

Eddie Lemoine

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2023

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



EDDIE LEMOINE

GOALS

2023

1.

Find People

2.

Keep People

3.

Inspire People

- Trends in the Canadian employment sector
- Scare the "bejeebers" out of you!
- Why engagement is your best solution
- Reasons people join, stay and leave their employers
- Six critical attributes to successful leadership in 2023
- Three steps to closing the engagement gap

Eddie LeMoine

Agenda





A PATH FOR SUCCESS

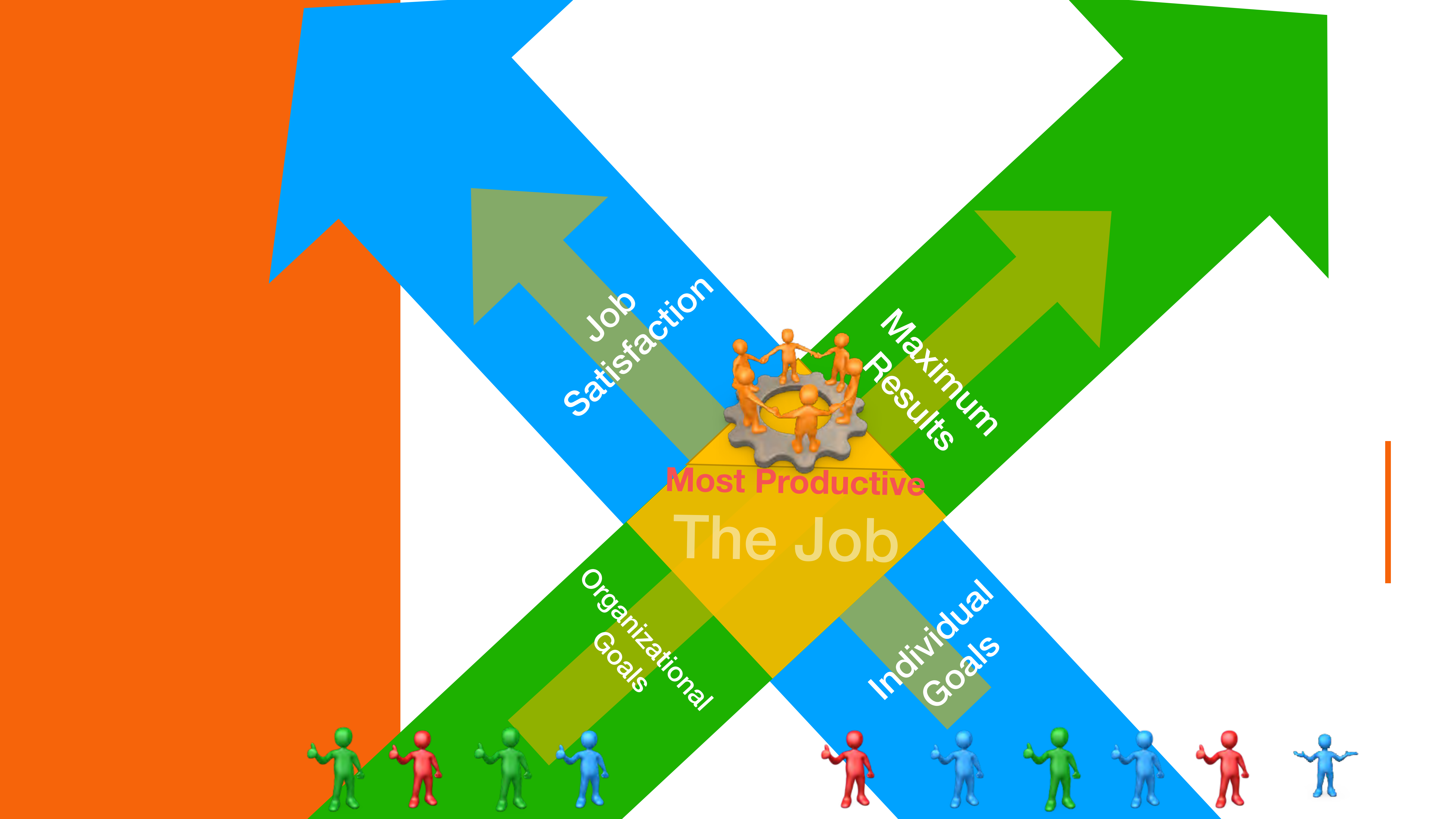
Your organization has a set of goals to succeed.

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....

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





...

You will be like this

Trends that will impact you during





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



Two

Questions



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





But my employees **can't work from home**



Other industries are coming to get your people.



The hospitality industry saw 237,000 people leave the industry to pursue other careers.



