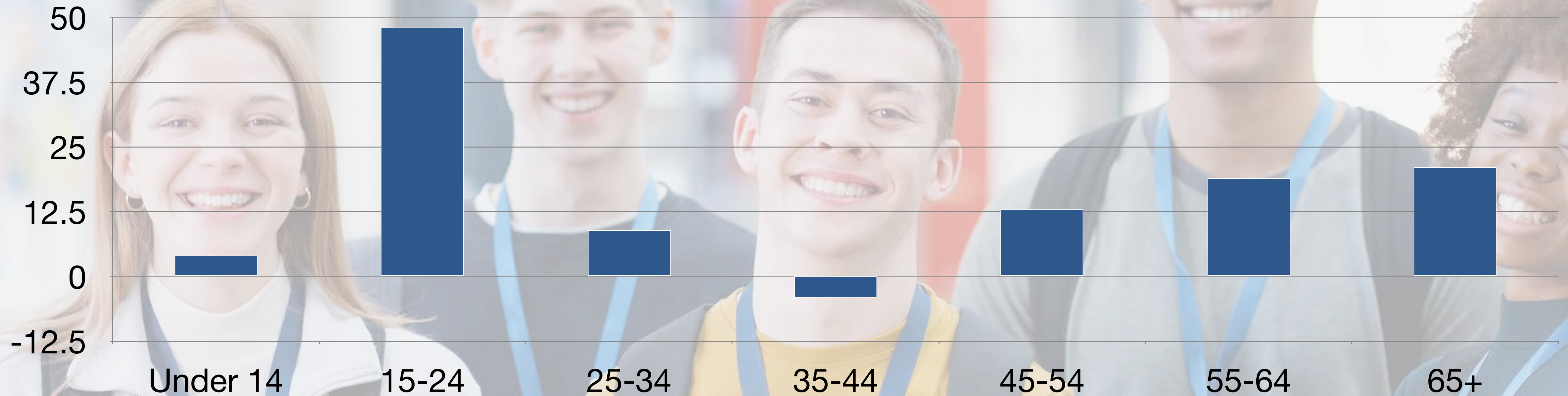
Progression of the Baby Boomers





# POPULATION GROWTH 1960-1970

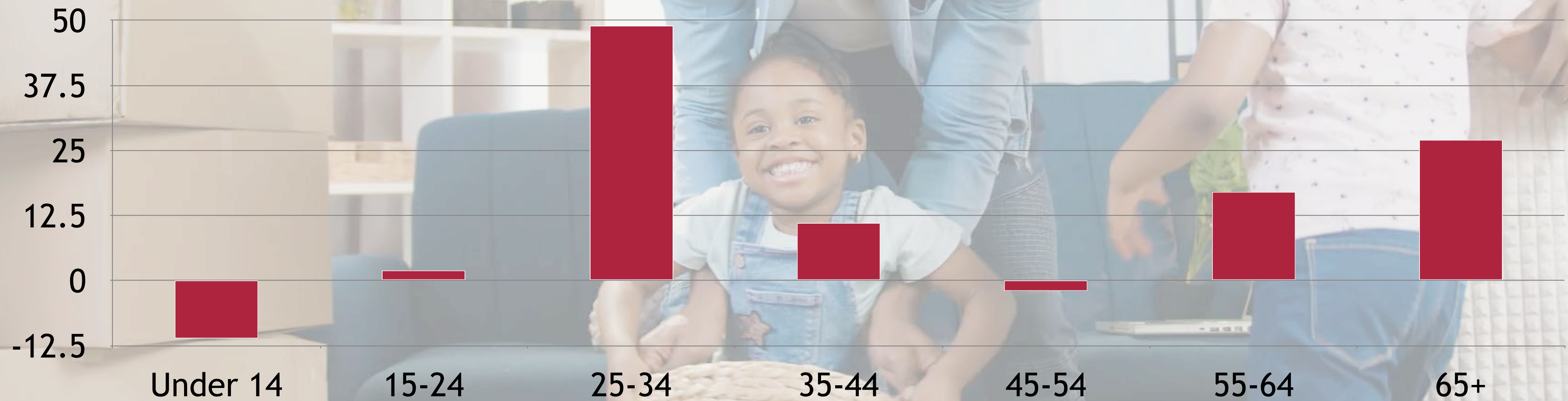
Progression of the Baby Boomers





# POPULATION GROWTH 1970-1980

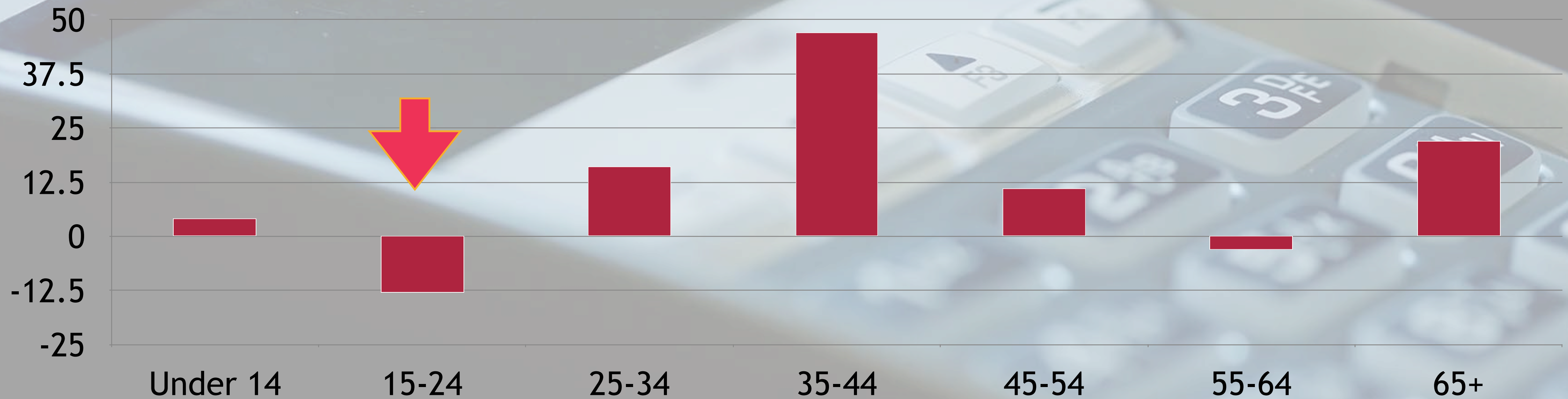
Progression of the Baby Boomers





# POPULATION GROWTH 1980-1990

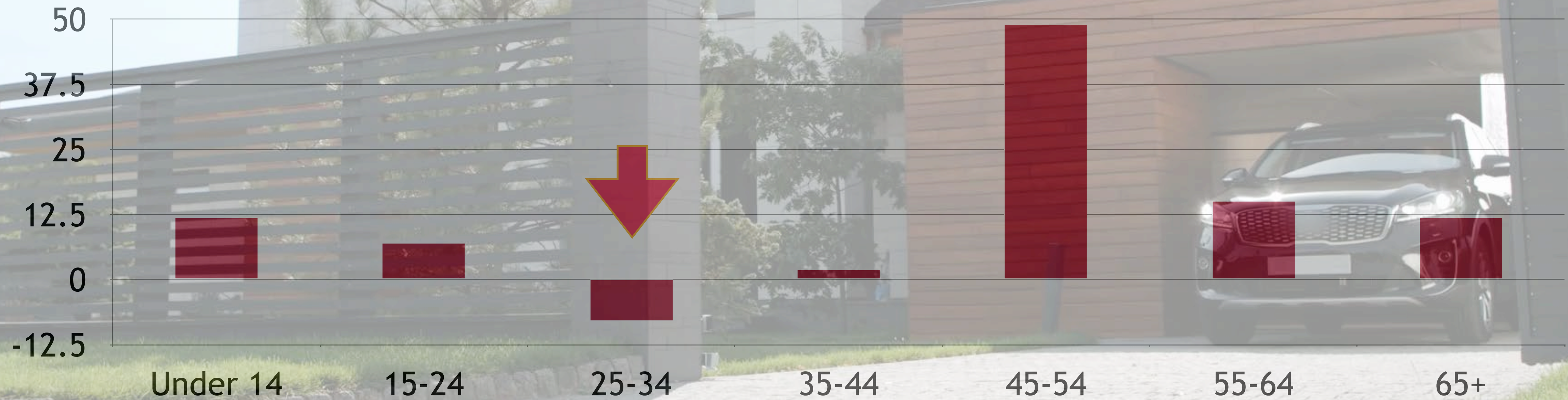
Progression of the Baby Boomers





# POPULATION GROWTH 1990-2000

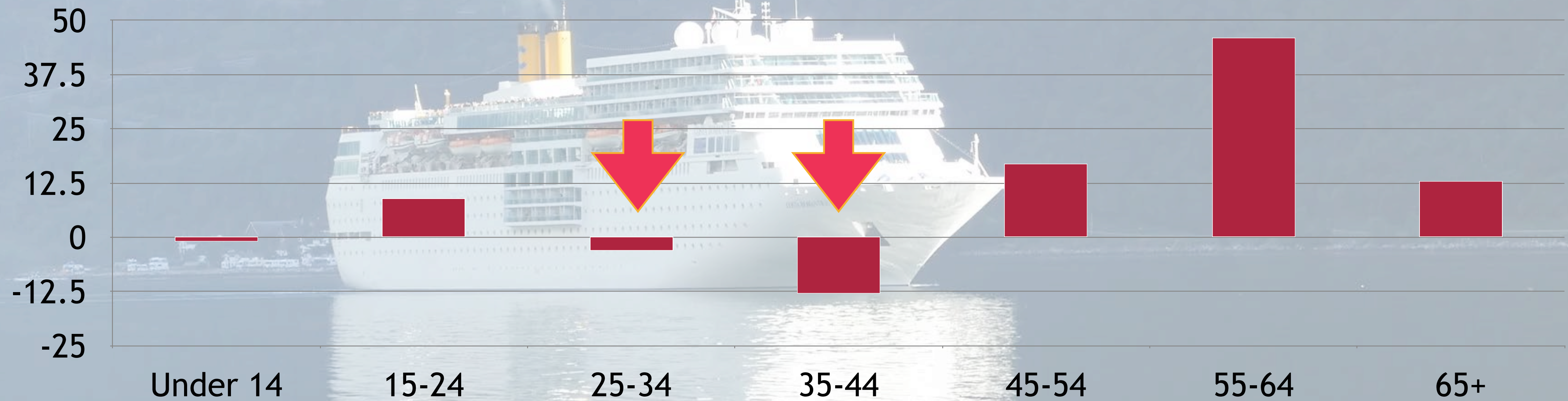
Progression of the Baby Boomers





# POPULATION GROWTH 2000-2010

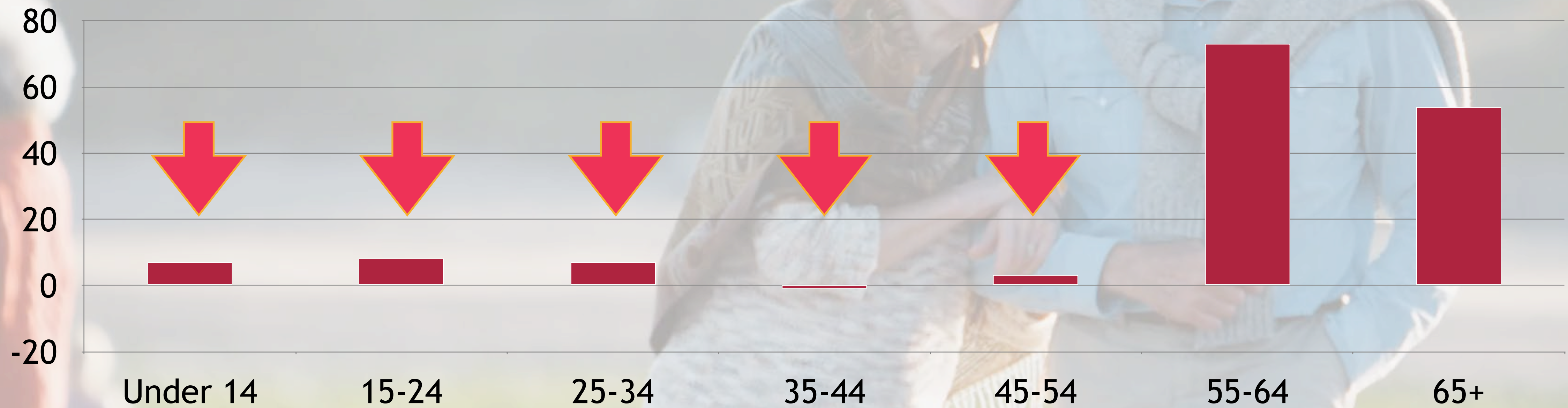
Progression of the Baby Boomers





# POPULATION GROWTH 2010-2020

Progression of the Baby Boomers





# No Better Time To Be Working

O<sub>1</sub> P<sub>3</sub> P<sub>3</sub> O<sub>1</sub> R<sub>1</sub> T<sub>1</sub> U<sub>1</sub> N<sub>1</sub> I<sub>1</sub> T<sub>1</sub> Y<sub>4</sub>



# The aging population



8500 Canadians will retire each week this year, leaving about 450,000 vacancies of skilled workers.



# Competition in — the future

- The current jobless rate is nearing 5.1% in Canada; the lowest rate on record since comparable data became available in 1976.
- Attracting talent will become every organization's primary concern.





# Competition in the future

- 184,000 immigrants moved into Canada during 2020, compared to 341,000 in 2019. However, the overall numbers declined as more people left Canada.
- There are 401,000 new immigrants planned for 2021 the actual number came in closer to 220,000.
- There were than 1,000,000 job vacancies last quarter in Canada and 11,500,000 in the US.





# How will recruitment post-pandemic impact Canada?

- Hire anywhere, work anywhere
- Not everyone working in your communities is employed in companies doing business in Canada.
