

# 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

[www.eddielemoine.com](http://www.eddielemoine.com)  
[eddie@eddielemoine.com](mailto:eddie@eddielemoine.com)

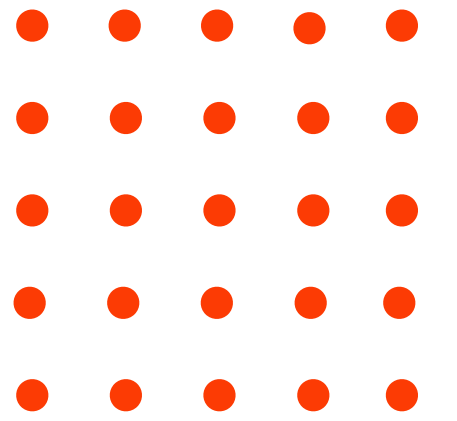
866 407 7325



# 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 2021
6. Three steps to closing the engagement gap







**What we see  
at our airports  
is not just an  
aerospace  
issue.**





Two

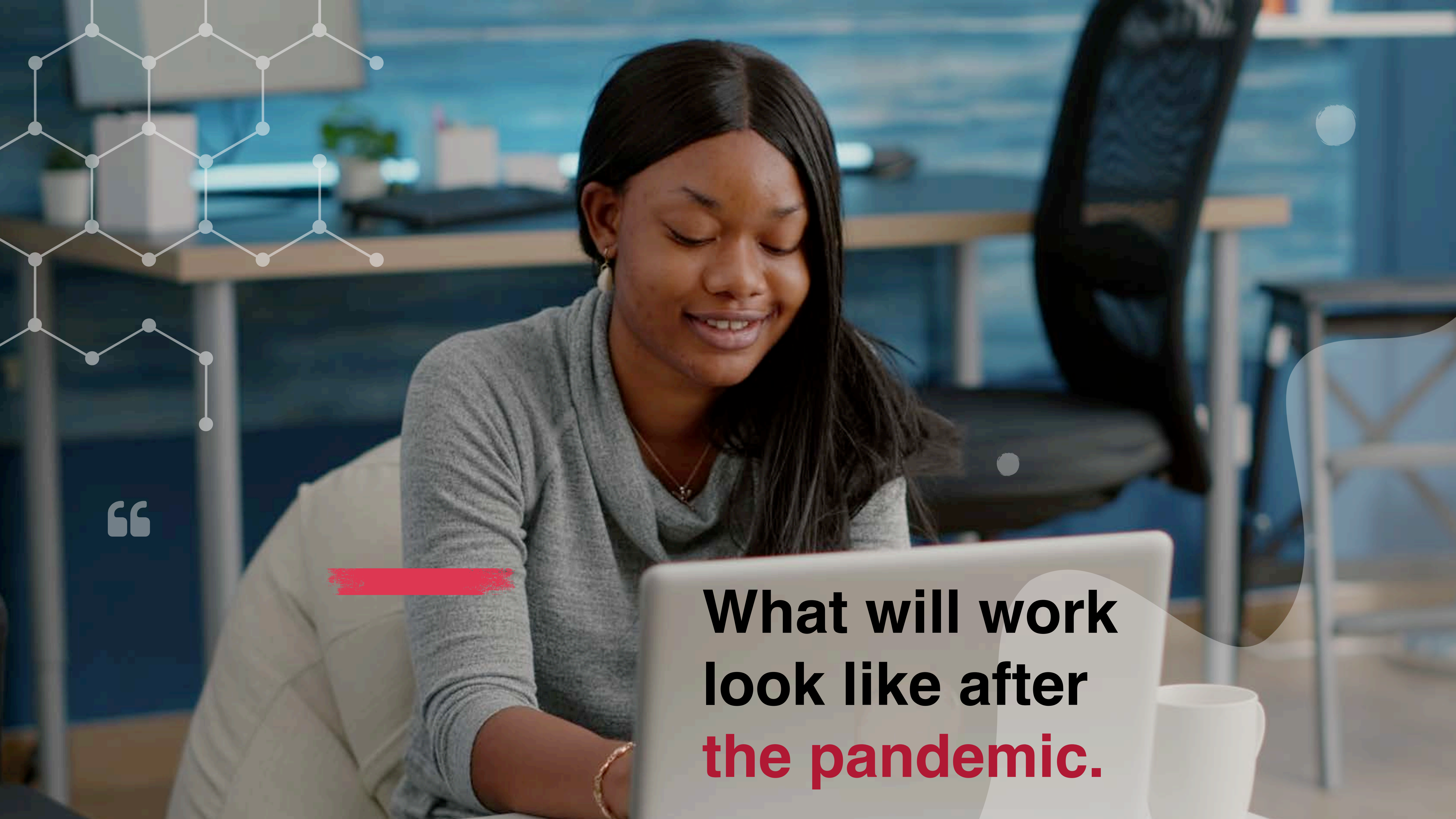
Questions





# First Questions





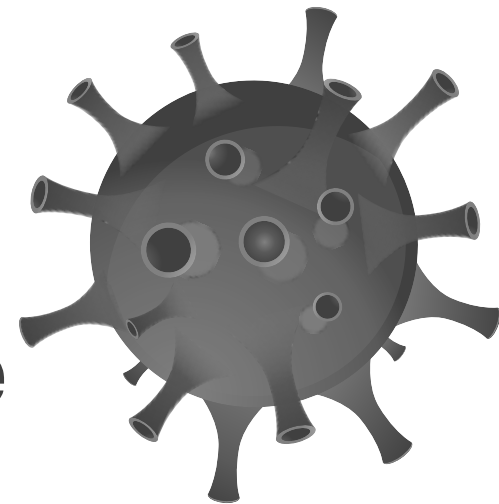
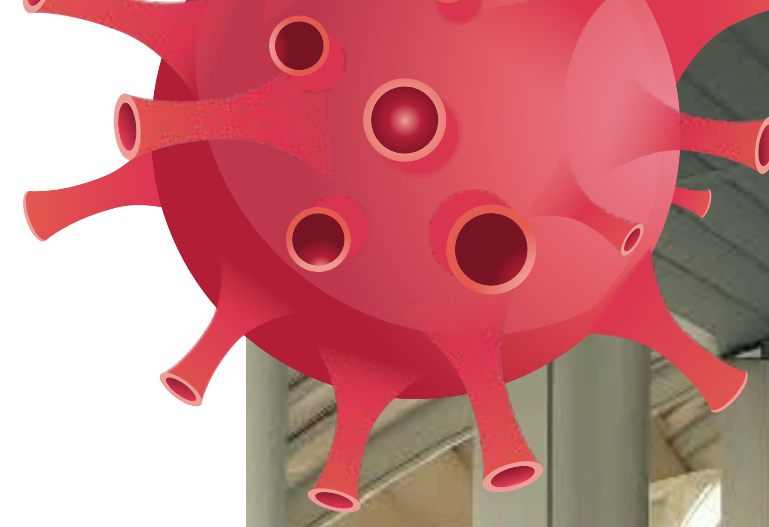
“

