

GOALS

2023

1.

Find People

2.

Keep People

3.

Inspire People



## ABOUT

Eddie LeMoine



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

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GOALS

2023

1.

Find People

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Keep People

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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
- Critical attributes to successful leadership in 2023
- Three steps to closing the engagement gap

# Agenda



*Eddie LeMoine*



**Remember when?**



**Remember when?**



**What Happened?**

A group of five diverse professionals (three men and two women) are seated around a white table in a meeting. They are looking at a laptop screen. In the background, a green wall features the text 'IT'S THE POWER OF THIS PLACE' in large white letters. A large yellow circle is overlaid on the bottom right of the image.

# Employee Engagement

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



*A path to success*

Your organization  
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



# I love to do research....

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

...

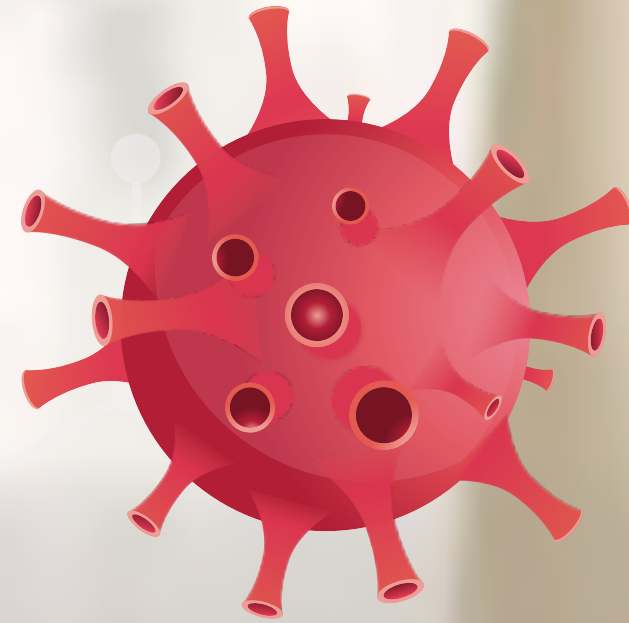
**You will be like this**

# Trends that will impact you during

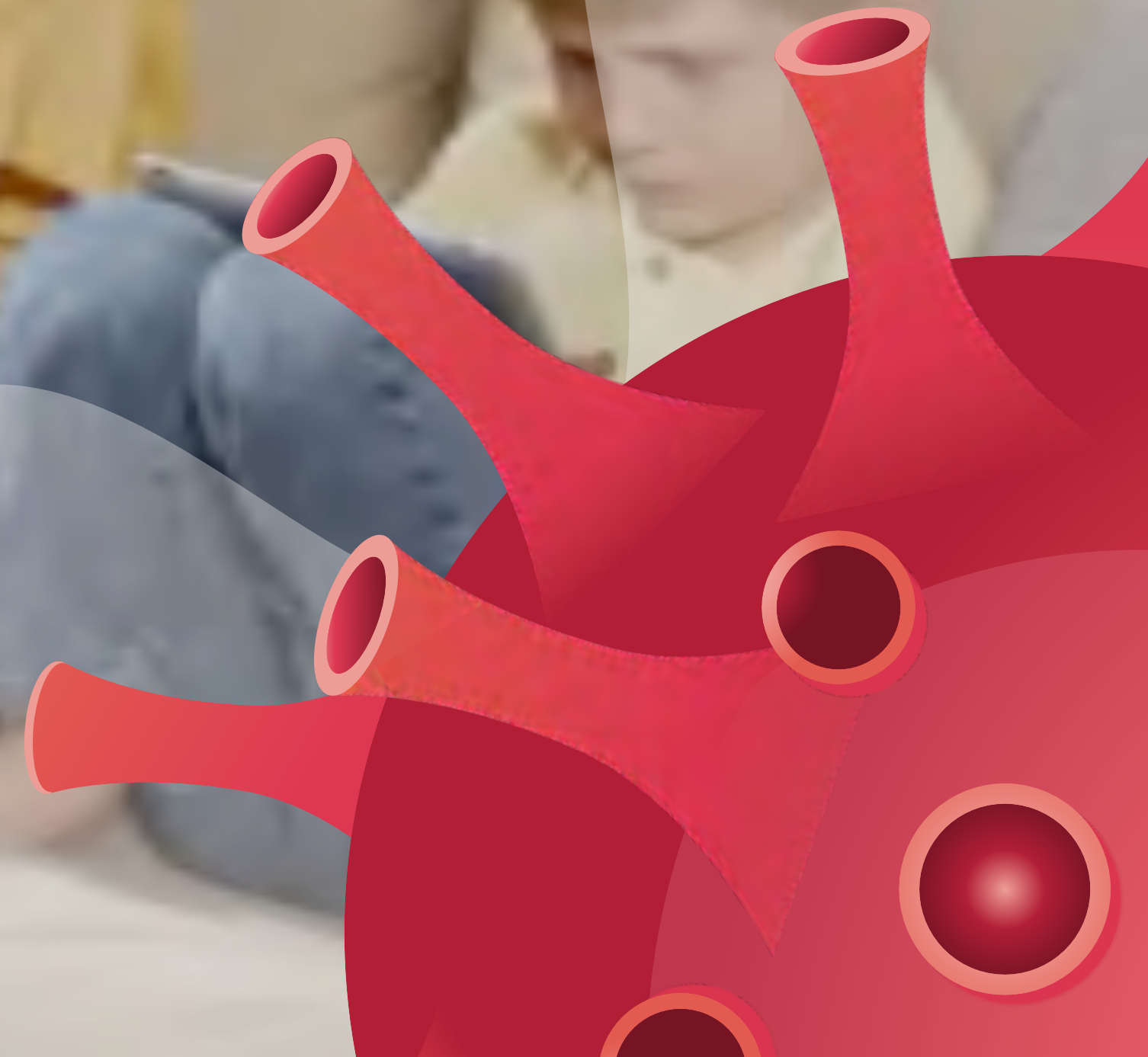
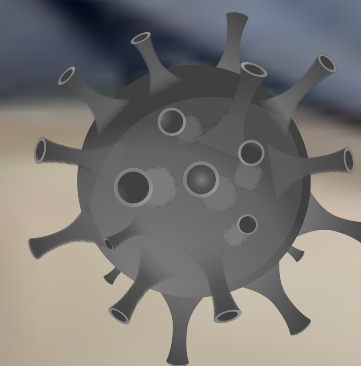
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# What will work look like after the pandemic.