- Compete with wages and benefits of larger centres and larger employers







**Why is  
employee  
engagement  
critical now.**



A man with a beard, wearing a black cap and a red and black plaid shirt under dark overalls, is holding a silver tablet. He is looking down at the tablet and talking to a woman. The woman has dark hair and is wearing a black blazer over a white top. She is also looking at the tablet. They are standing in a large industrial space with a high, vaulted ceiling made of dark metal trusses and many small, bright lights. The background is slightly out of focus, showing more of the industrial structure.

# What is Engagement





## Telling Style of Leadership

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A n e n v i r o n m e n t o f  
c o n f o r m i t y





Selling to the many what has  
been decided by the few

- Compliant
- Low Engagement

# Selling Style of Leadership



# Engaged=Discretionary Effort

## Employee Engagement

### Inclusion and co-creation

- Looking for ideas and support throughout the organization.
- Leveraging the strengths of individual team members to achieve corporate goals.
- Employees are emotionally committed to the success of their employer.



## Employees have a sense of purpose

Employees are happier; they see an opportunity for personal growth and align their strengths with organizational goals.



## Customers

Increased customer satisfaction and increased referrals.



## Employers

Easy to attract and retain talent, increased sales and increased productivity.

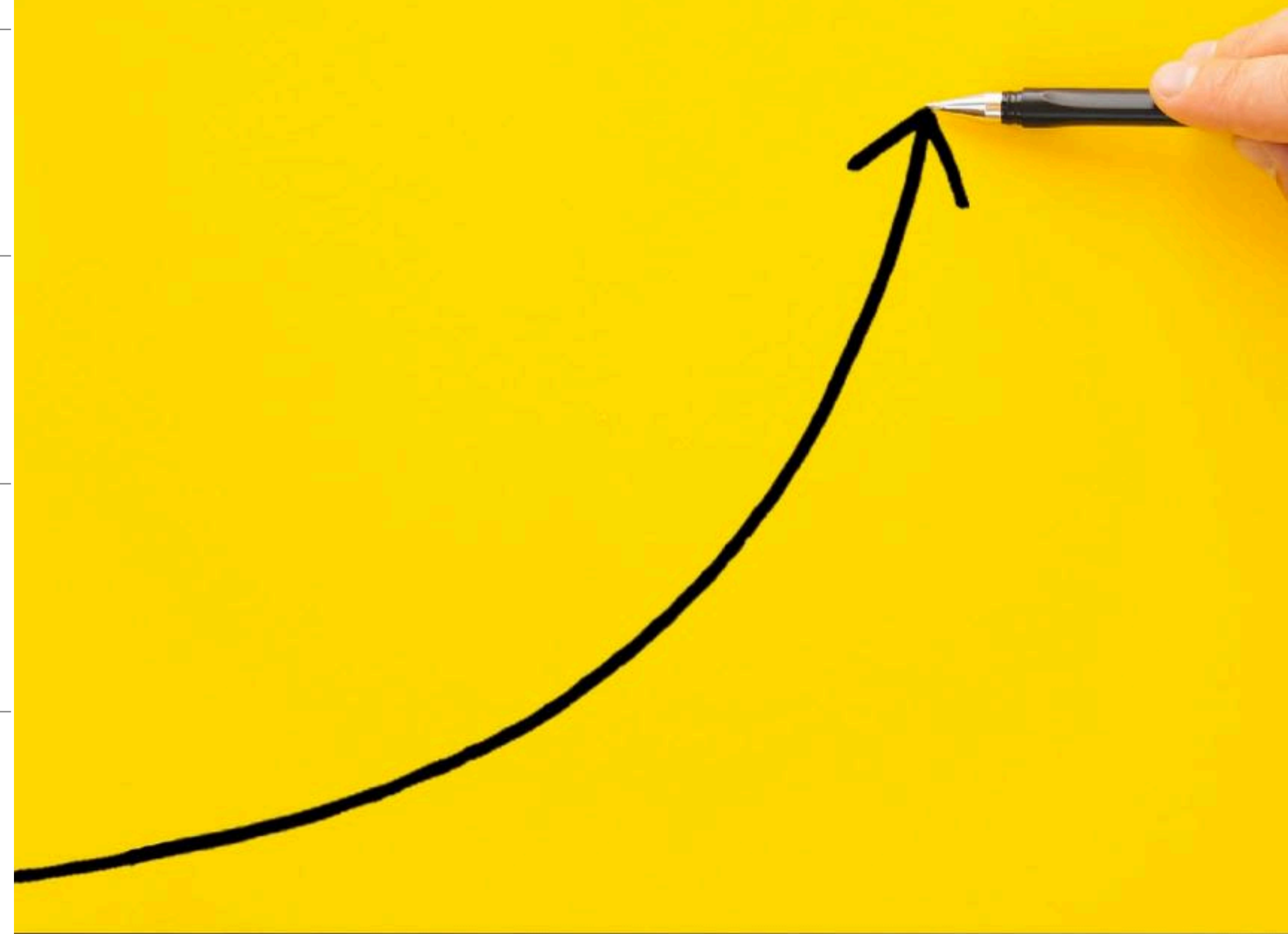
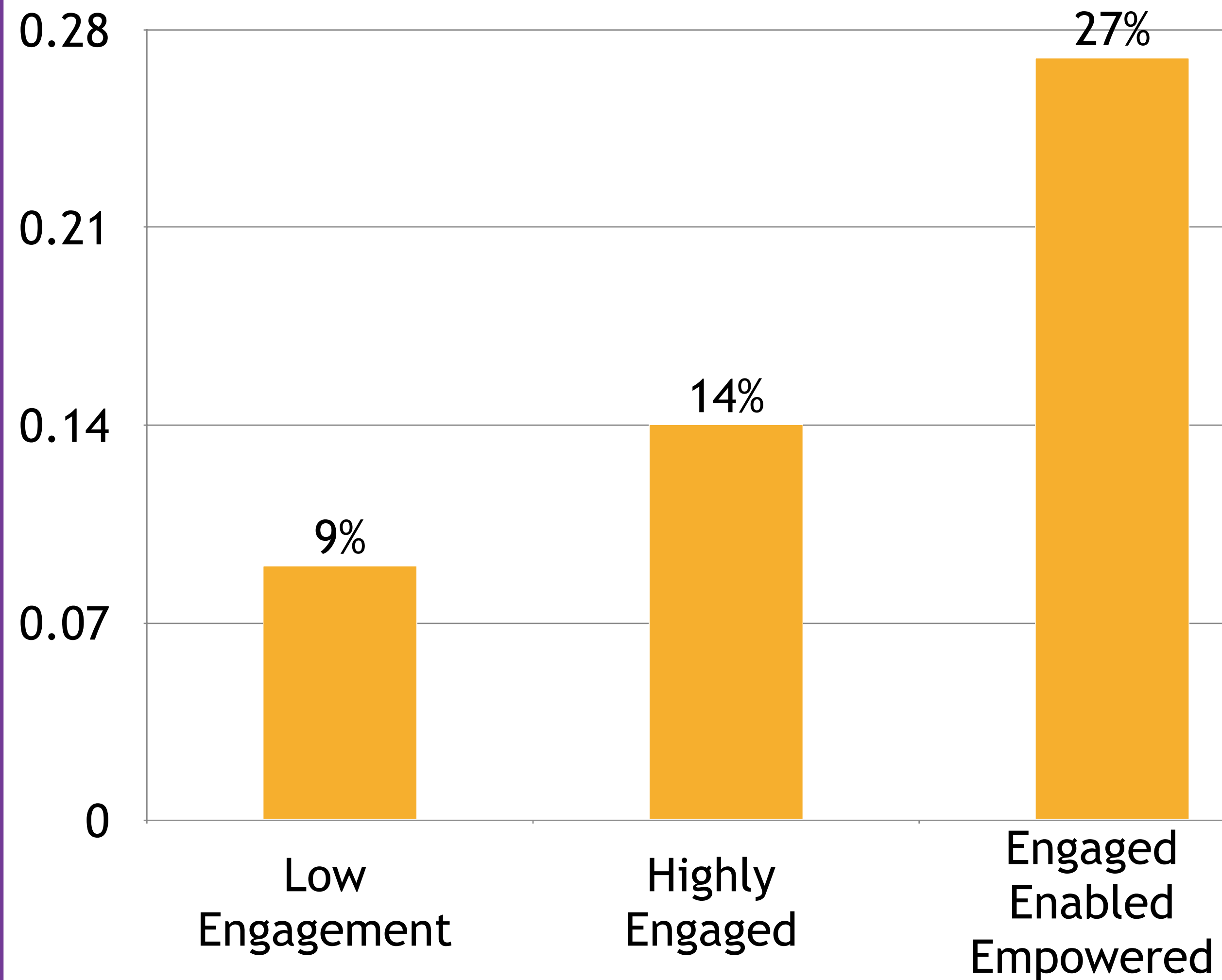


Everyone wins


# Why Engage



# Operating Margin, Towers Watson







There is no easier way to add capacity and profitability.