**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





# Home vs Office







# Second Questions





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

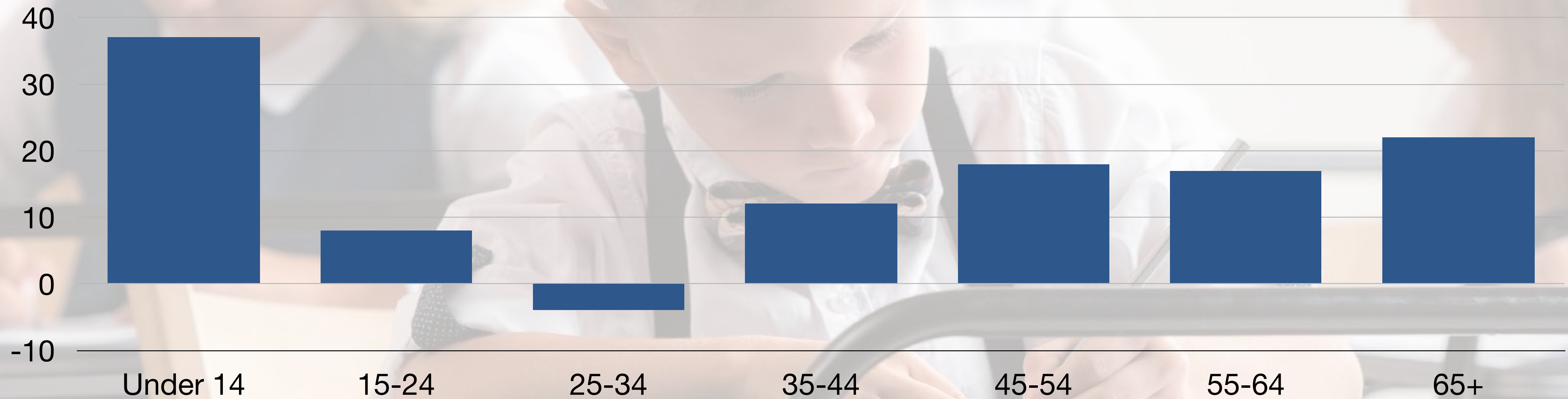
New  
Hires





# POPULATION GROWTH 1950-1960

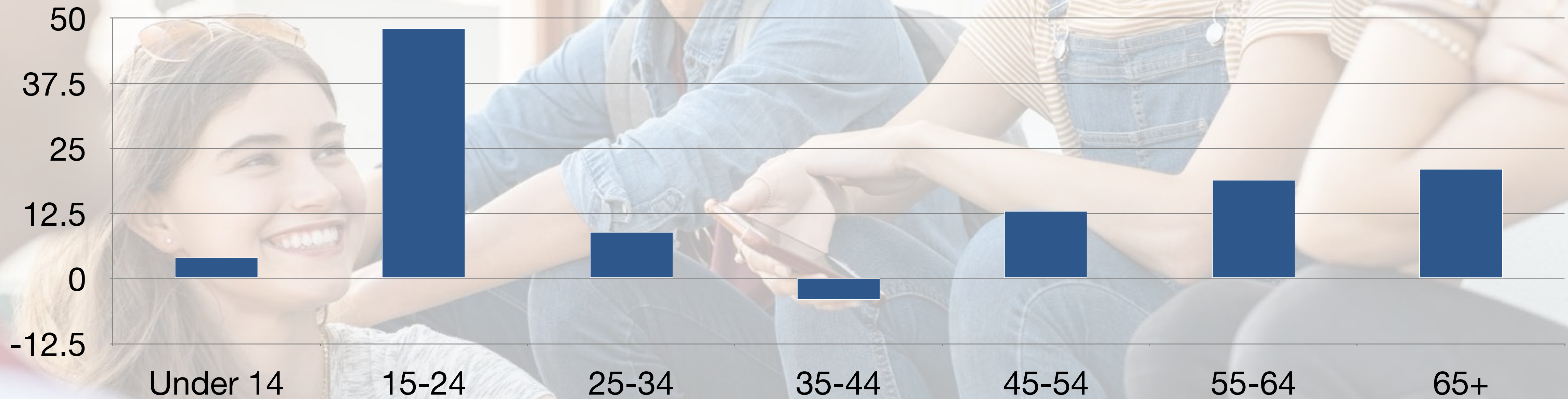
Progression of the Baby Boomers