“



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

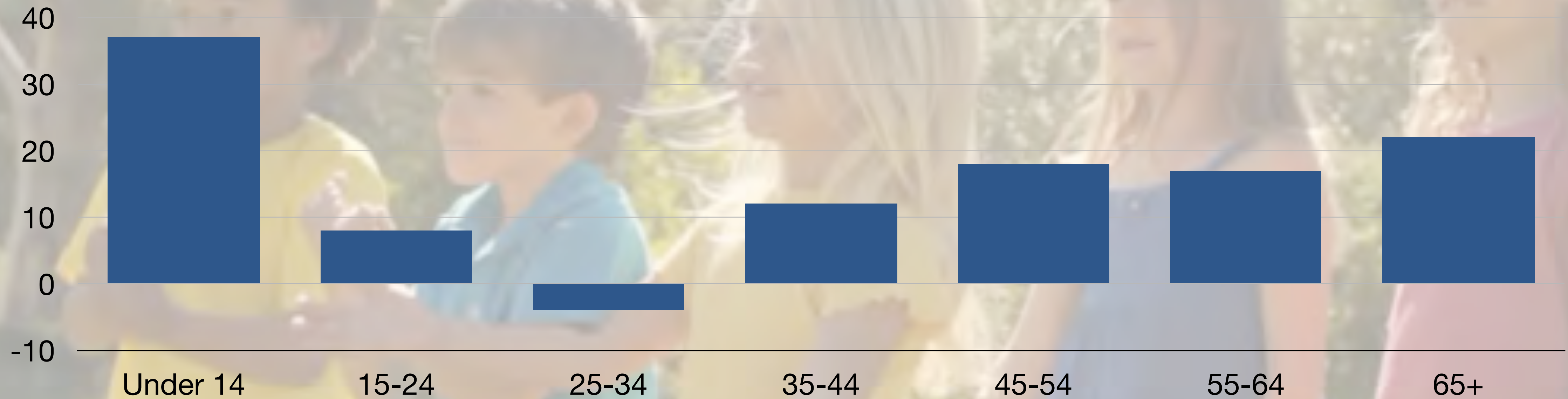
Junior Staff  
Millennials

New  
Hires



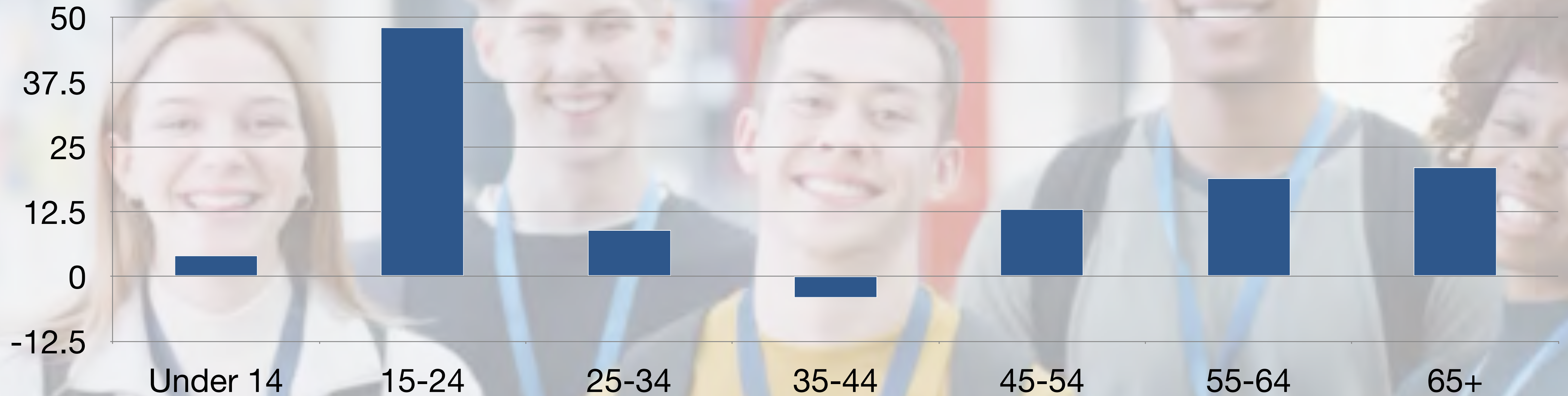
# POPULATION GROWTH 1950-1960

Progression of the Baby Boomers



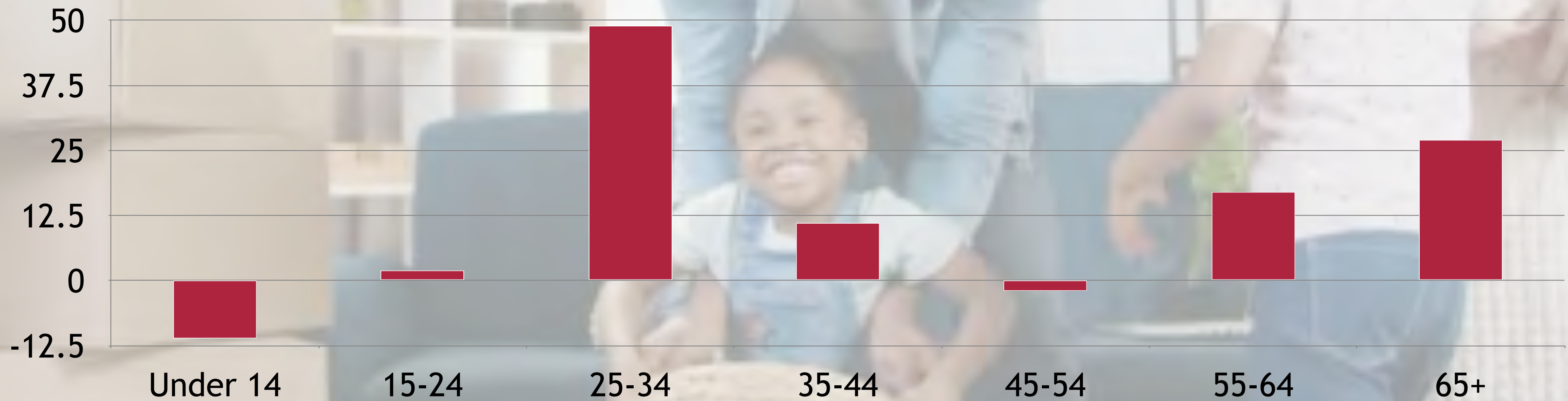
# POPULATION GROWTH 1960-1970

Progression of the Baby Boomers



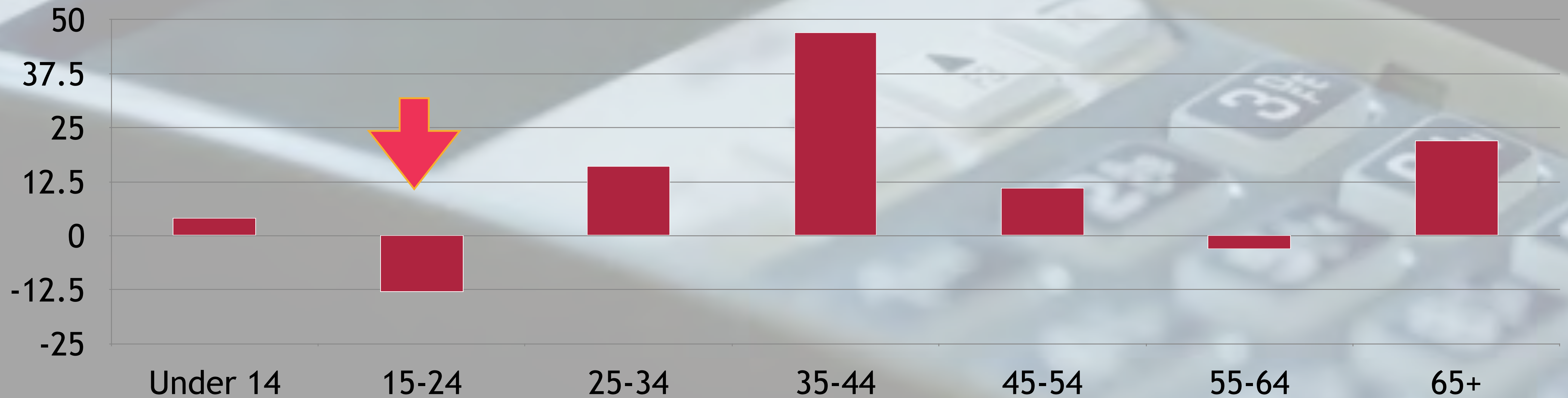
# POPULATION GROWTH 1970-1980

Progression of the Baby Boomers