Two

Questions

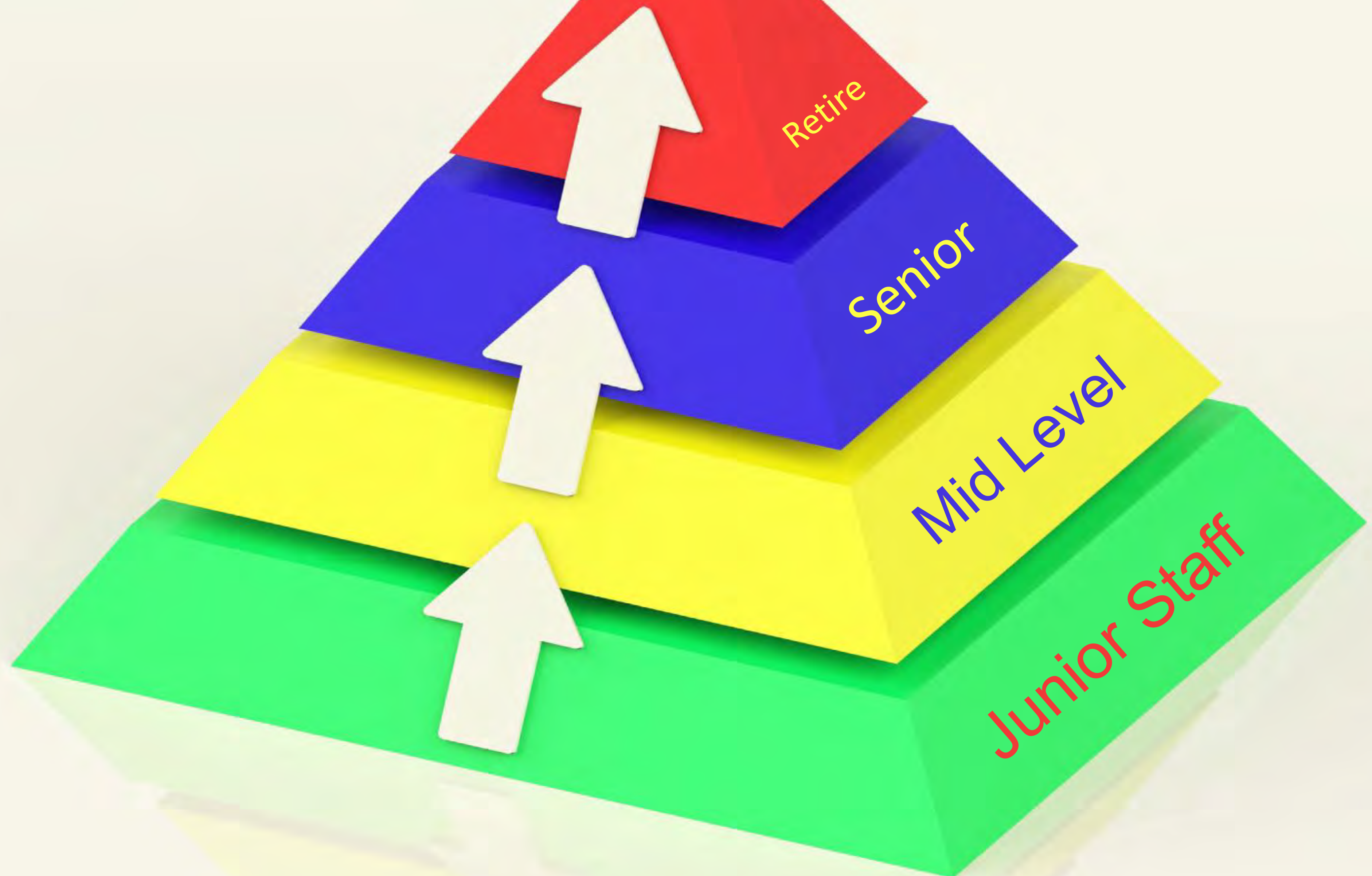
Second Questions



Where did everyone go?