# POPULATION GROWTH 1960-1970

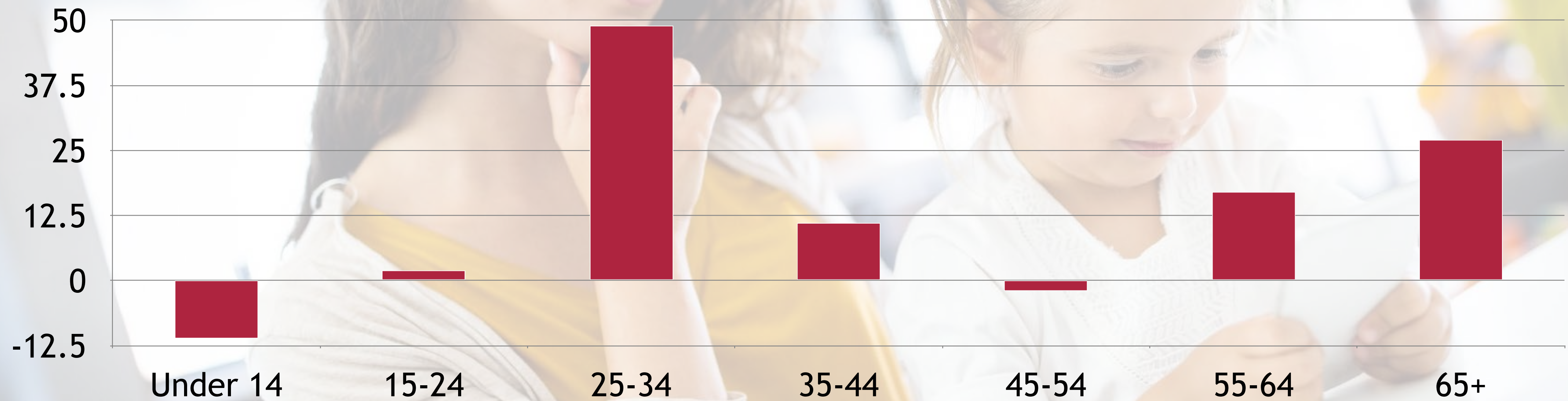
Progression of the Baby Boomers





# POPULATION GROWTH 1970-1980

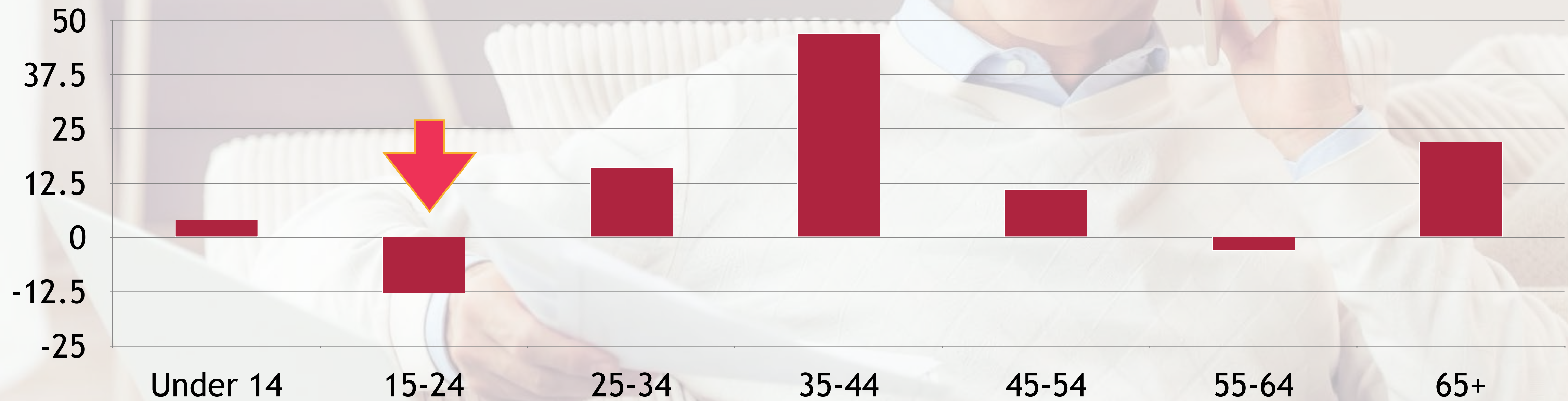
Progression of the Baby Boomers





# POPULATION GROWTH 1980-1990

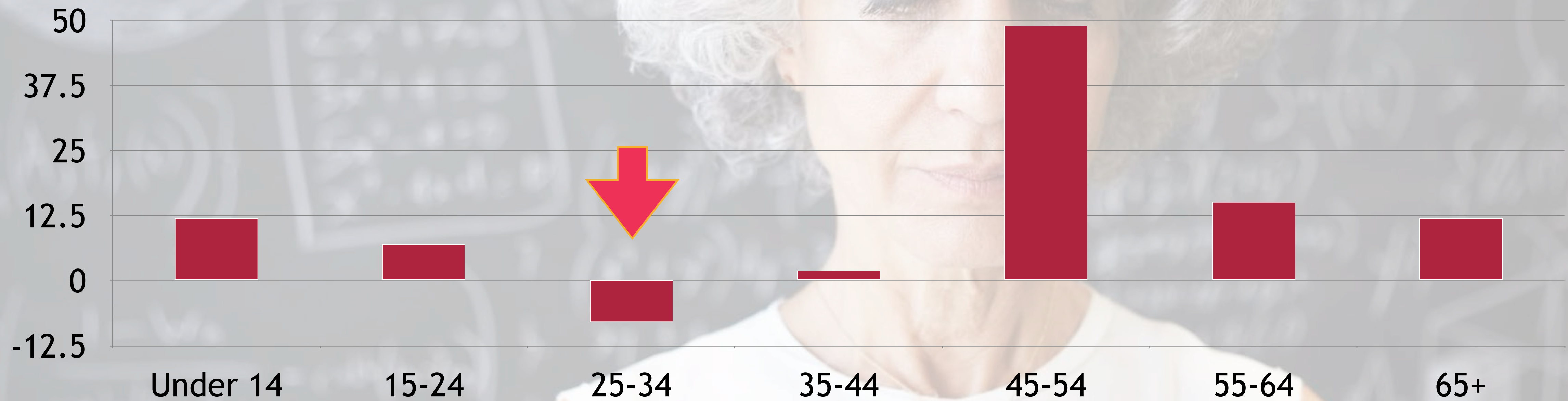
Progression of the Baby Boomers