27% higher profits

50% higher sales

50% higher customer loyalty levels

38% above-average productivity



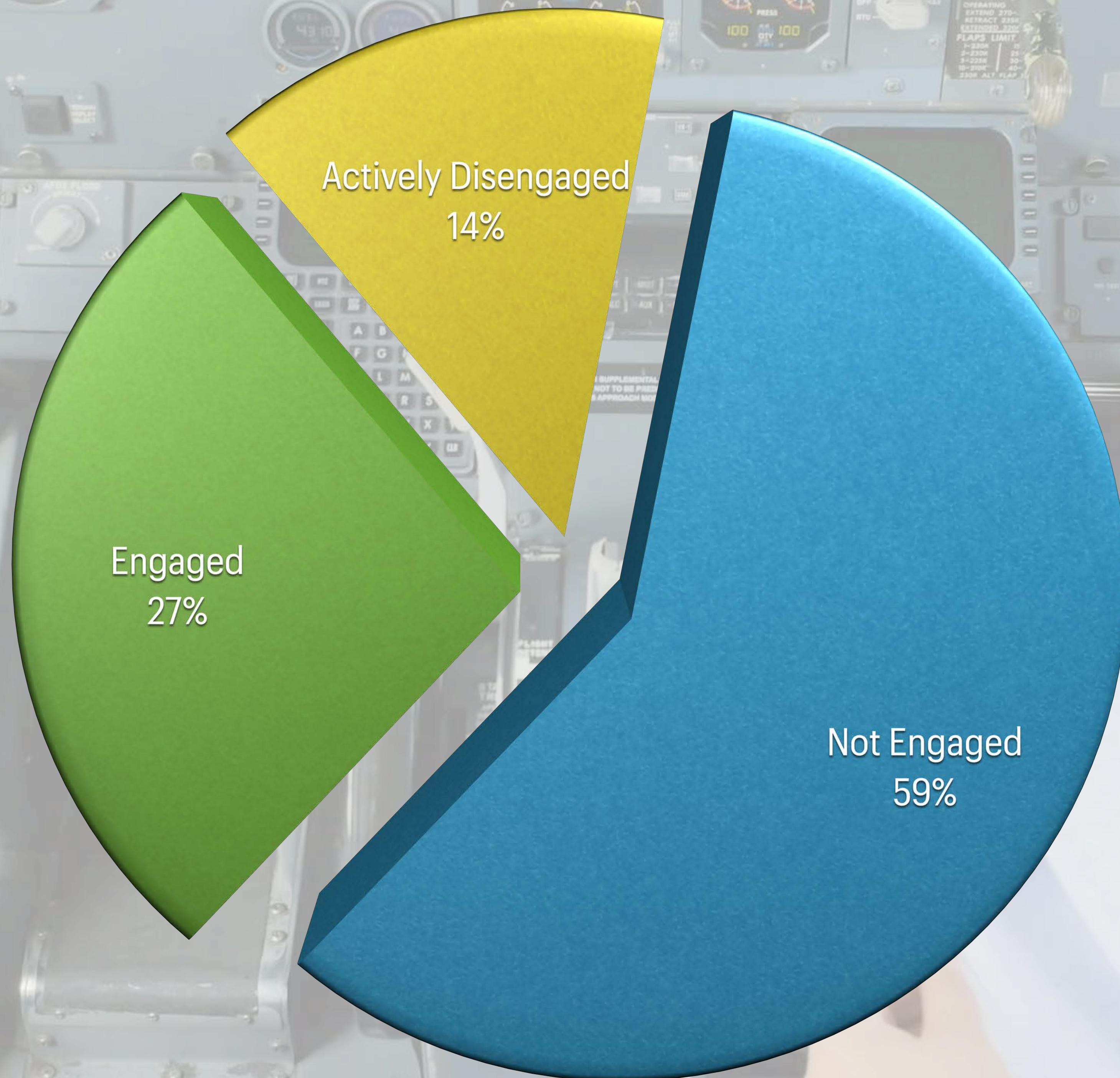
Source Gallup



# ABOUT THE NUMBERS

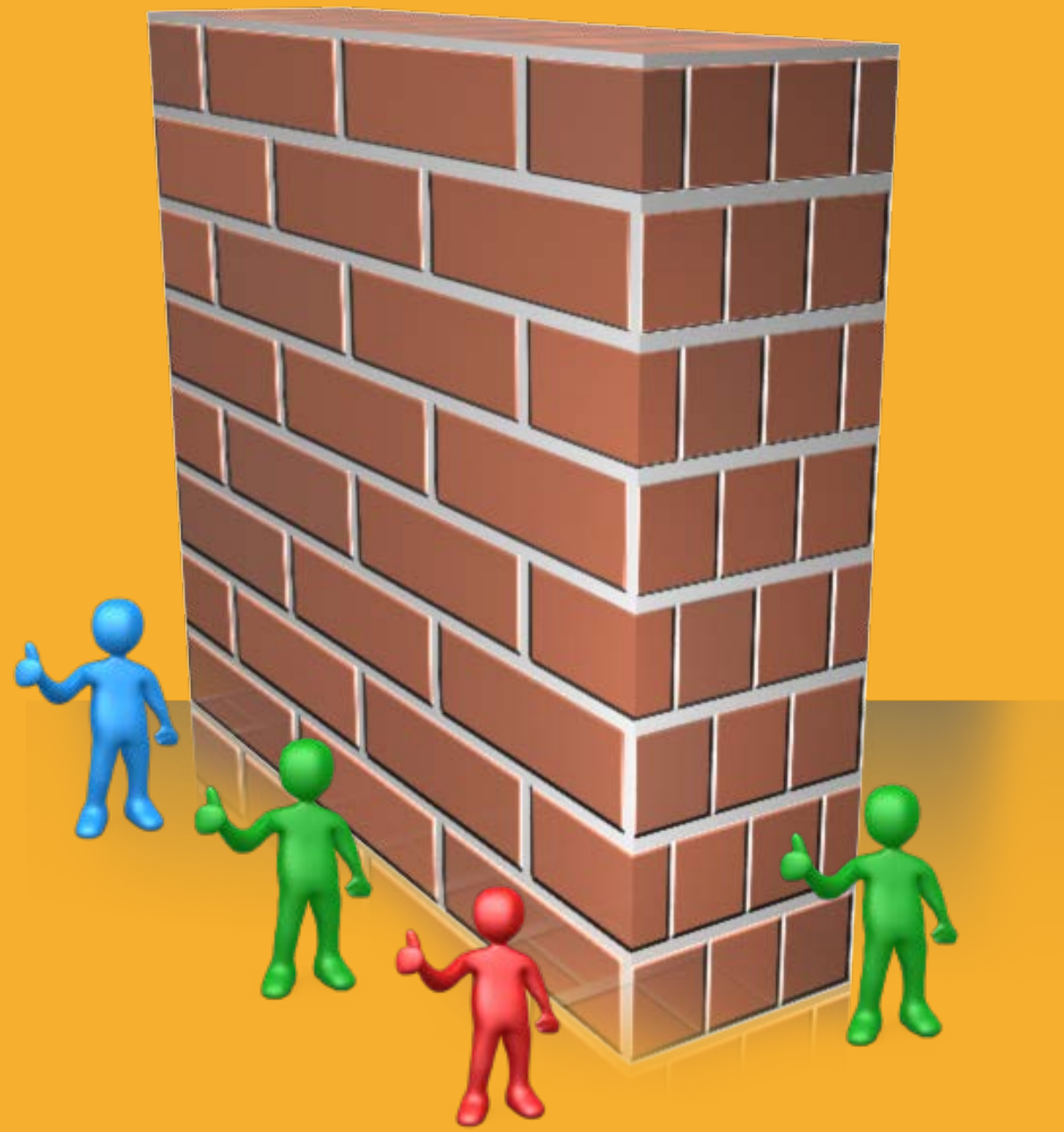






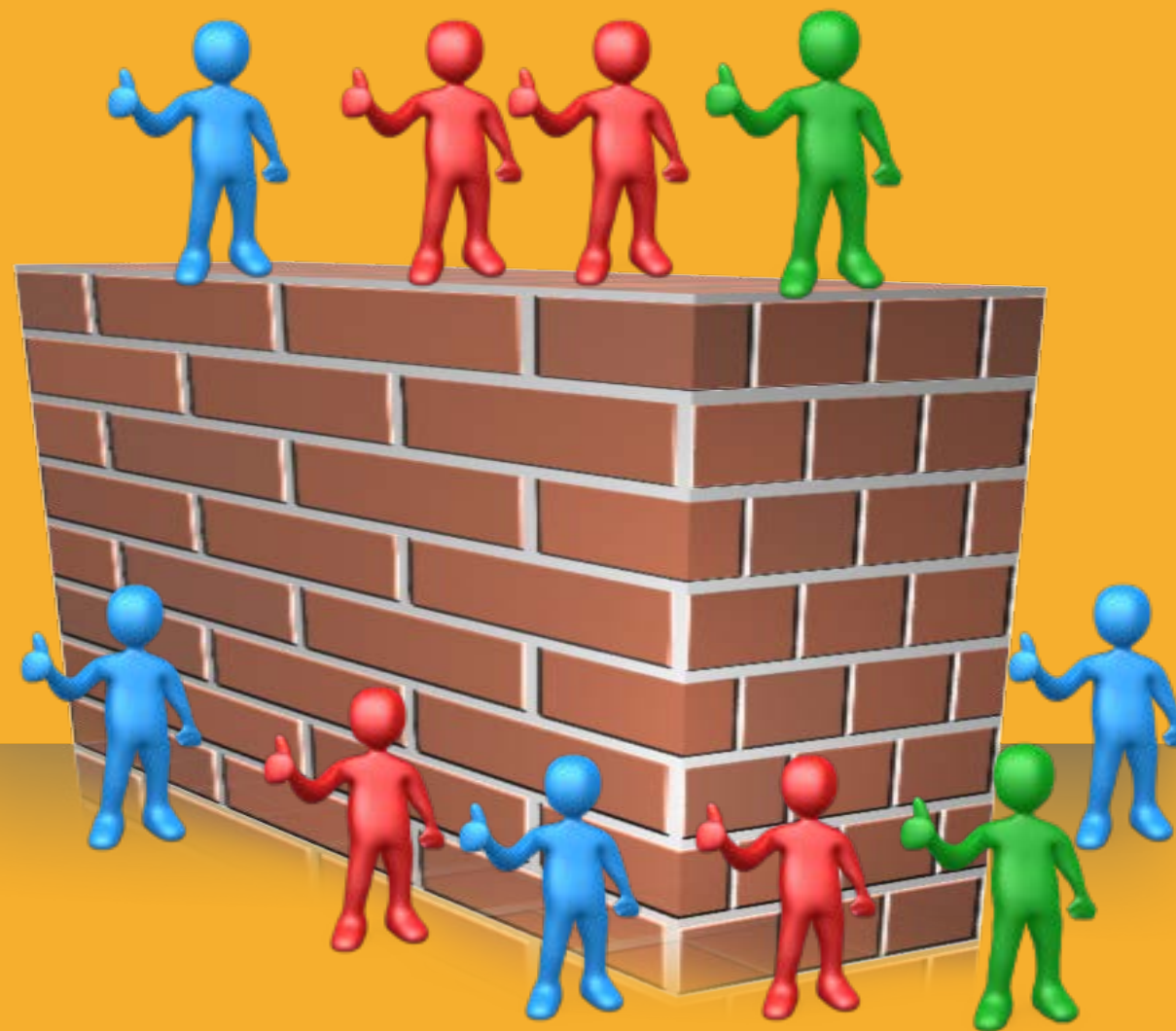


# The Benefit and Cost of Leading and Engaged Team



**\$.90**

Engaged 27%  
60% of productivity



**\$.70**

Disengaged 59%  
60% of productivity



**\$.50**

Actively disengaged 14%  
-20% of productivity



# Leading an Engaged Workforce

Let's talk about it

Employee  
Engagement



Three questions all  
employees ask.