The Past 100 Years



The Next 10 Years

Baby-Boomers Retiring

Bottom of the Baby-Boomers
and X generations

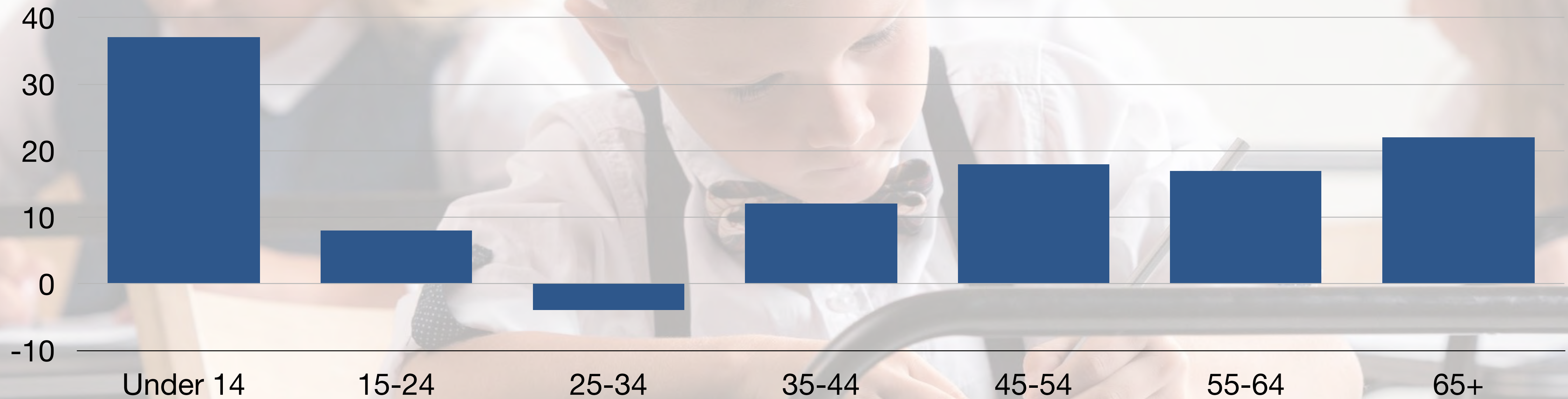
Junior Staff
Millennials

New
Hires



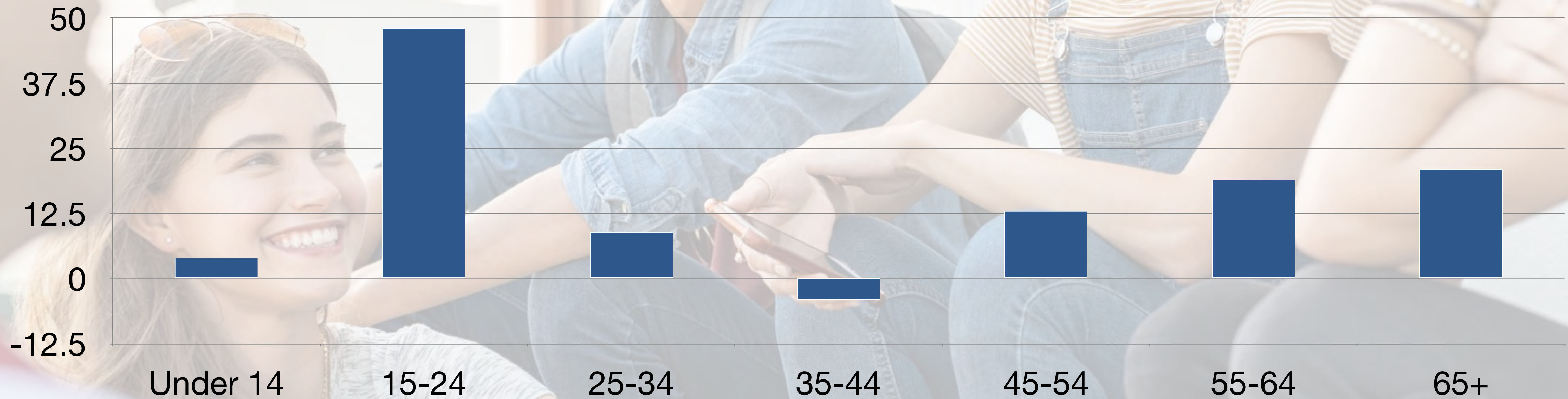
POPULATION GROWTH 1950-1960

Progression of the Baby Boomers



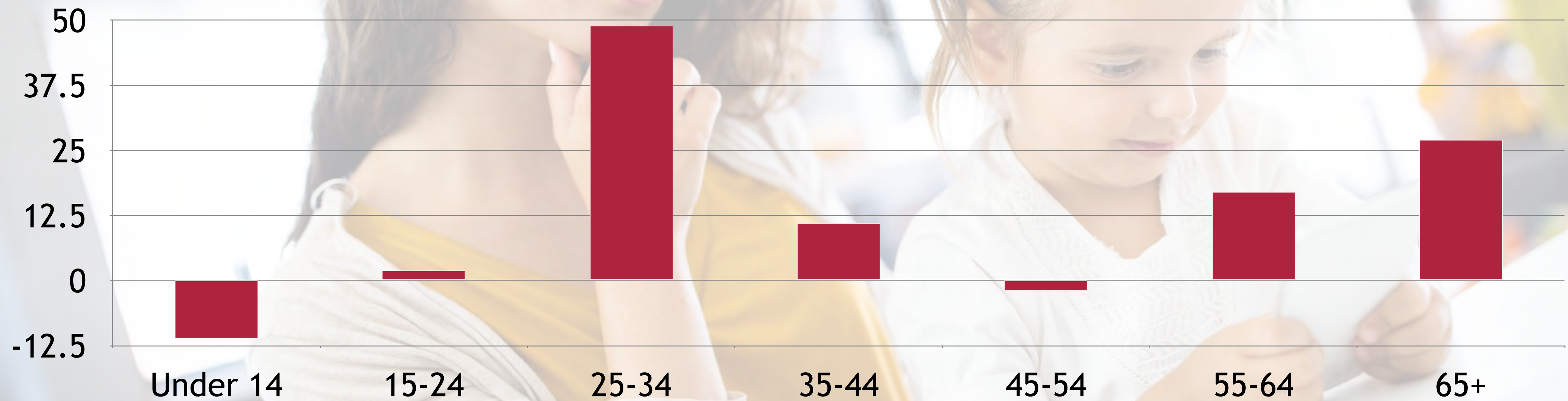
POPULATION GROWTH 1960-1970

Progression of the Baby Boomers



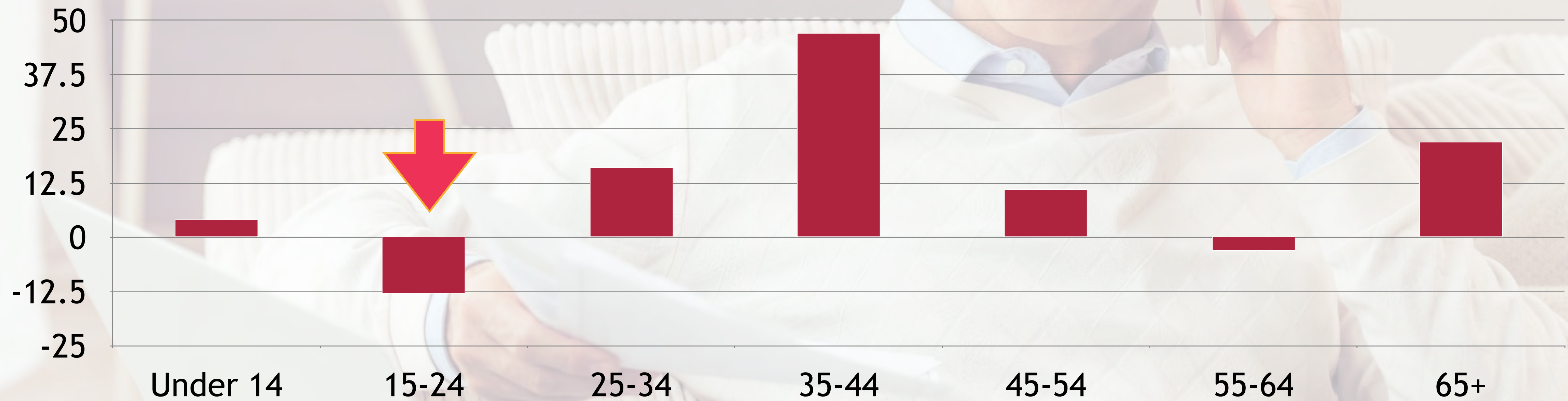
POPULATION GROWTH 1970-1980

Progression of the Baby Boomers



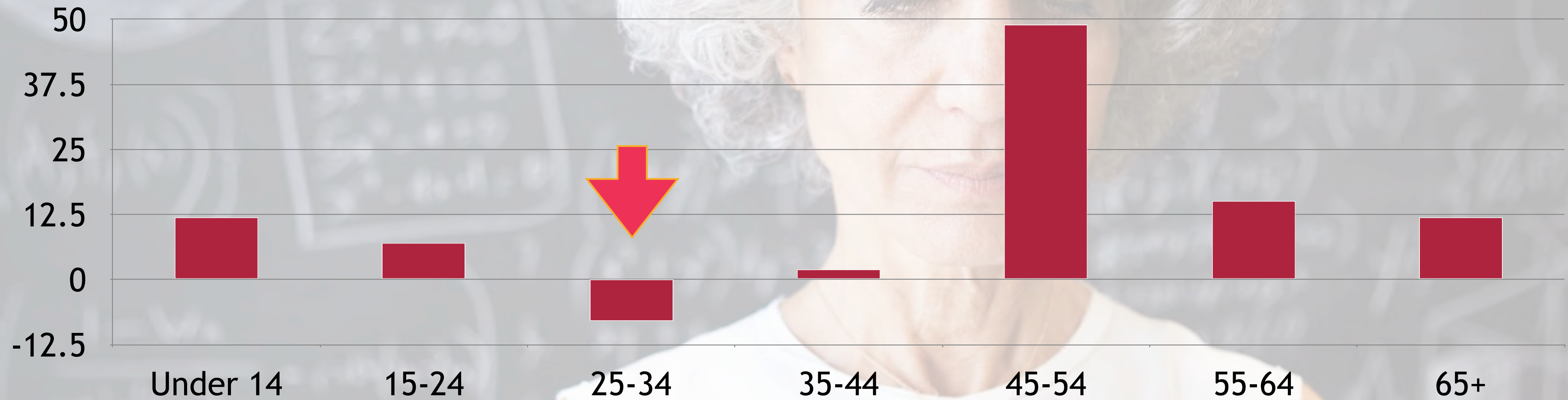
POPULATION GROWTH 1980-1990

Progression of the Baby Boomers



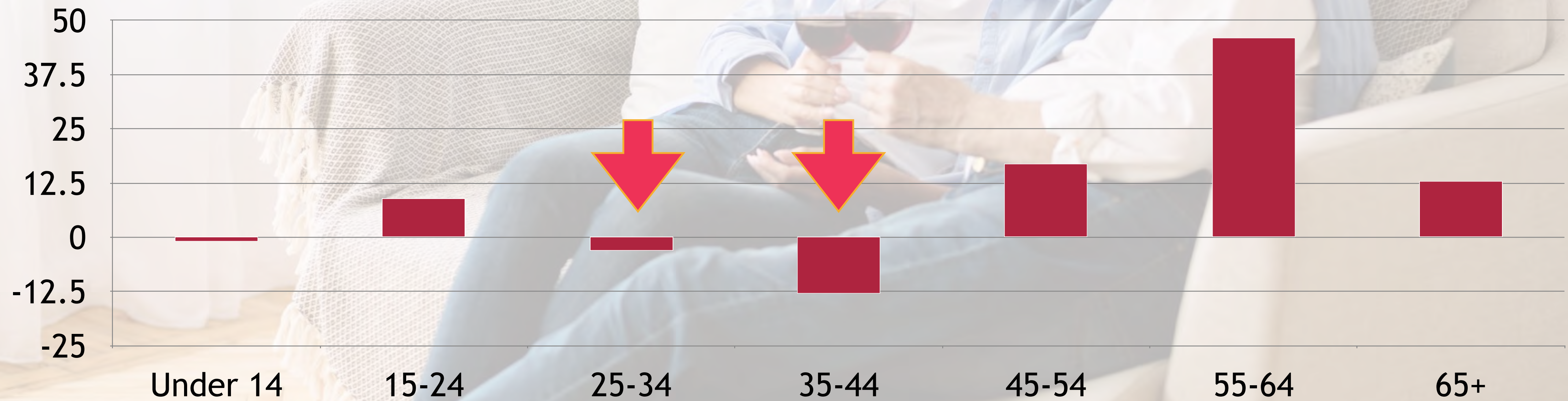
POPULATION GROWTH 1990-2000

Progression of the Baby Boomers



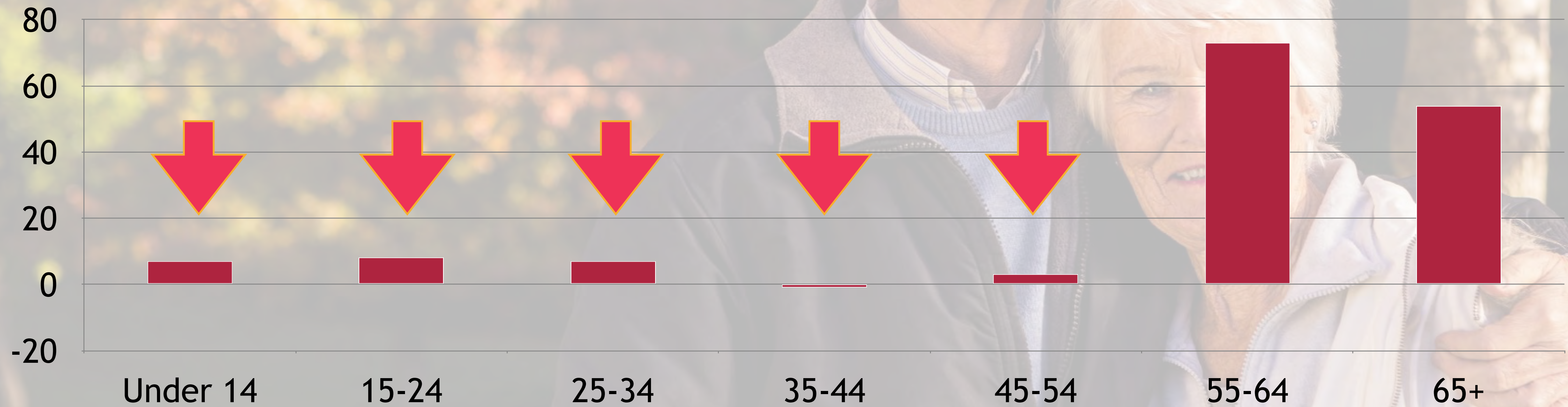
POPULATION GROWTH 2000-2010

Progression of the Baby Boomers



POPULATION GROWTH 2000-2020

Progression of the Baby Boomers



No Better Time To Be Working



Opportunity

Where did **the people go?**



- 8500 Canadians turn 65 weekly, leaving about 360,000 workers exiting each year.
- The number of seniors aged 65 and older grows six times faster than children 0-14

Competition in the future

- The current jobless rate is nearing 5% in Canada; the lowest rate on record since comparable data became available in 1976. (3.5% in the US)
- 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 1,000,000 job vacancies last quarter in Canada and 10,500,000 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



A man in a brown cardigan and grey t-shirt stands next to a whiteboard, smiling and holding a red marker. He is presenting to a group of people seated at a dark table. A woman with red hair is clapping, and a man with glasses and a striped shirt is also clapping. The room has large windows and indoor plants. A large yellow circle is overlaid on the image, containing the text.

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.

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



There is no easier way to add capacity and profitability.