# POPULATION GROWTH 1990-2000

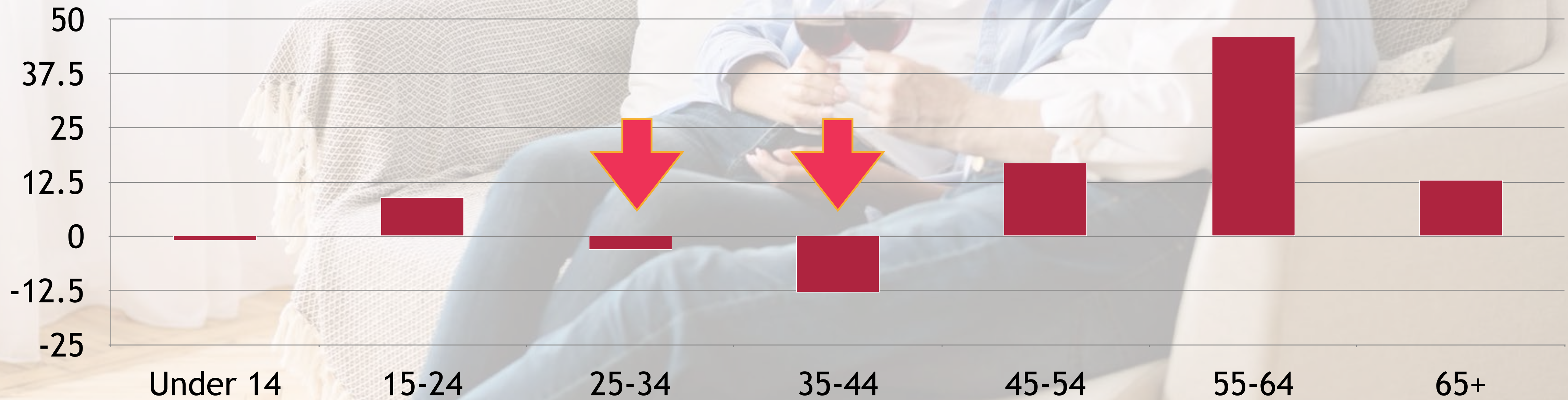
Progression of the Baby Boomers





# POPULATION GROWTH 2000-2010

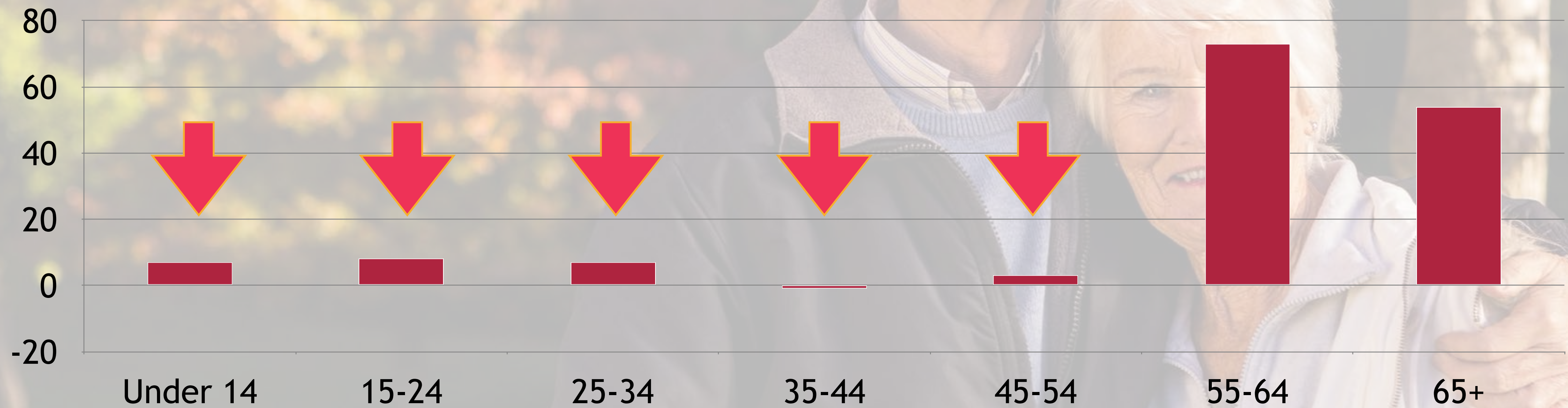
Progression of the Baby Boomers





# POPULATION GROWTH 2000-2020

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

- 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.