---



***“These three questions are  
more important now than  
ever.”***



# Why is this job important to me?

---

# 1







**Who am I  
going to be  
working  
with?**

---

**2**



# What am I going to be doing?

---



# 3



# Why is this job important to me?

---

# 1



# This is why we join.





**Who am I  
going to be  
working  
with?**

---

**This is why we stay**

**2**



# What am I going to be doing?

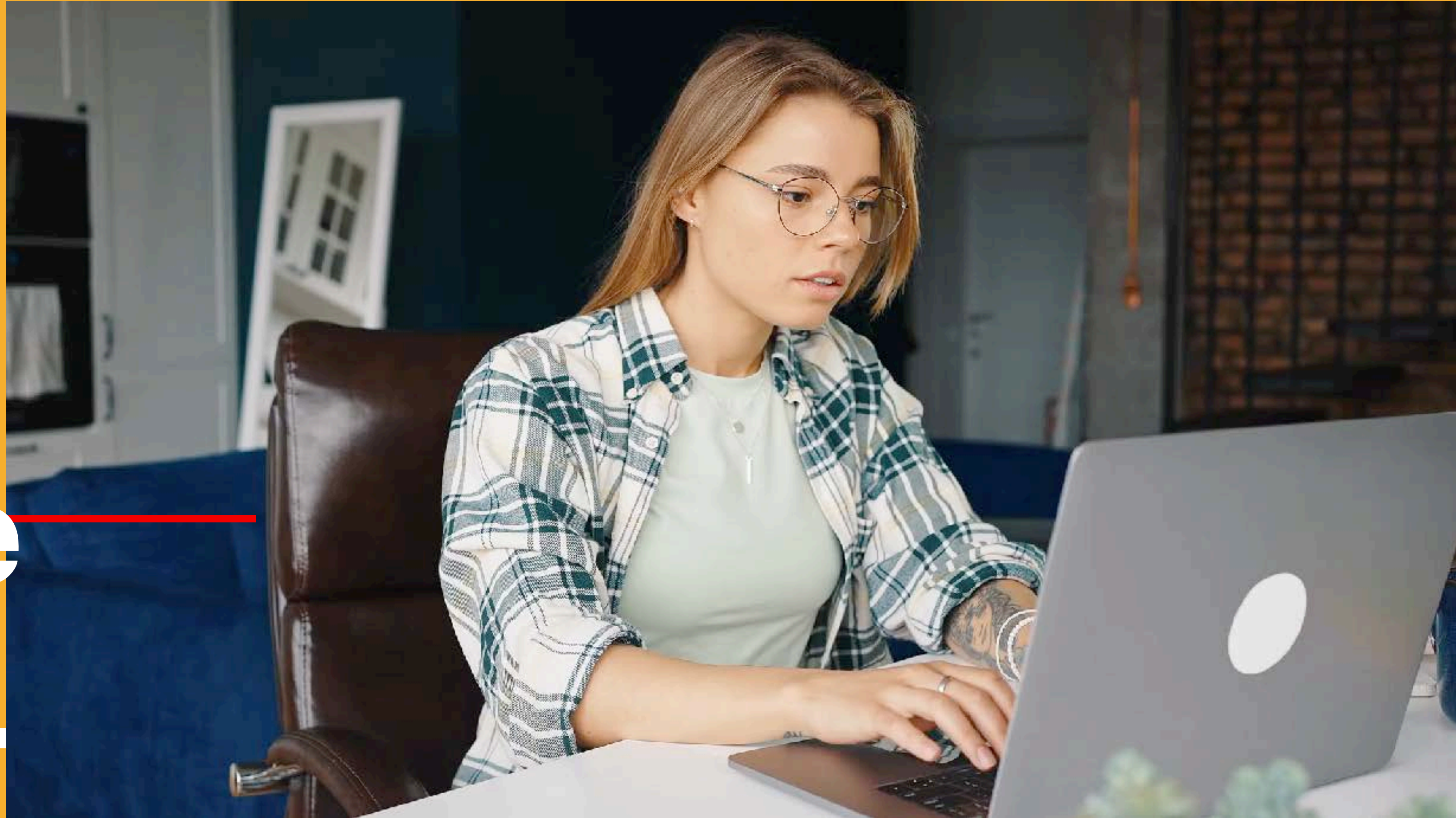
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# This is why we leave 3



Many  
employees  
are doing  
things we  
~~did not hire~~  
them to do.







# Six key attributes to successful leadership in 2022

*What Leaders need to know*



# Empathy

Put yourself in the shoes of your clients, employees and partners.







# Flexibility

**Leaders will have to show flexibility or a willingness to do things differently.**



# Truthfulness and Trust

Be clear about what  
you know **AND** what  
you don't know.

T R U S T

M E

3





# Clarity

**Be clear about the plans of your organization and the role people play in achieving organizational objectives.**



# Communication

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Communication has always been a crucial factor in engagement; however, it is more critical now than ever.





E<sub>1</sub> M<sub>3</sub> P<sub>3</sub> O<sub>1</sub> W<sub>4</sub> E<sub>1</sub> R<sub>1</sub> E<sub>1</sub> D<sub>2</sub>

6

# Empowerment

It is essential to empower your employees to assist with rapid decision-making during a crisis.



# Three steps to closing the engagement gap

Know them

Develop them

Motivate them



*Eddie LeMoine*  
PROFESIONAL SPEAKER



# Three steps to closing the engagement gap

Know them



*Eddie LeMoine*  
PROFESIONAL SPEAKER





Bring About  
What You  
Think About



If you are like me

**I had a  
thought**





A woman with voluminous, curly brown hair is shown from the chest up. She is wearing a white, textured knit sweater. Her right hand is raised to her chin, with her index finger pointing upwards, suggesting a state of deep thought or contemplation. The background is a solid, neutral grey. On the far left, there is a vertical orange bar with a yellow triangle at the top, and a small white URL is written vertically on it.