27% higher profits

50% higher sales

50% higher customer loyalty levels

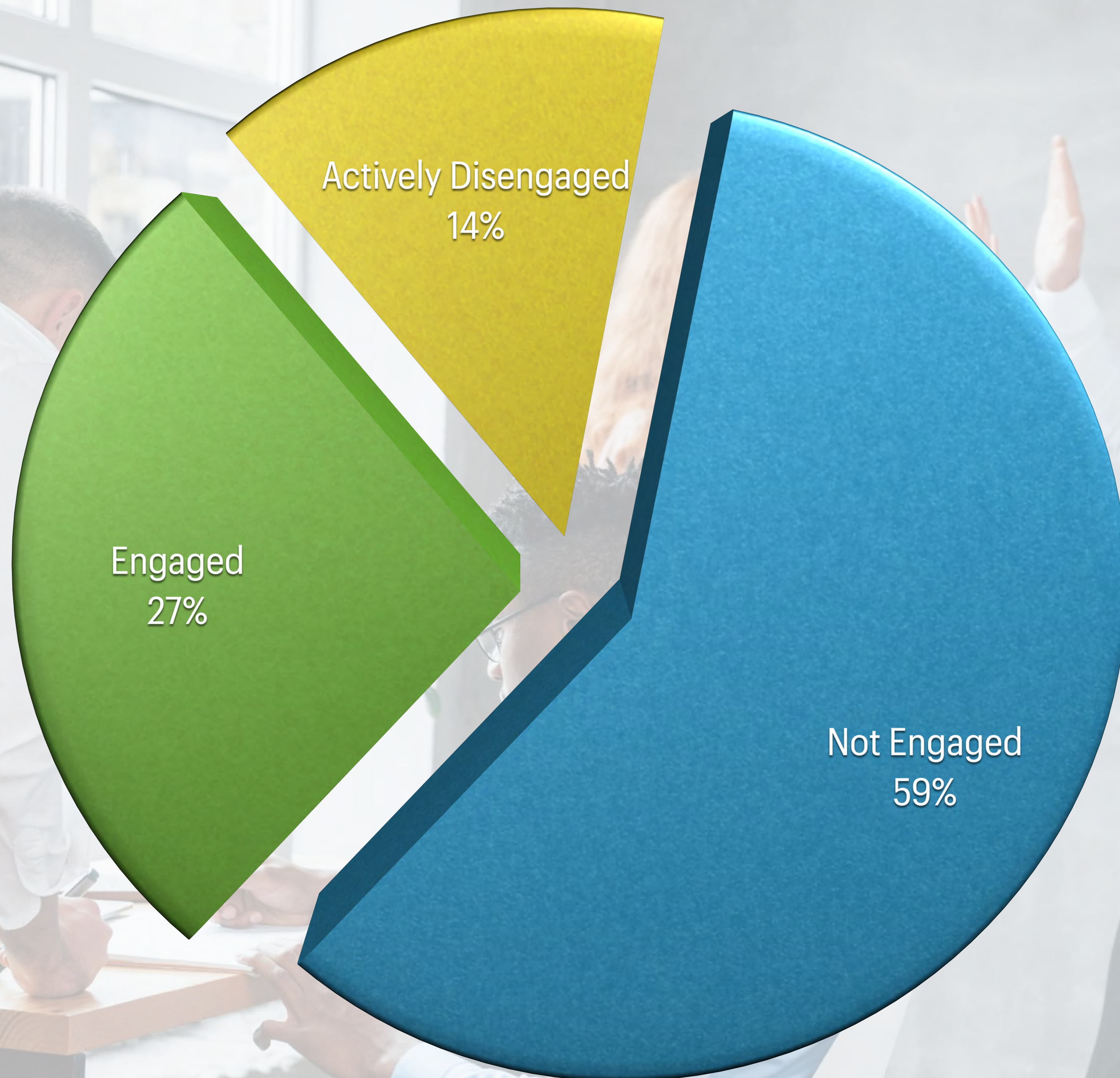
38% above-average productivity



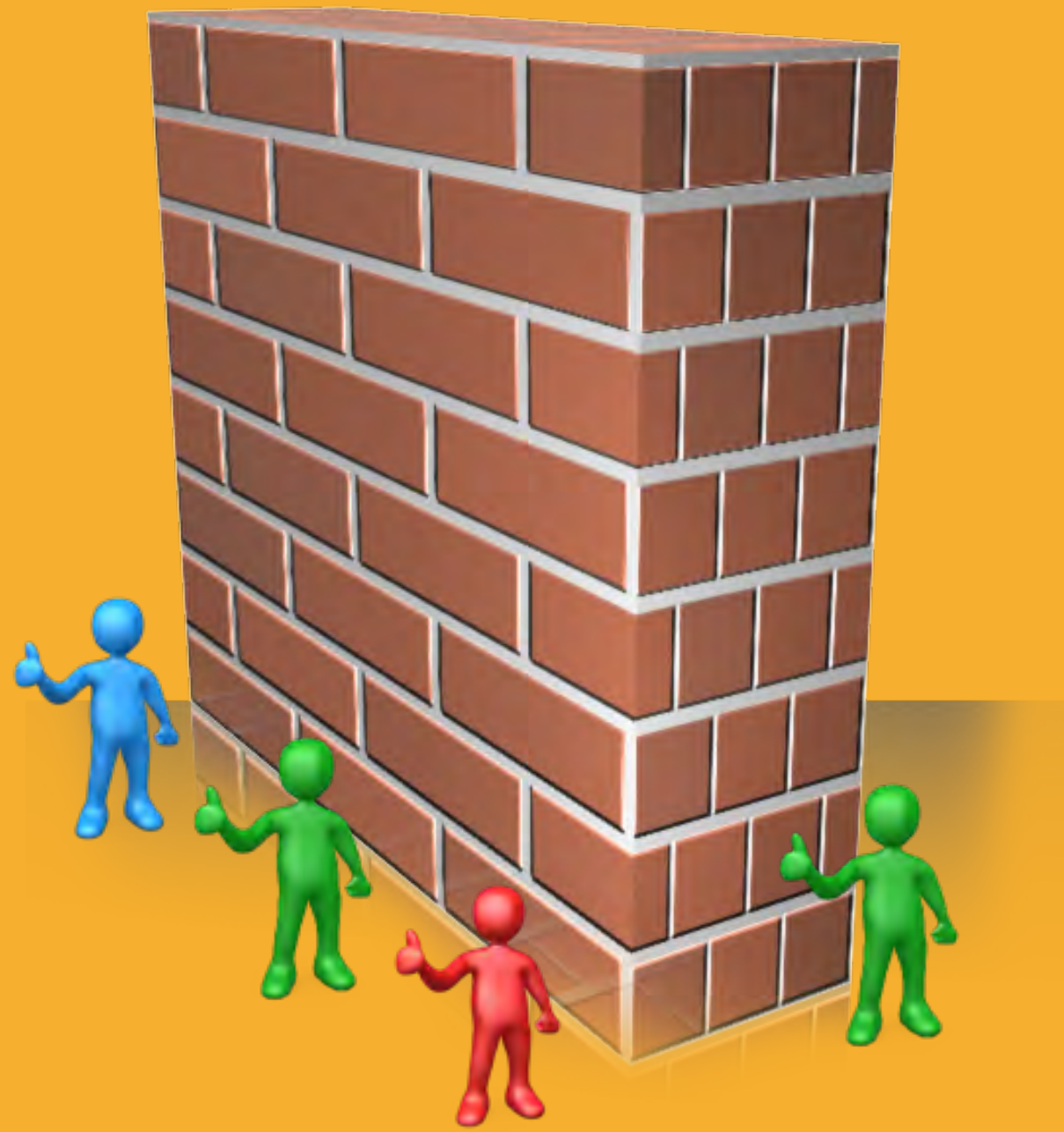
Source Gallup

ABOUT THE NUMBERS



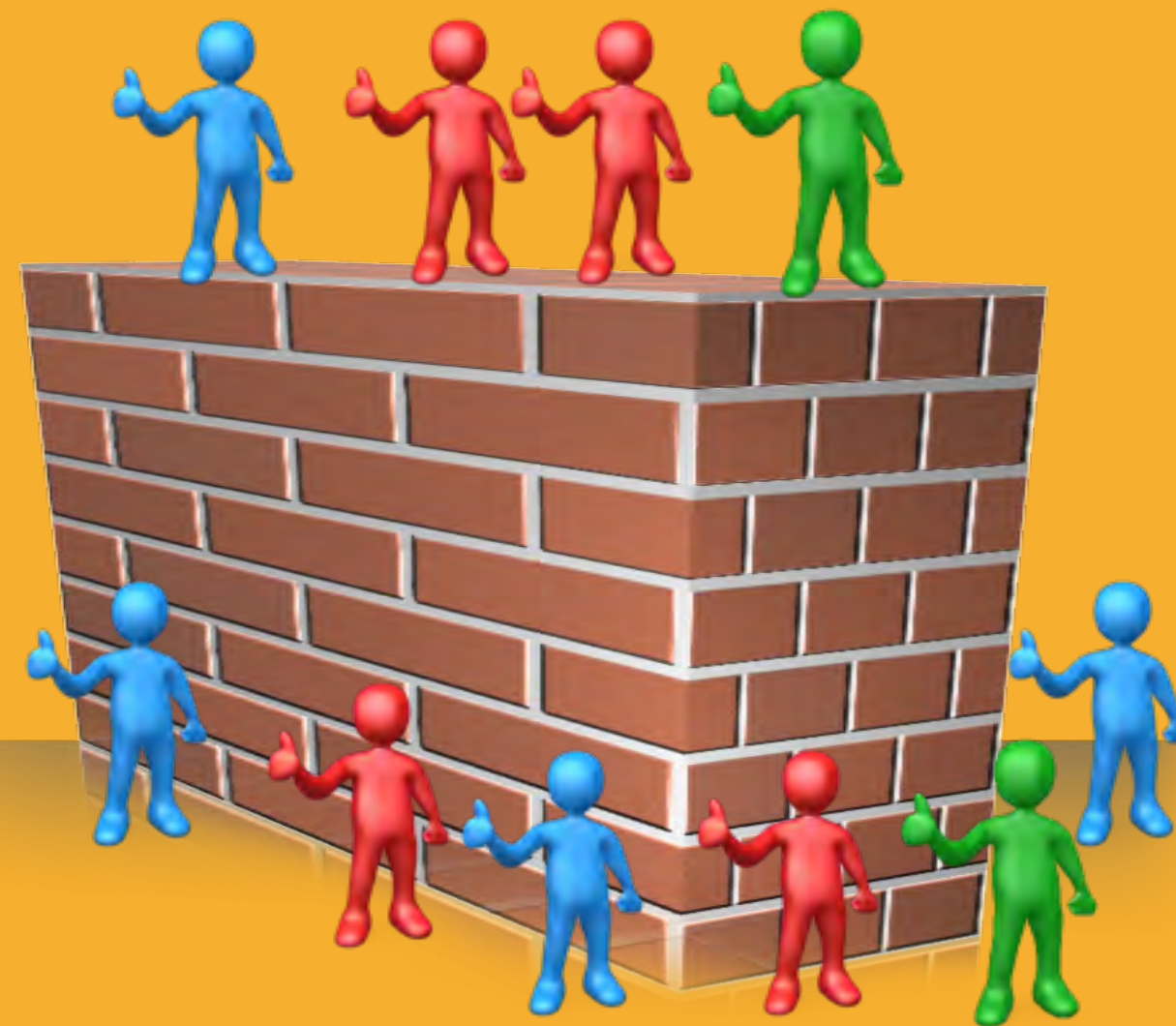


The Benefit and Cost of Leading and Engaged Team



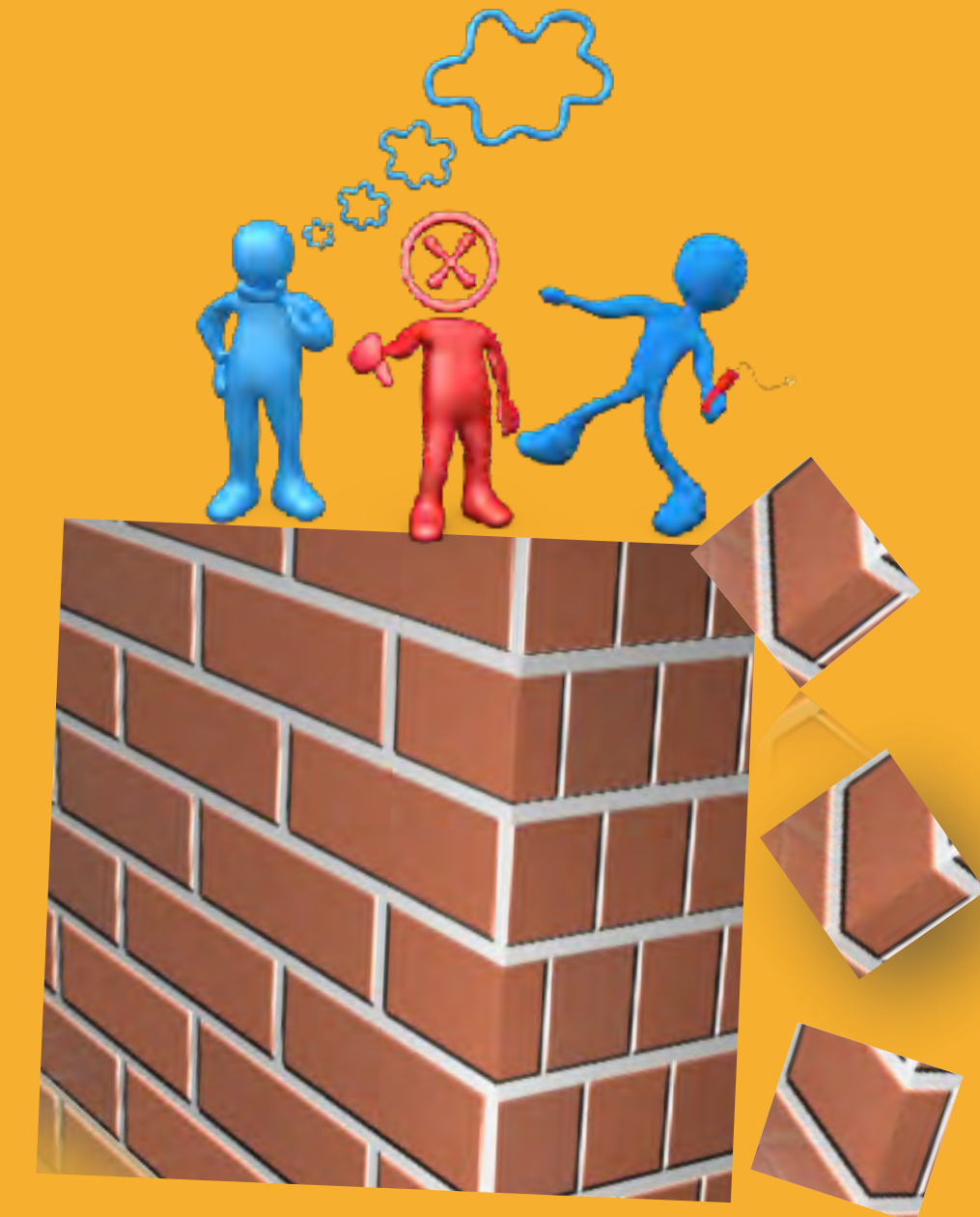
\$.90

Engaged 27%
60% of productivity



\$.70

Disengaged 59%
60% of productivity



\$.50

Actively disengaged 14%
-20% of productivity

The Benefit and Cost of Leading an Engaged Team



- 15% of engaged employees would consider leaving their employer
- Up to 85% of unengaged employees would leave their employer.
- Engaged employees recommend their place of employment as a place to work and do business.
- Capacity Building will be essential to offset skills shortage
- Engaged employees are five times less likely to have safety-related incidents than disengaged ones.
- The cost is six times higher on average per incident for the disengaged employee.