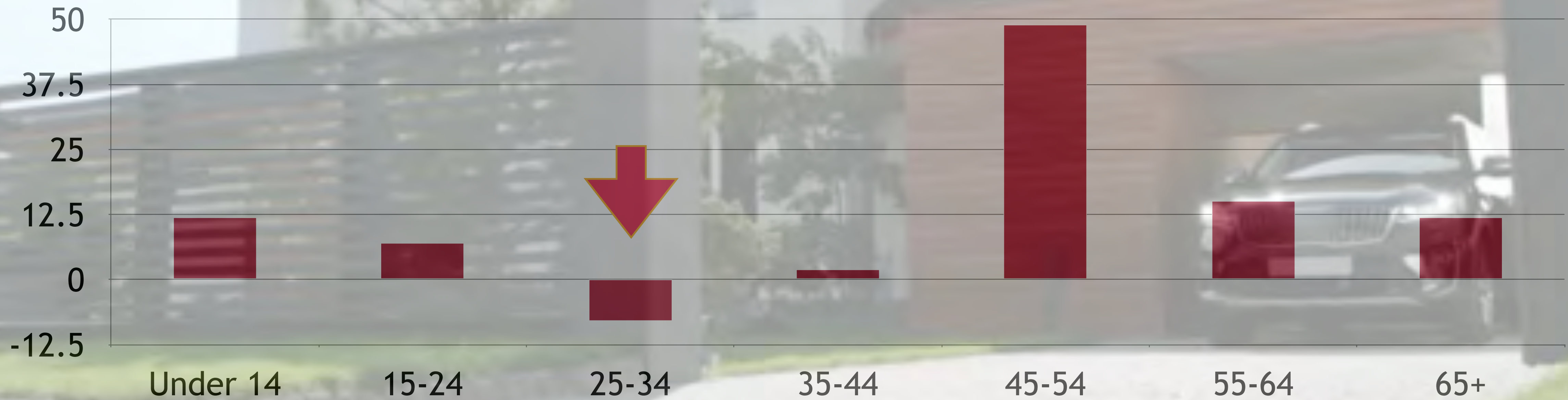
# POPULATION GROWTH 1980-1990

Progression of the Baby Boomers



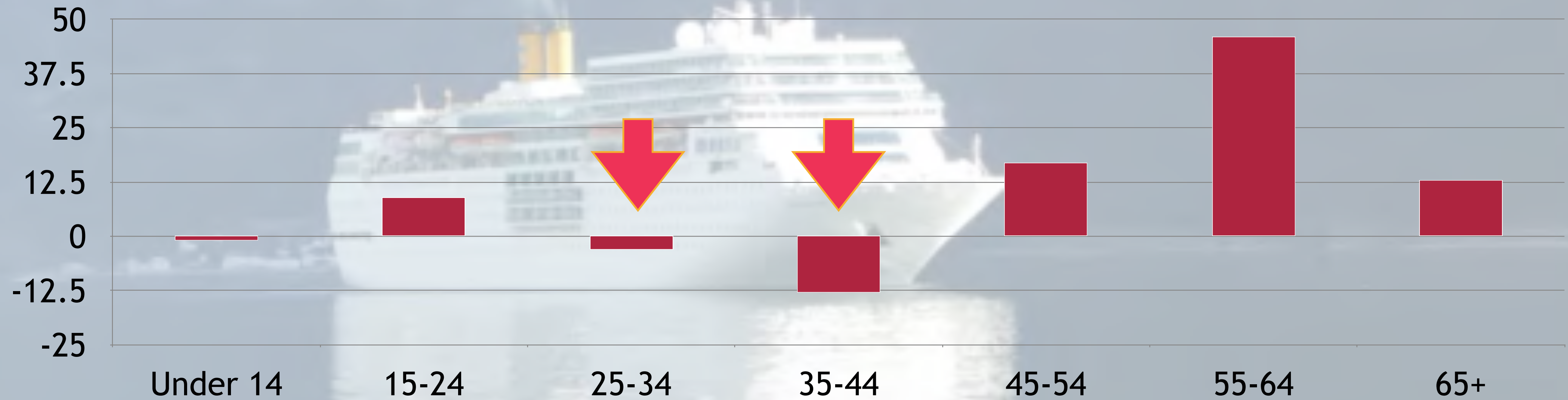
# POPULATION GROWTH 1990-2000

Progression of the Baby Boomers



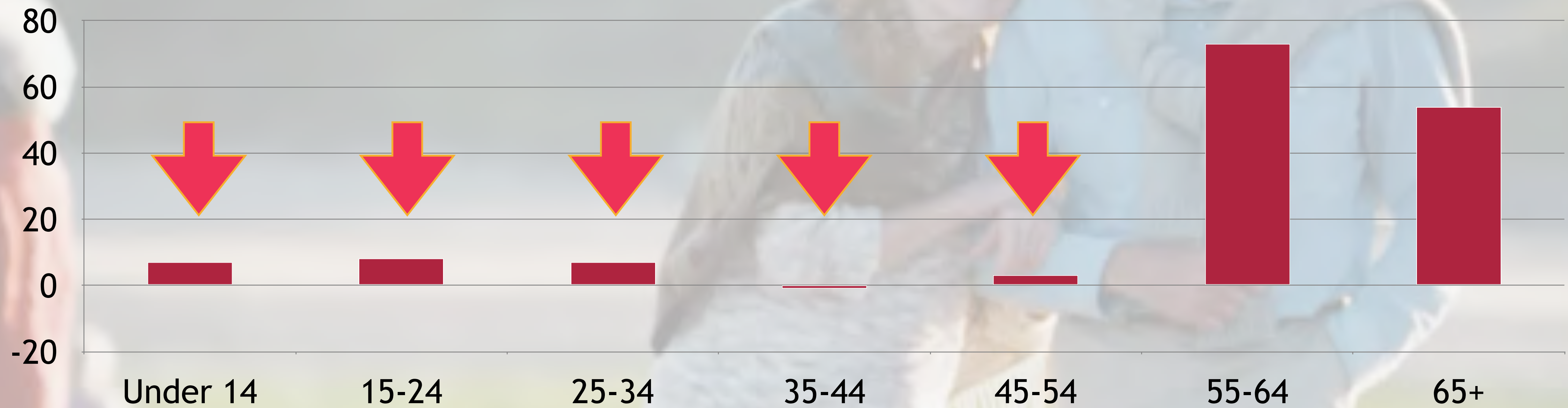
# POPULATION GROWTH 2000-2010

Progression of the Baby Boomers



# POPULATION GROWTH 2010-2020

Progression of the Baby Boomers



# No Better Time To Be Working



# 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 and 3.5% in the US; the lowest rate on record since comparable data became available in 1976.
- Attracting talent will become every organization's primary concern.
- There were more than 1,000,000 job vacancies last quarter in Canada and 11,500,000 in the US.



# 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.



# What can we do?

- Employee engagement
- Technology and automation
- Diversity, Equity and Inclusion (DE&I)





**Why is  
employee  
engagement  
critical now.**

## 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

A man with a beard and a dark cap, wearing a red and black plaid shirt, is holding a tablet and looking at it. A woman with dark hair, wearing a black blazer over a white top, is standing next to him, also looking at the tablet. They are in a modern office or warehouse setting with a high ceiling and exposed structural elements. The background is slightly blurred, focusing on the two people.