**What if I  
could find  
better way**



What if it was  
as easy as  
changing the  
way you  
think







# Stinking Thinking

**It all started at the Old Triangle Pub.....**





**I Noticed Changes**

**235 Pounds**





**I Noticed Changes**

**195 Pounds**





**I Noticed Changes**





**I Noticed Changes**





**I Noticed Changes**





# I Noticed Changes





**I Noticed Changes**





I Noticed Changes

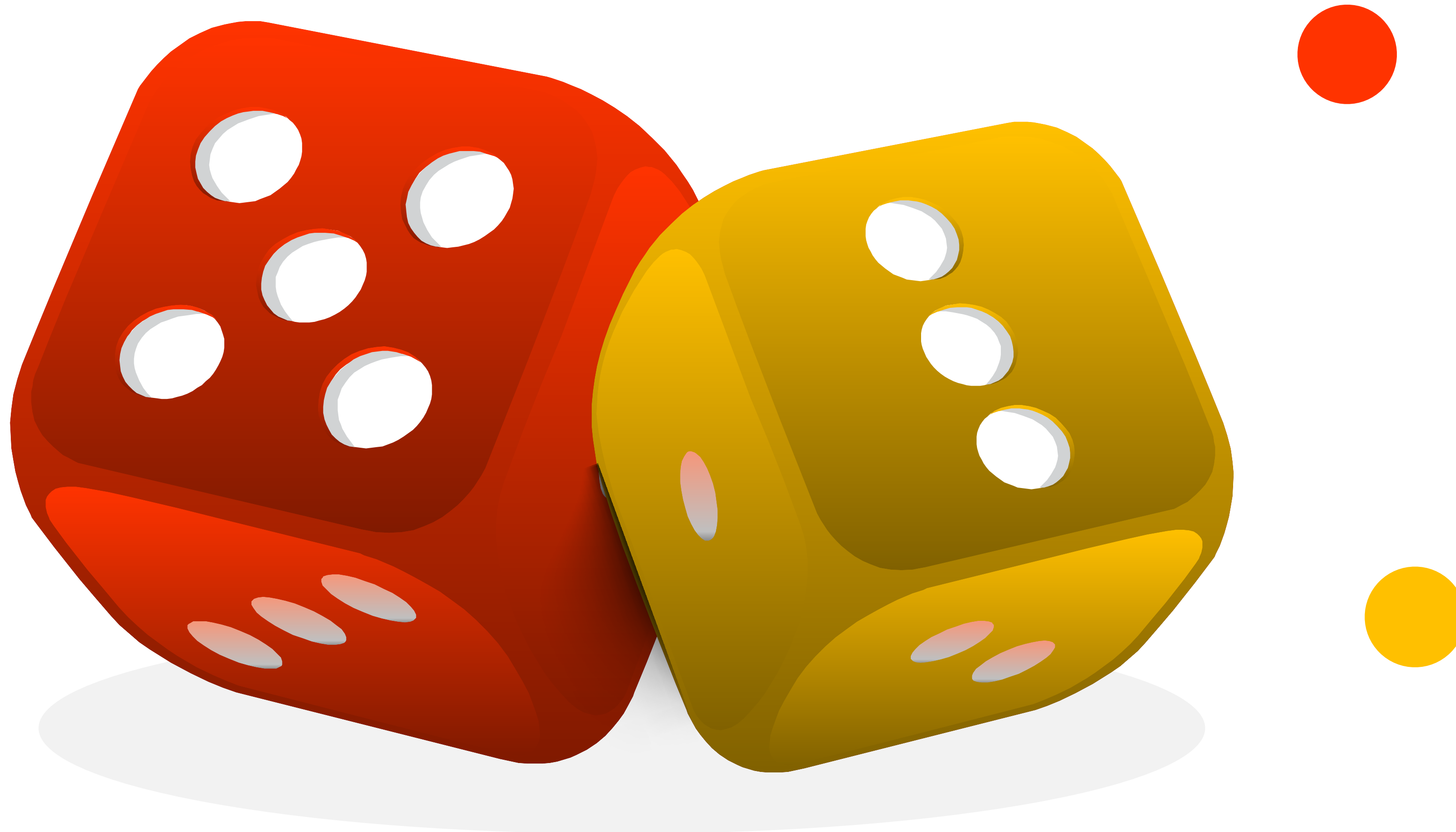




**Our clients**



**The problem with traditional goal setting  
is...**



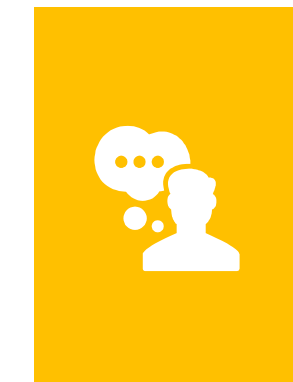


# My Research



## Science

The way the brain works



## Psychology

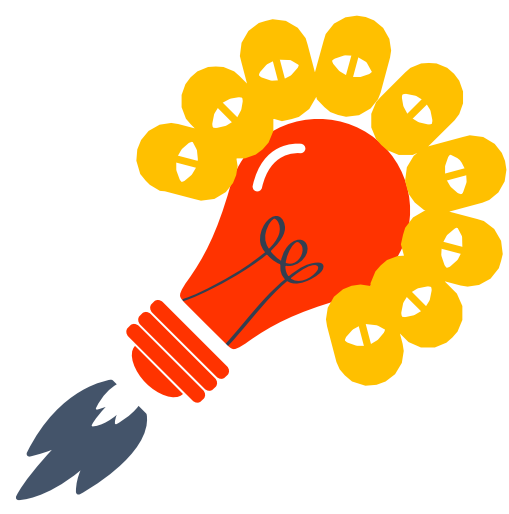
The questions we ask



## Unexplainable

Things that happen we can't explain



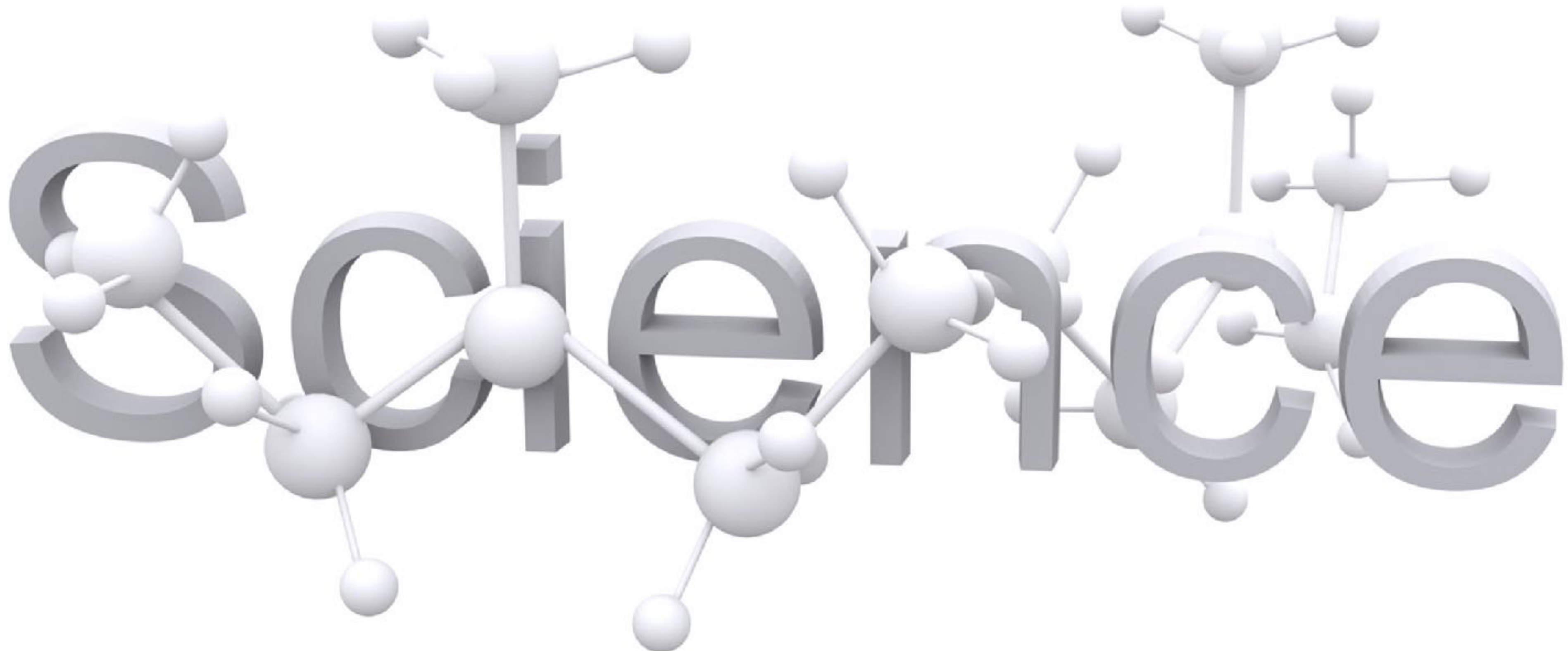


# My Research



## Science

The way the brain works





# Psychology

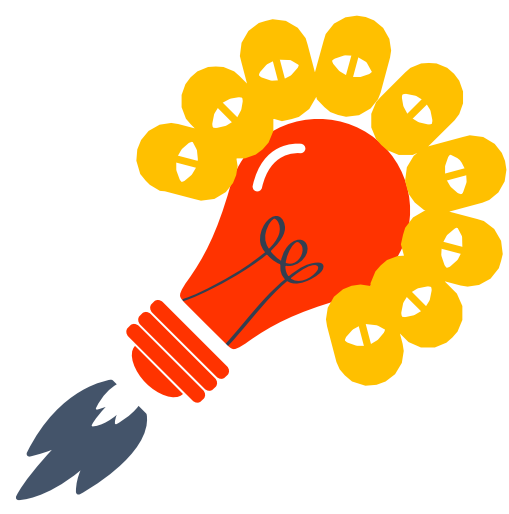
The questions we ask

ANSWERS

QUESTIONS

# My Research





# My Research

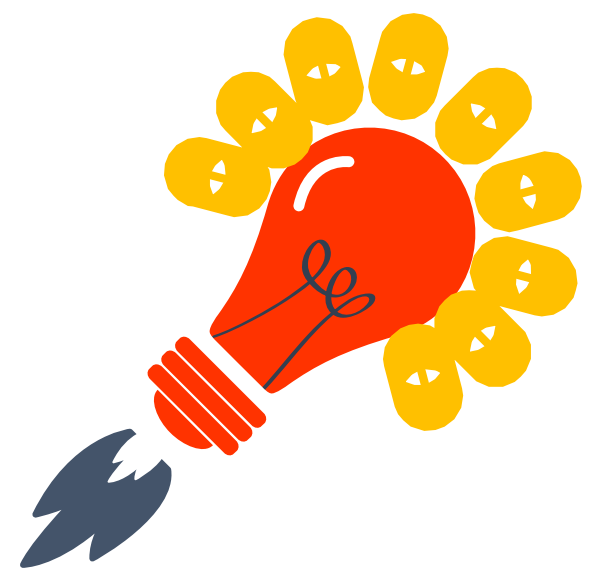


## Unexplainable

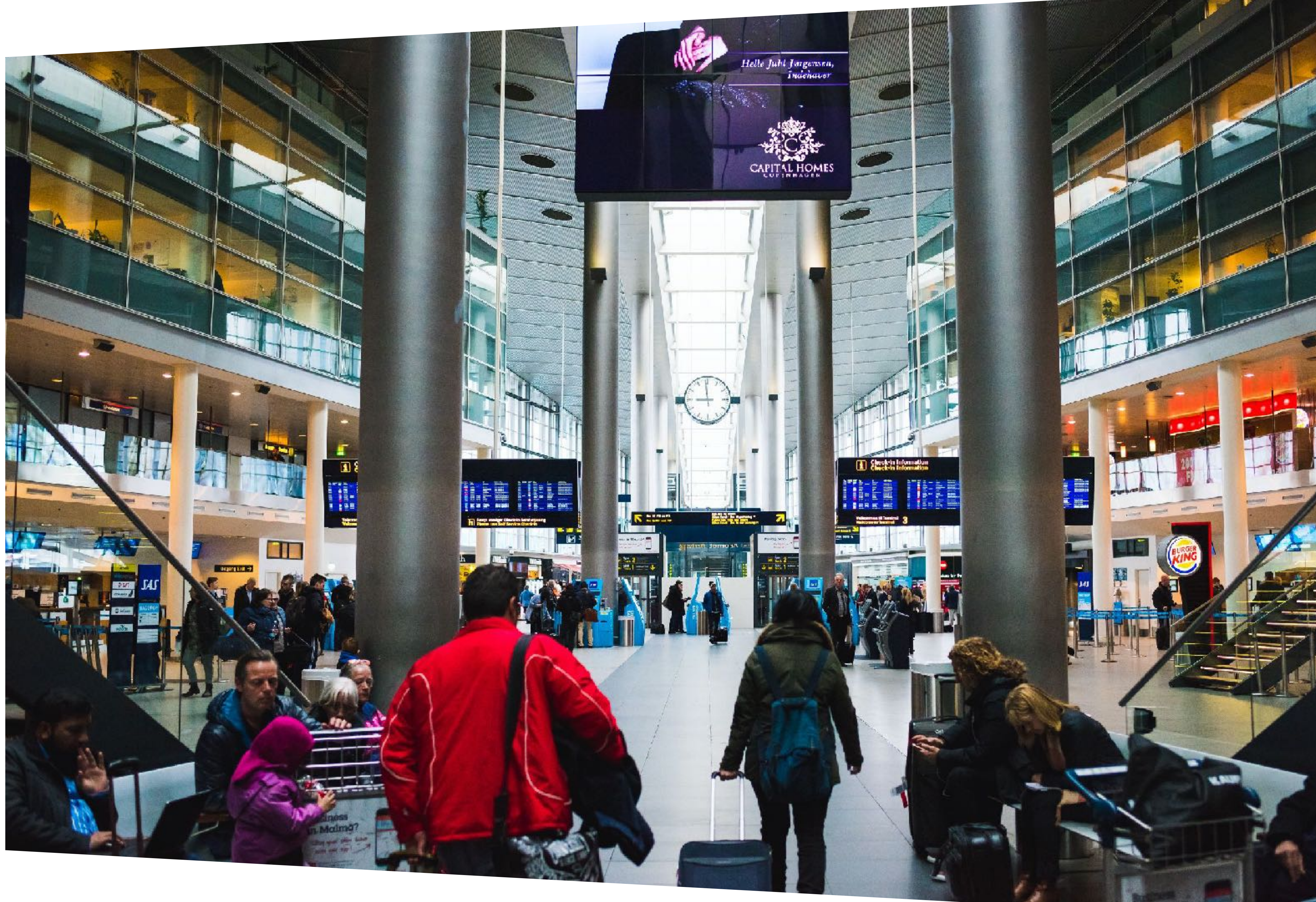
Thinks that happen we can't explain





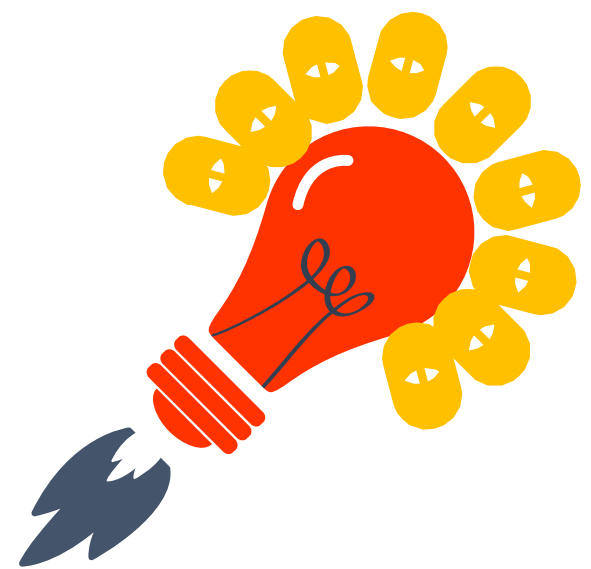


Unexplainable

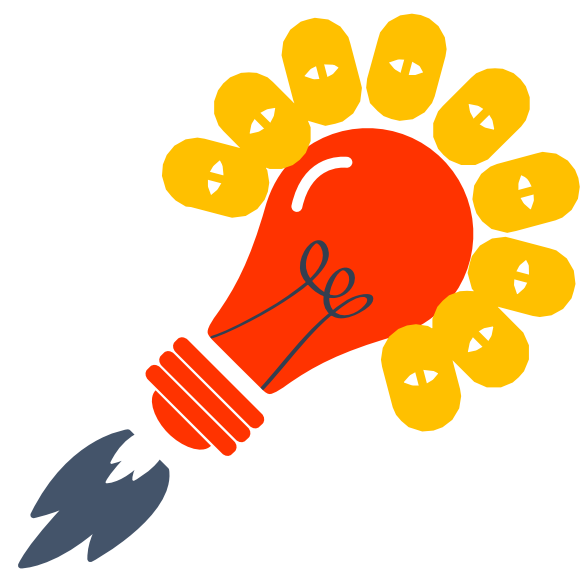




Unexplainable







They  
discovered  
they were  
sisters.