\$.90

Engaged 27%
60% of productivity

\$.70

Disengaged 59%
60% of productivity

\$.50

Actively disengaged 14%
-20% of productivity

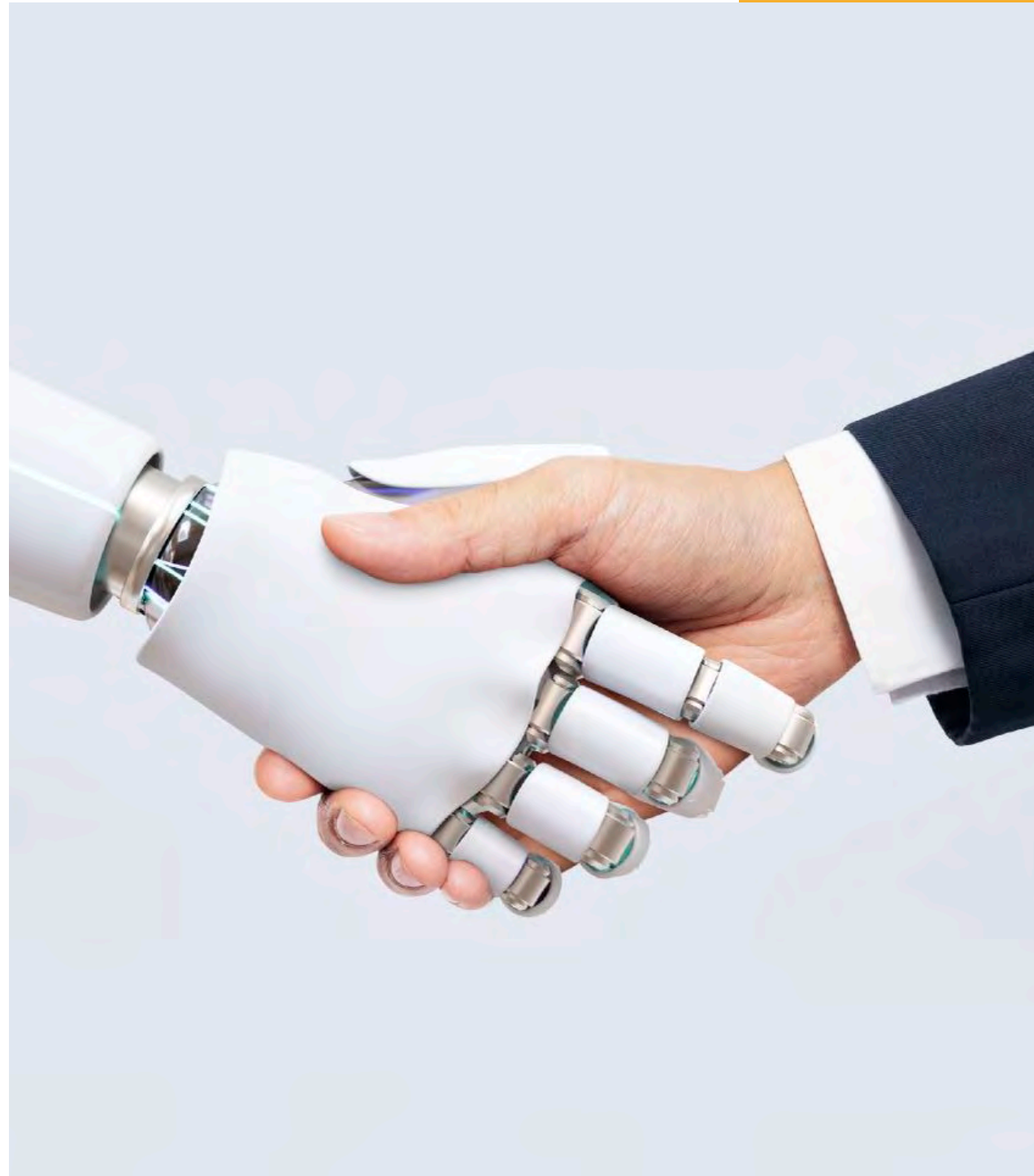


Can We Do
More With
Less?