•





# Competition in the future

- The current jobless rate is nearing 5.4% in Canada; the lowest rate on record since comparable data became available in 1976.
- Attracting talent will become every organization's primary concern.
- 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





# Three drivers for change

- People left the job market forever
- G7 countries are looking to hire with unprecedented job vacancies
- The way people can work has been forever changed





A man in a brown cardigan and grey t-shirt stands next to a flipchart, smiling and holding a red marker. He is presenting to a group of people seated at a long table. A woman with curly hair is clapping, and a man in a striped shirt is also clapping. The room has large windows and a potted plant. A large yellow circle is overlaid on the image, containing the text "What is Engagement".

# What is Engagement



# Engaged=Discretionary Effort



## Employee Engagement

### Inclusion and co-creation

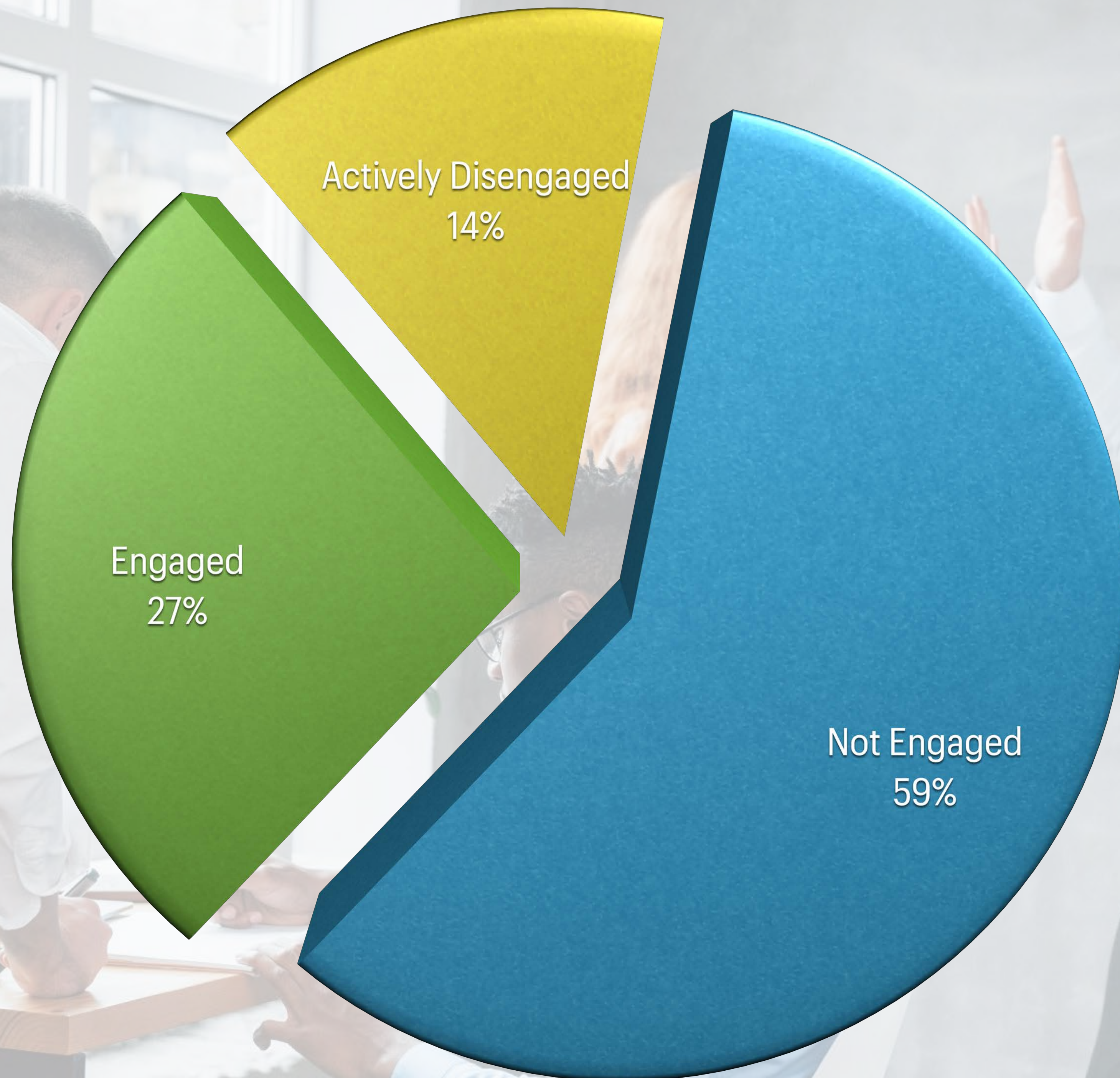
- Looking for ideas and support throughout the organization.
- Leveraging the strengths of individual team members to achieve corporate goals.
- Employees are emotionally committed to the success of their employer.