# WHERE IS YOUR ATTENTION?

“Whatever you focus your “*attention*” on and “*energy*” towards you “Bring” into your life.”





**Where is this impacting you?**



**“Your secret internal conversations are slowly shaping your destiny.”**



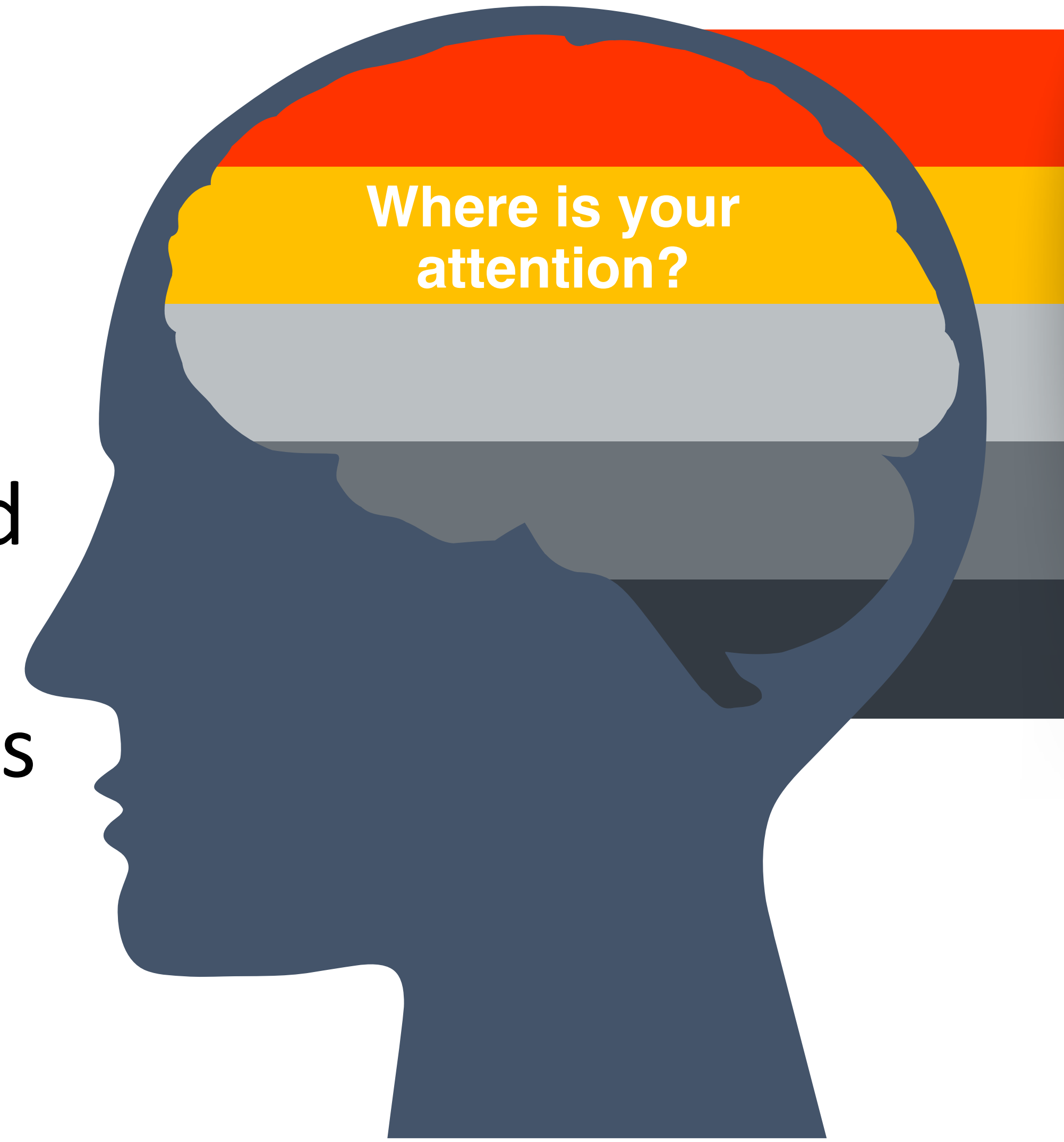


**“Your secret internal conversations are slowly shaping your destiny.”**

Conscious Mind can process about 40 bits of data per second

Subconscious Mind can process 40,000,000 bits of data in the exact second

“The subconscious mind is 1,000,000 times more powerful as an information processor than the conscious mind.”