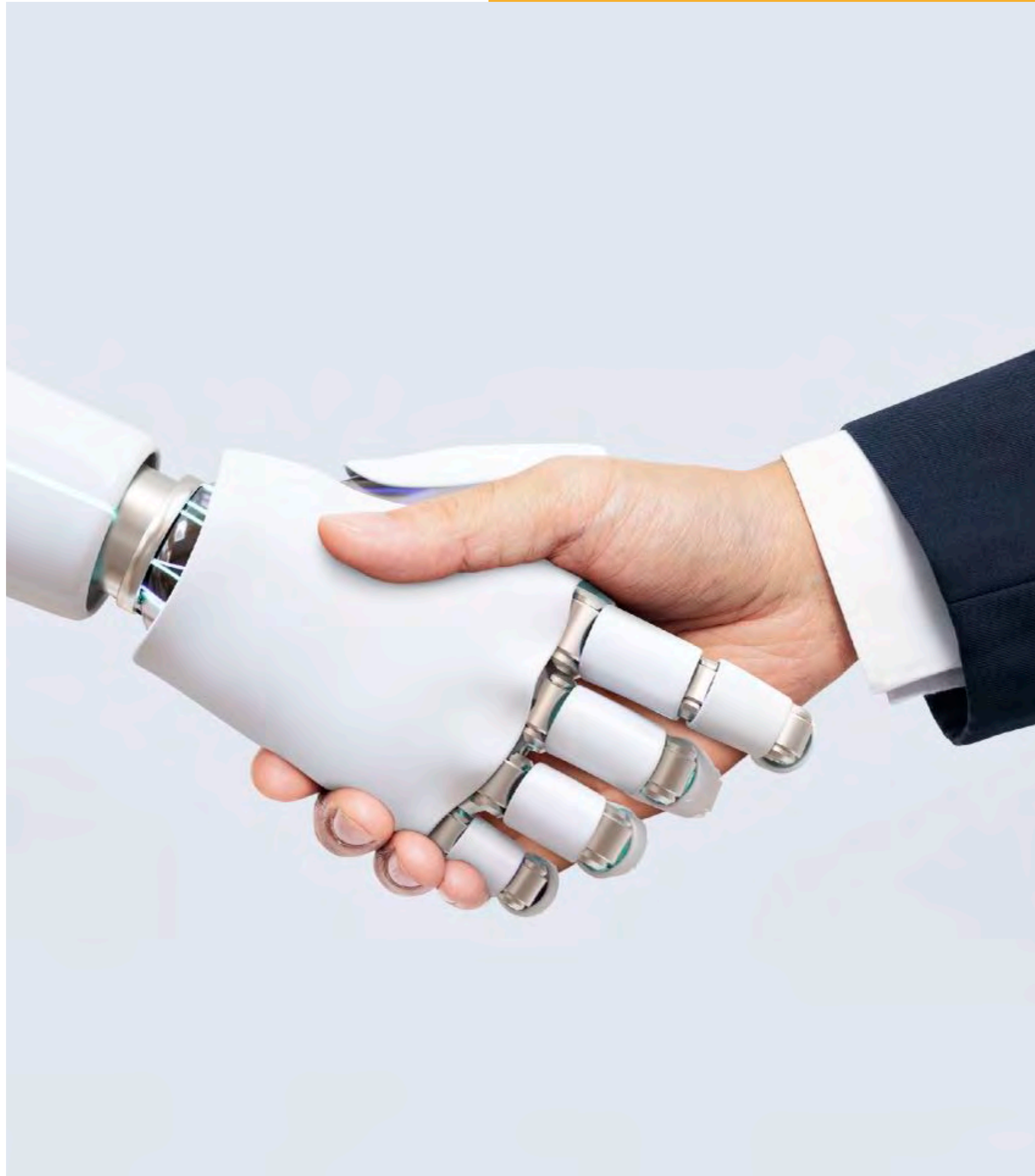


Should we be
looking at
technology?

Should we be looking at technology?



-
- *The World Economic Forum estimates that machines will replace 85 million jobs with AI by 2025.*
 - *Despite the misconception, AI may prompt a considerable spike in new positions.*
 - *The question is no longer whether AI will change the workplace; it's how companies can successfully use it to enable – not replace – the human workforce.*



What should we automate?

What should we automate?

Dirty



Dangerous



Disengagement





Dirty



Dangerous



Disengagement

I asked AI to

Write a few lines on why AI helps increase employee engagement.

This is what I received in 3 seconds

“AI can help increase employee engagement by automating repetitive and mundane tasks, allowing employees to focus on more engaging and meaningful work. Additionally, AI can assist with personalizing employee experiences and providing customized support, leading to increased job satisfaction and motivation. By using AI to enhance the employee experience, companies can foster a more engaged and productive workforce.”

Culture vs Strategy, what wins?

Culture



Strategy



Culture eats strategy for lunch



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

2

What am I going to be doing?

This is why we leave



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





✓ Six critical attributes to successful leadership in 2023



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

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



E₁ M₃ P₃ O₁ W₄ E₁ R₁ E₁ D₂

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

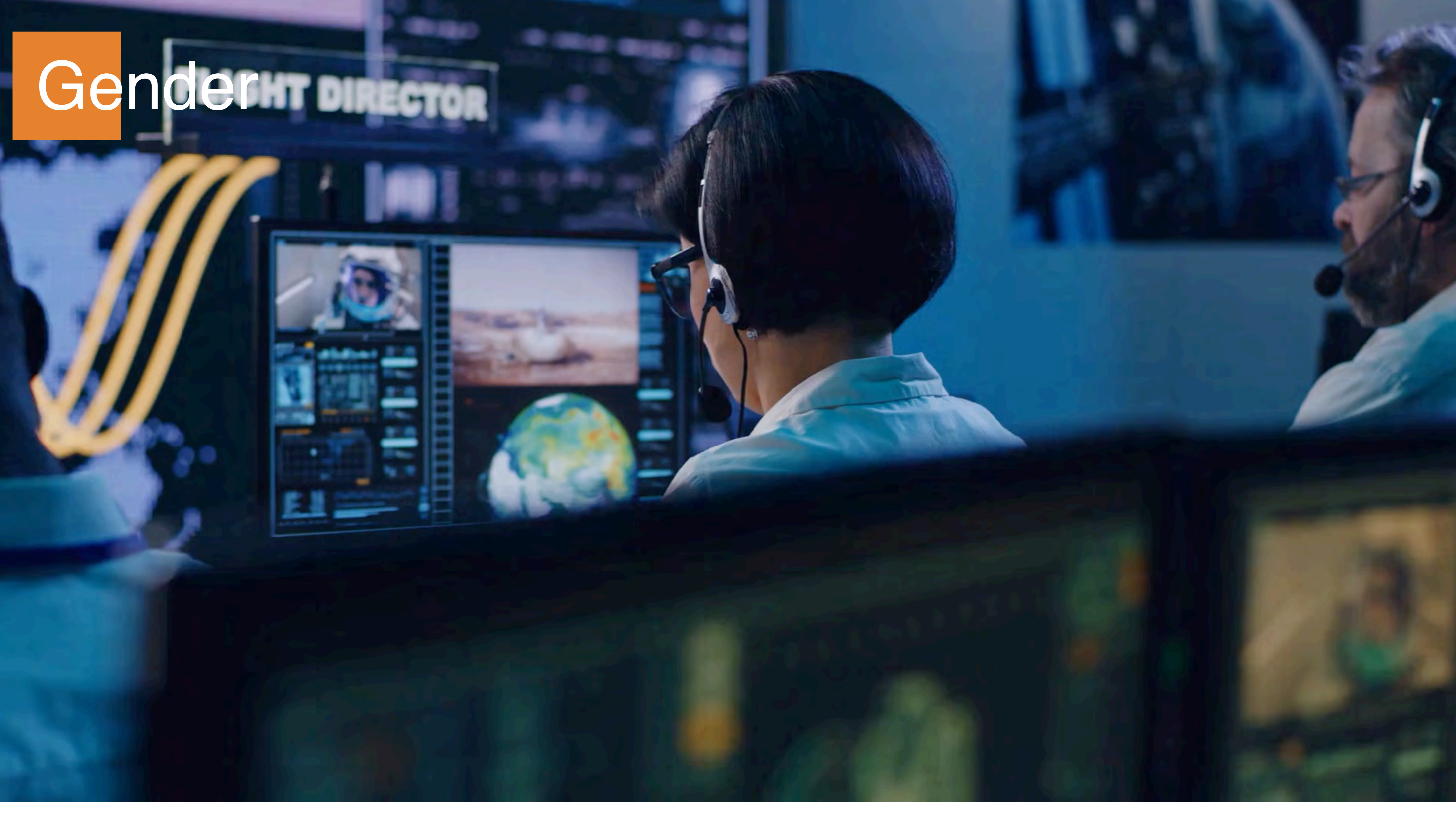
Getting to Know them

Gender
Culture
Age



Gender

FLIGHT DIRECTOR



Culture



Age



Three steps to closing the engagement gap

Know them



Develop them



Motivate them



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PROFESIONAL SPEAKER

THANKS

Eddie LeMoine

THANK YOU

THANKS

Eddie LeMoine

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A