# ABOUT THE NUMBERS

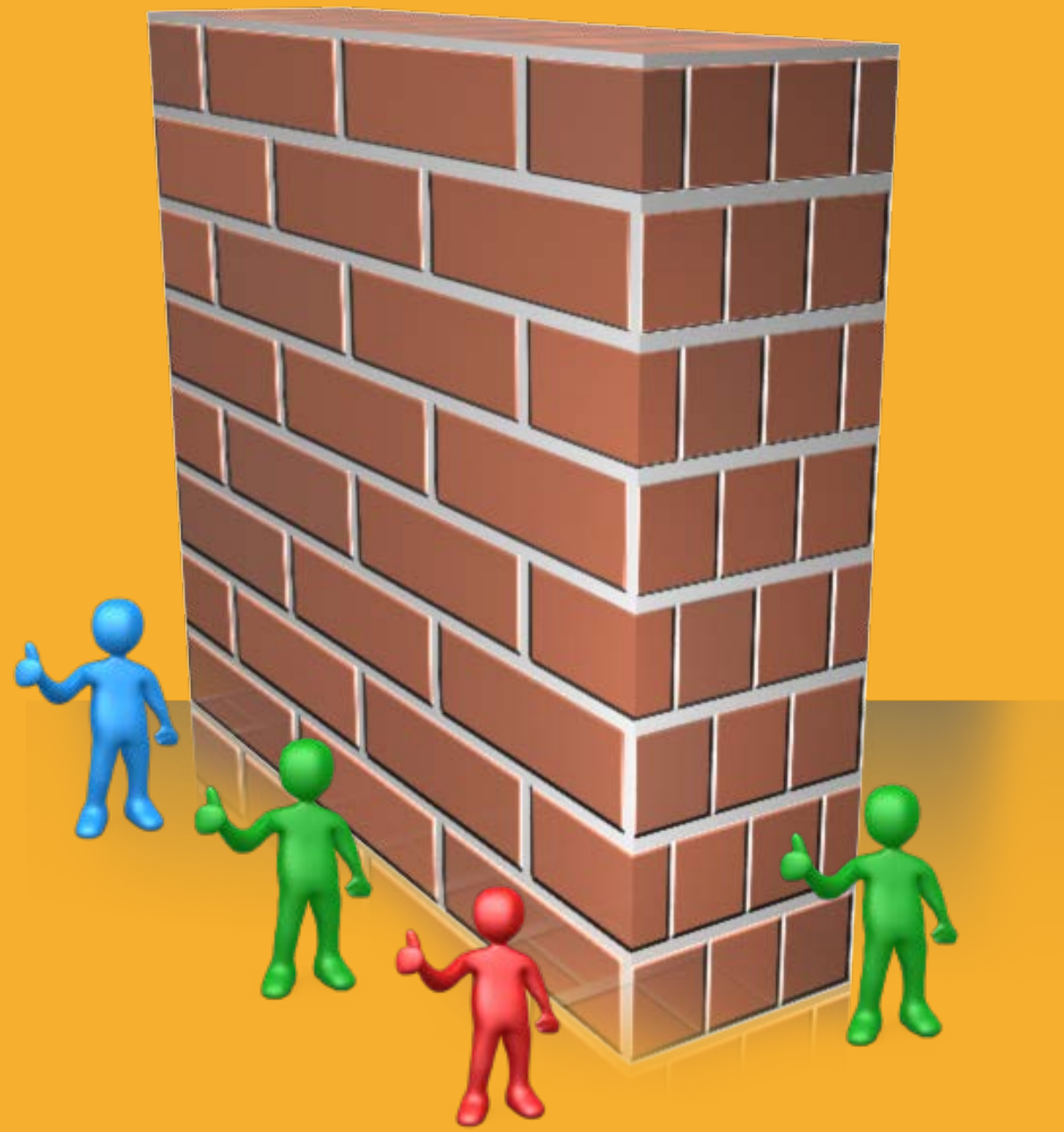






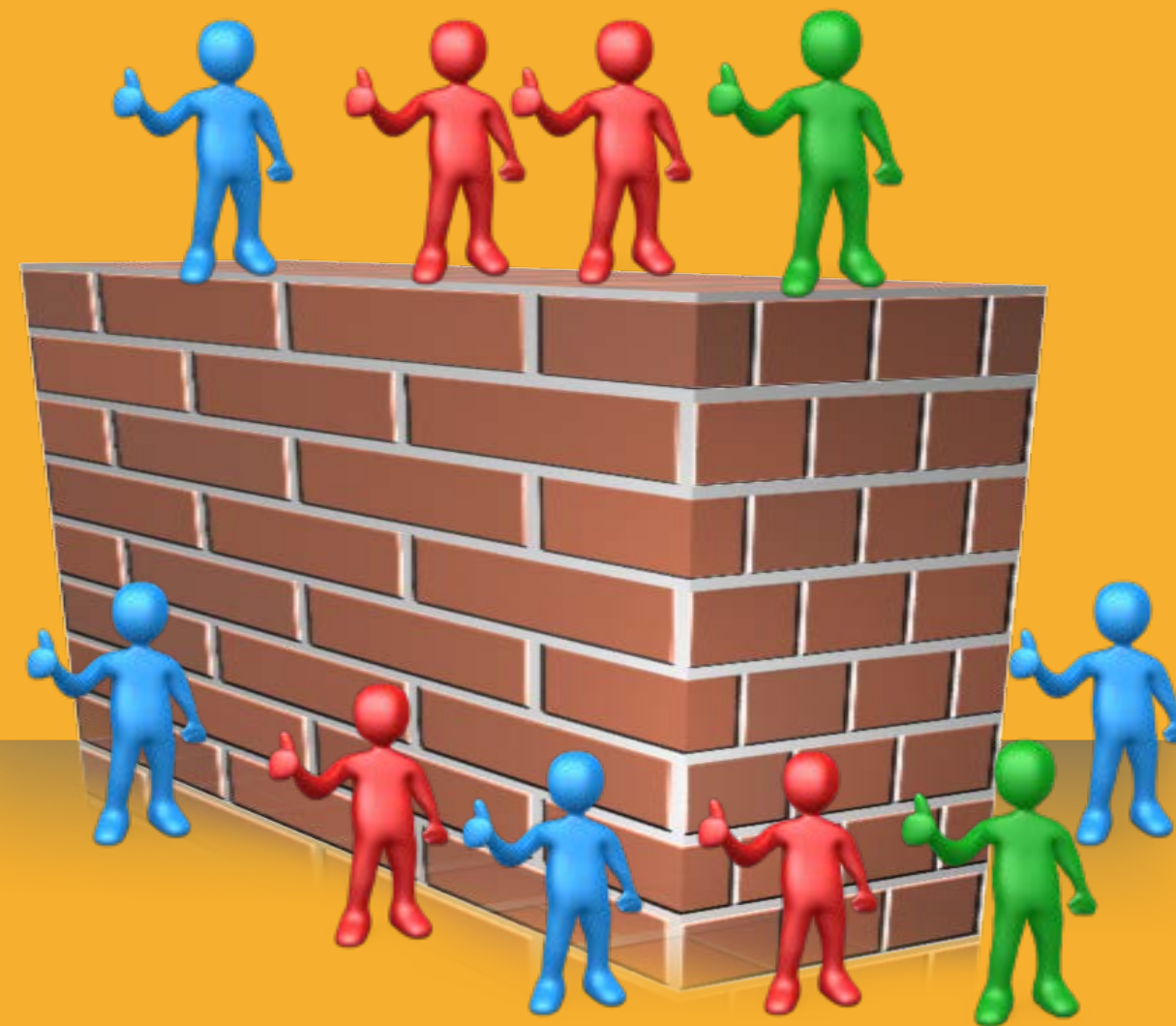


# The Benefit and Cost of Leading and Engaged Team



\$\$.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?

---





# Who am I going to be working with?

---





# What am I going to be doing?

---






# Why is this job important to me?

---

## This is why we join.







Who am I  
going to be  
working  
with?

---

This is why  
we stay



# What am I going to be doing?

---

## This is why we leave





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

---





# Three steps to closing the engagement gap

Know them



Develop them



Motivate them



*Eddie LeMoine*  
PROFESIONAL SPEAKER



# THANKS

Eddie LeMoine

THANK YOU



# THANKS

Eddie LeMoine

Q

&

A