# “Your secret internal conversations are slowly shaping your destiny.”

Thoughts



*“Sow a thought, reap an action.”*





# “Your secret internal conversations are slowly shaping your destiny.”

Thoughts

Habits

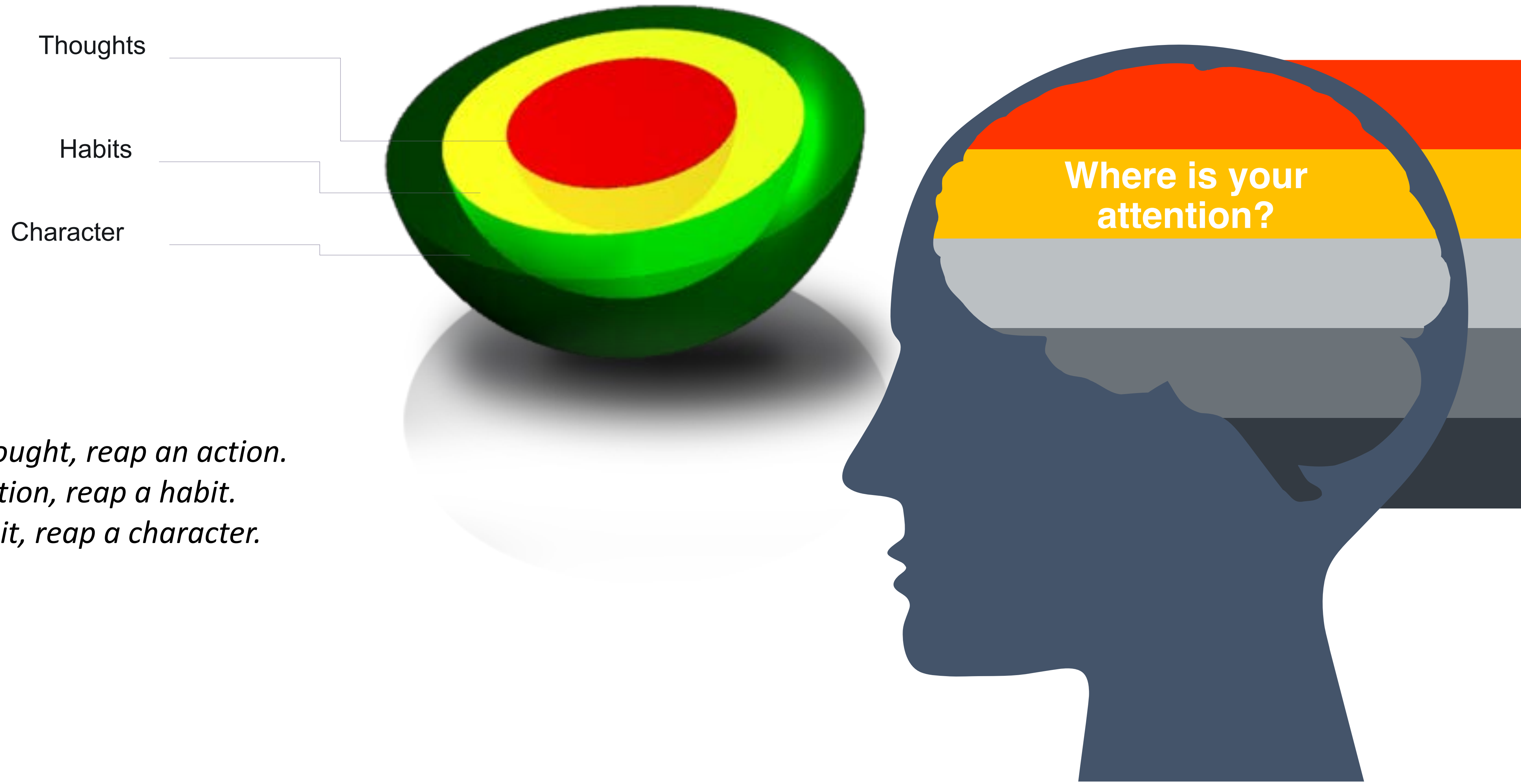


*“Sow a thought, reap an action.  
Sow an action, reap a habit.”*





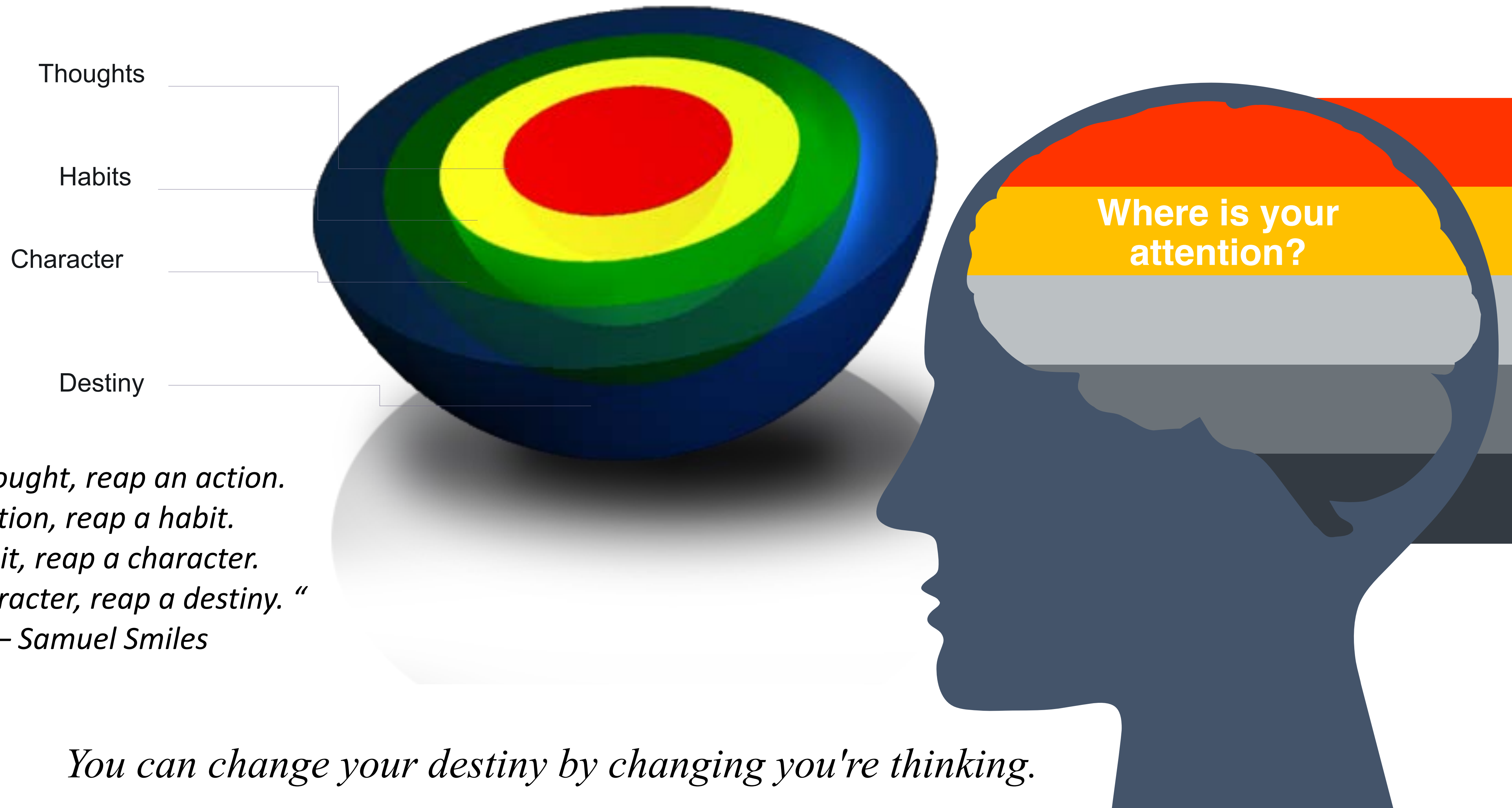
# “Your secret internal conversations are slowly shaping your destiny.”



*“Sow a thought, reap an action.  
Sow an action, reap a habit.  
Sow a habit, reap a character.”*



# “Your secret internal conversations are slowly shaping your destiny.”



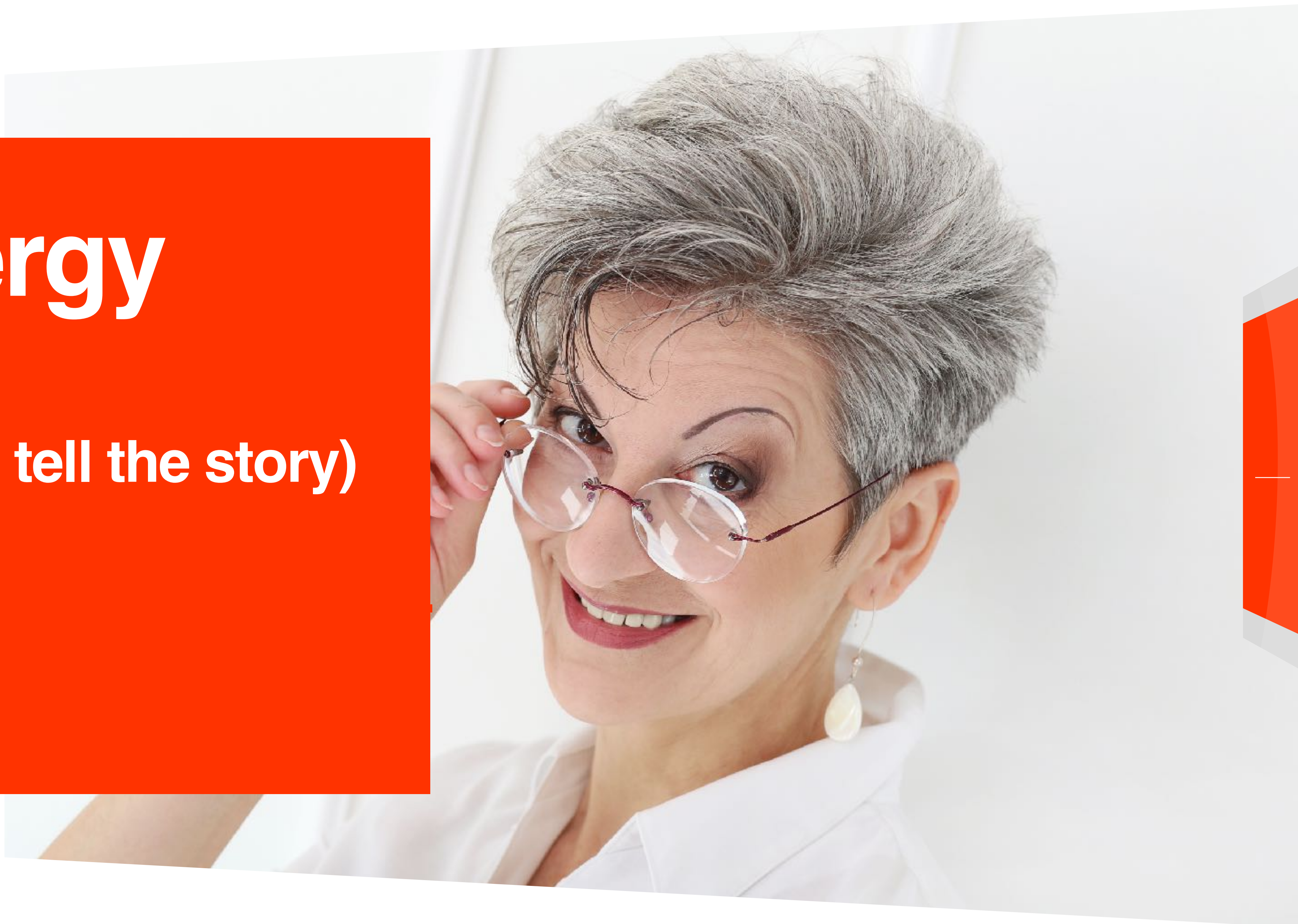
*“Sow a thought, reap an action.  
Sow an action, reap a habit.  
Sow a habit, reap a character.  
Sow a character, reap a destiny. “  
– Samuel Smiles*

*You can change your destiny by changing you're thinking.*



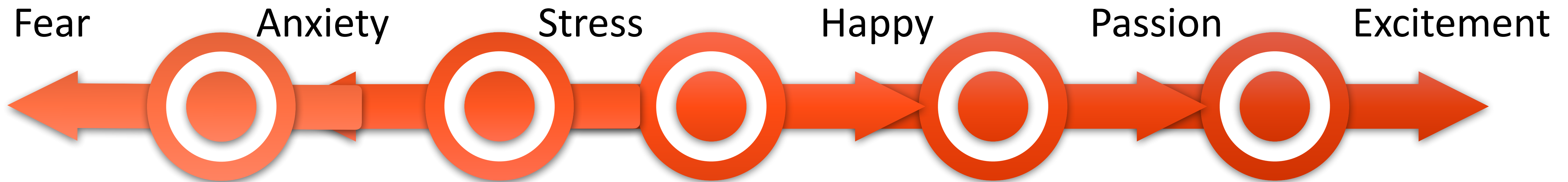
# Energy

(Our emotions tell the story)





# Energy Our emotions tell the story



- Challenging to achieve your goals
- Hard to change your habits

- Your goals come to you easily
- Easy to form new empowering habits



# Your emotions are your guidance system.



Area of your life you would like to change.

Area of your life that is on track.




# Your emotions are your guidance system.



Area of your life you would like to change.

Area of your life that is on track.



A man with a beard and glasses is shown in a dimly lit room, resting his chin on his hand and looking at a laptop screen. The background is dark, and the only light source is the laptop screen, which is visible through the reflection on his glasses. The overall mood is contemplative and focused.

**Let's take  
a look  
At your  
stress**





## Lets get the facts

- Over 80% of doctor visits are stress-related.
- The cost to the economy is in the billions of dollars.
- Rising health care costs and stress are linked.
- Technology is increasing stress

“Over 80% of doctor visits are stress-related.”



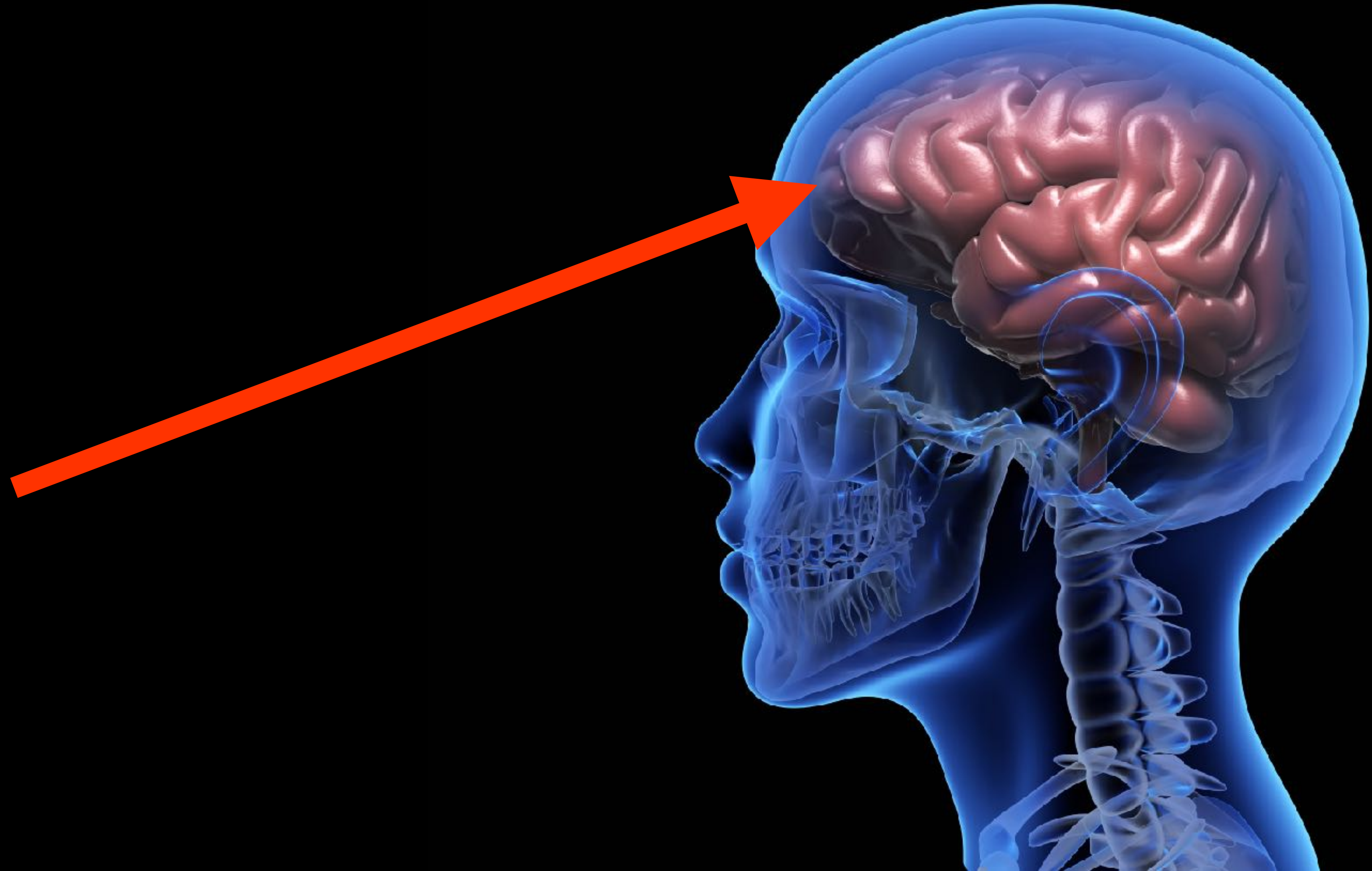


**Would you like a hug**



# Oxytocin: The "Cuddle Hormone"

Oxytocin







**Look to your friends and family**



# Oxytocin: The "Cuddle Hormone"

- Express your feelings to those who are involved in a stressful situation in your life.
- Discuss the problem you are facing with trusted friends and confidantes.







**Change Your Focus**  
*Change Your Thinking Change  
Your Future*

**“ All the complaining, worrying and talking about what you don’t want will never attract what you do want.”**





**I am going to love every student.**

**But she knew it was not true.**

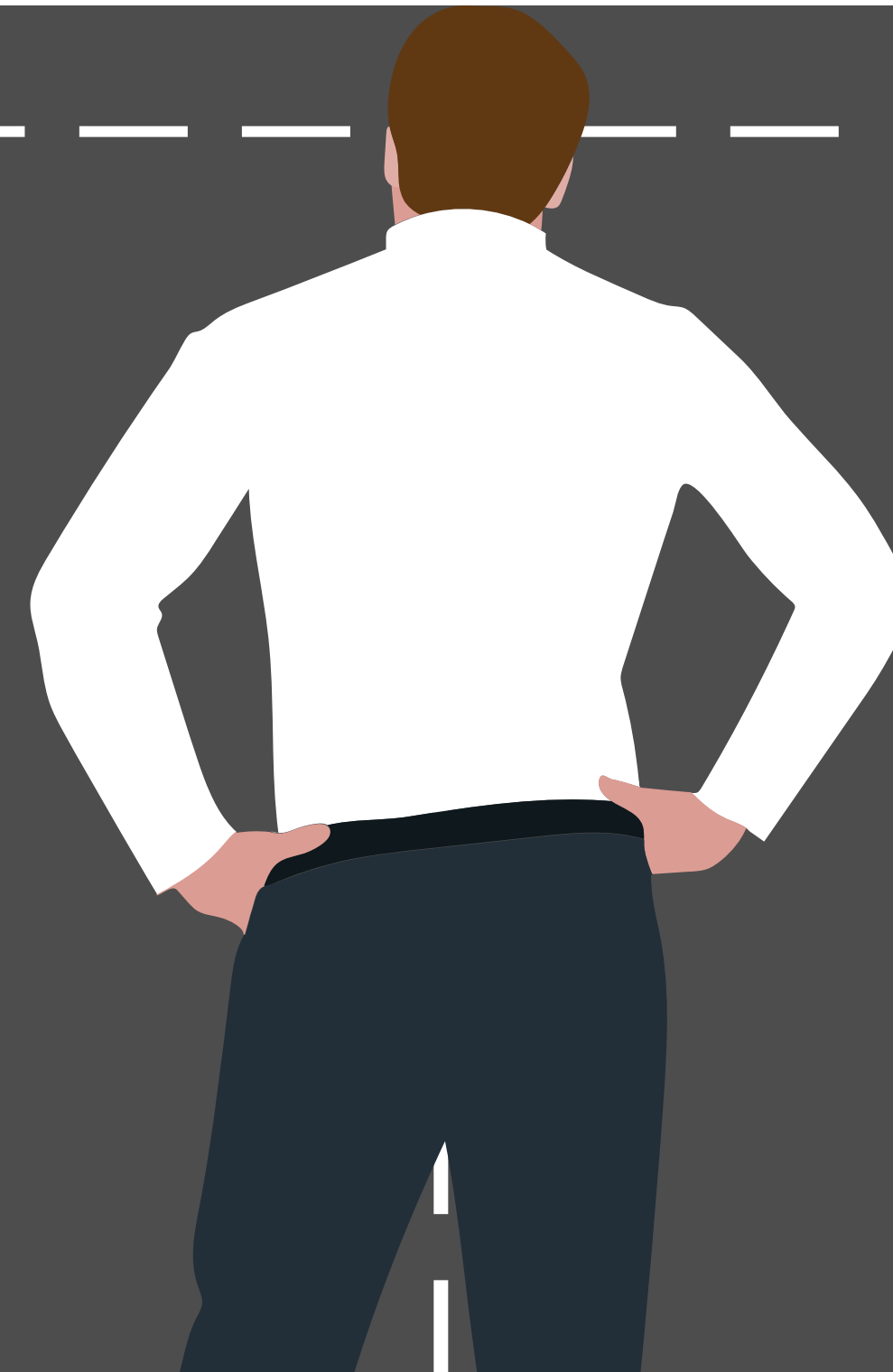


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# Making it work!



**The Hard Way**



**The Easy Way**



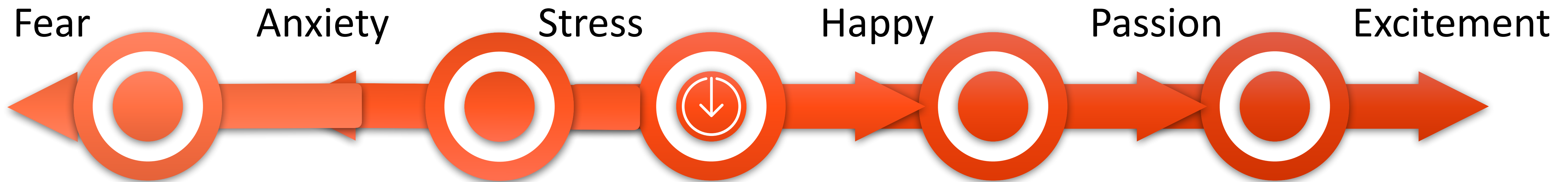
Step 1

# Identify Your Goals





# Your emotions are your guidance system.



Area of your life you would like to change.

Area of your life that is on track.



# Dream Sheet

- Education
- Relationships
- Finance
- Travel
- Health
- Spirituality





**I would like to Manifest a Horse**

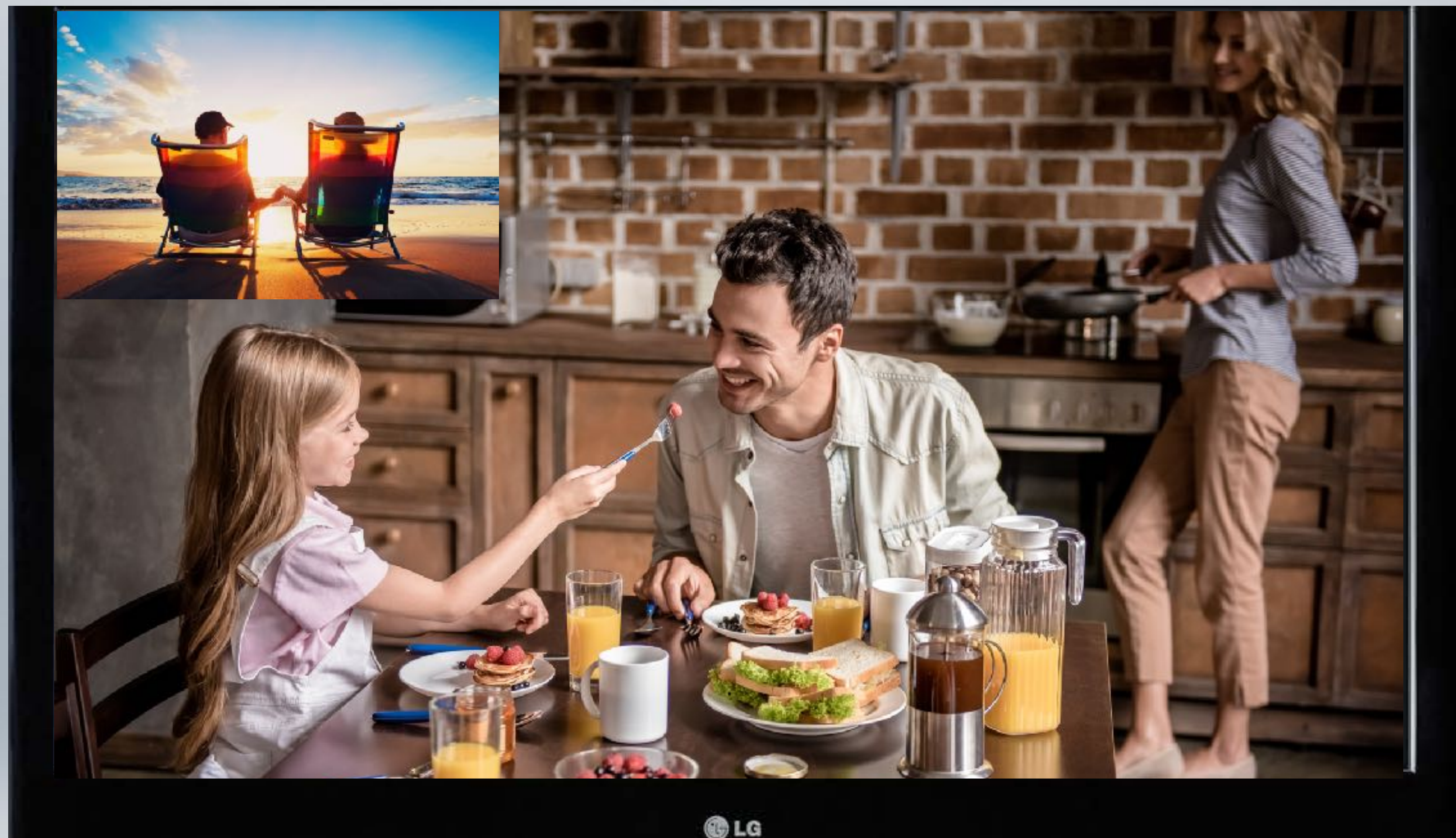




**I would like to**

**Manifest a Horse**





CREATE A VISION  
of the future





CREATE A VISION  
of the future



## Step 2

BELIEVE IN YOURSELF

**You will not achieve your goals if you don't believe you can**





Step 3

**Become the  
person you  
would be if  
you already  
had your  
goals.**







## Positive Attitude

It's more than a positive attitude 📖



Why is it not here  
yet?





**Become  
Detached**





# Limiting beliefs

S U C C E S S

M I N D S E T

4



**Your reality today  
vs  
your desires**





"You should be far more concerned with your current trajectory than with your current results."

James Clear  
From the Book Atomic Habits









G<sub>2</sub> R<sub>1</sub> A<sub>1</sub> T<sub>1</sub> I<sub>1</sub> T<sub>1</sub> U<sub>1</sub> D<sub>2</sub> E<sub>1</sub>

I<sub>1</sub> S<sub>1</sub>

T<sub>1</sub> H<sub>4</sub> E<sub>1</sub>

B<sub>3</sub> E<sub>1</sub> S<sub>1</sub> T<sub>1</sub>

A<sub>1</sub> T<sub>1</sub> T<sub>1</sub> I<sub>1</sub> T<sub>1</sub> U<sub>1</sub> D<sub>2</sub> E<sub>1</sub>







Thank You!

# Eddie LeMoine



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# THANKS

Eddie LeMoine

Q

&

A