# What is **Engagement**

# Engaged=Discretionary Effort

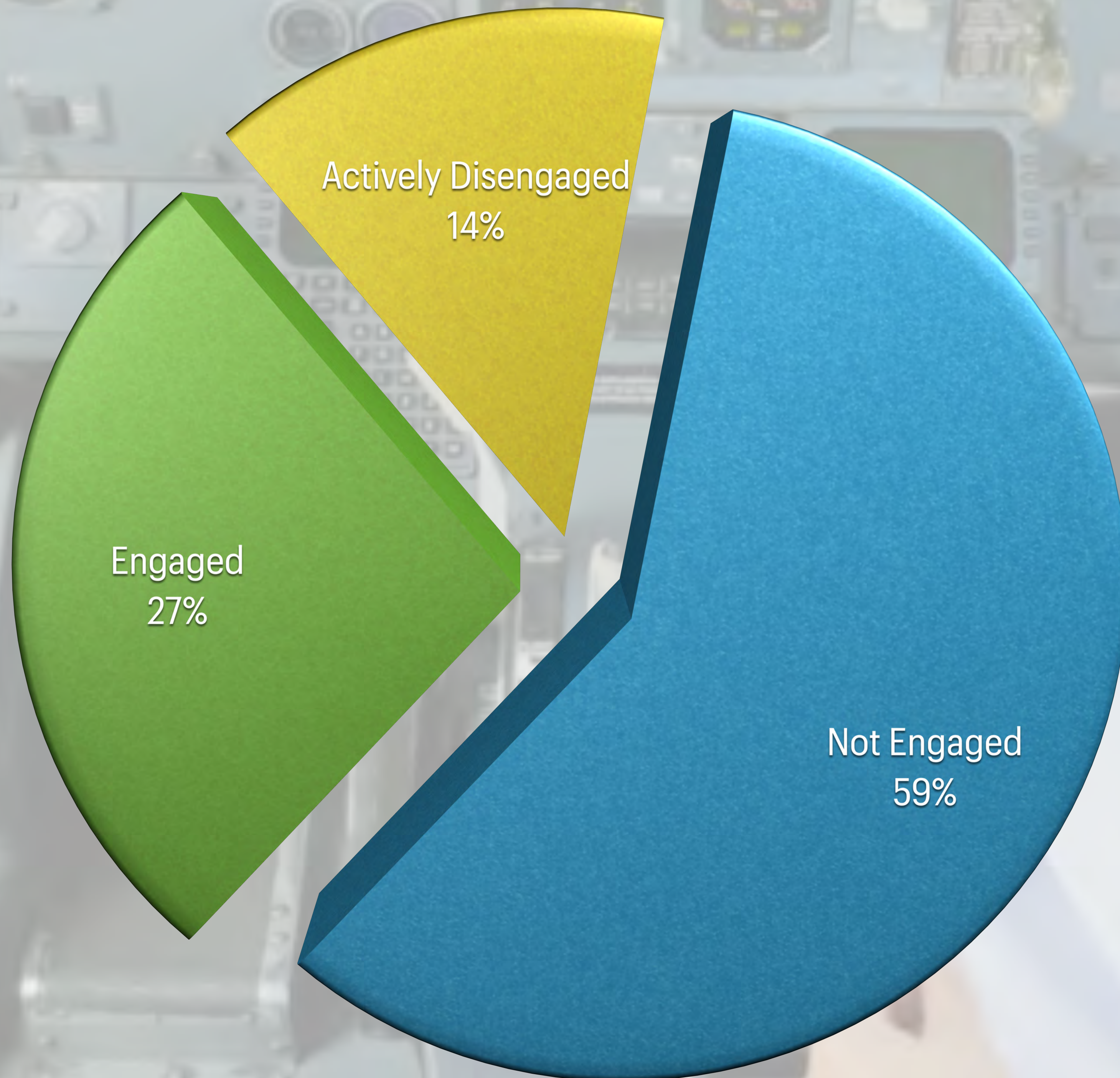
## Employee Engagement

### Inclusion and co-creation

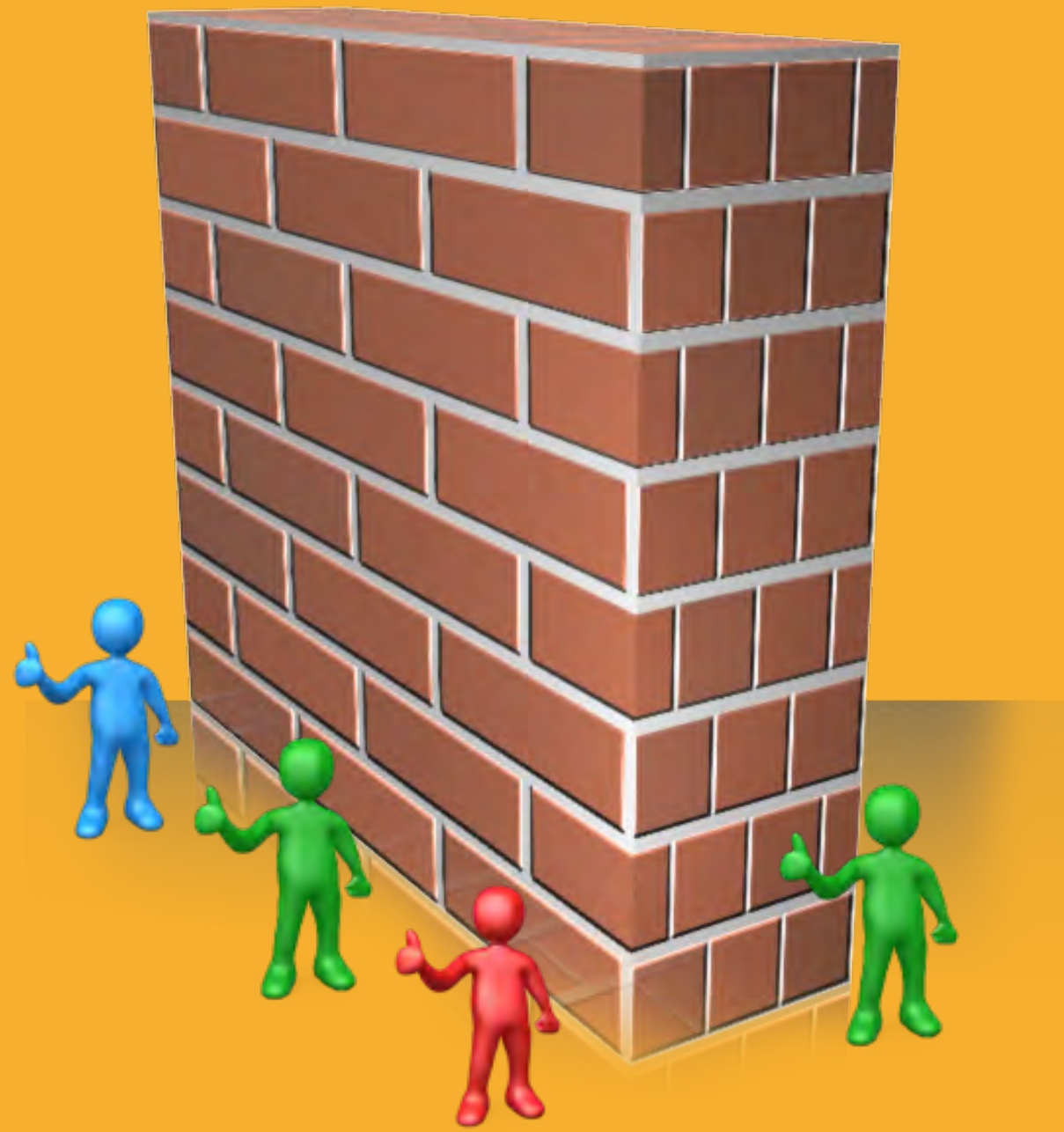
- Looking for ideas and support throughout the organization.
- Leveraging the strengths of individual team members to achieve corporate goals.
- Employees are emotionally committed to the success of their employer.

# ABOUT THE NUMBERS



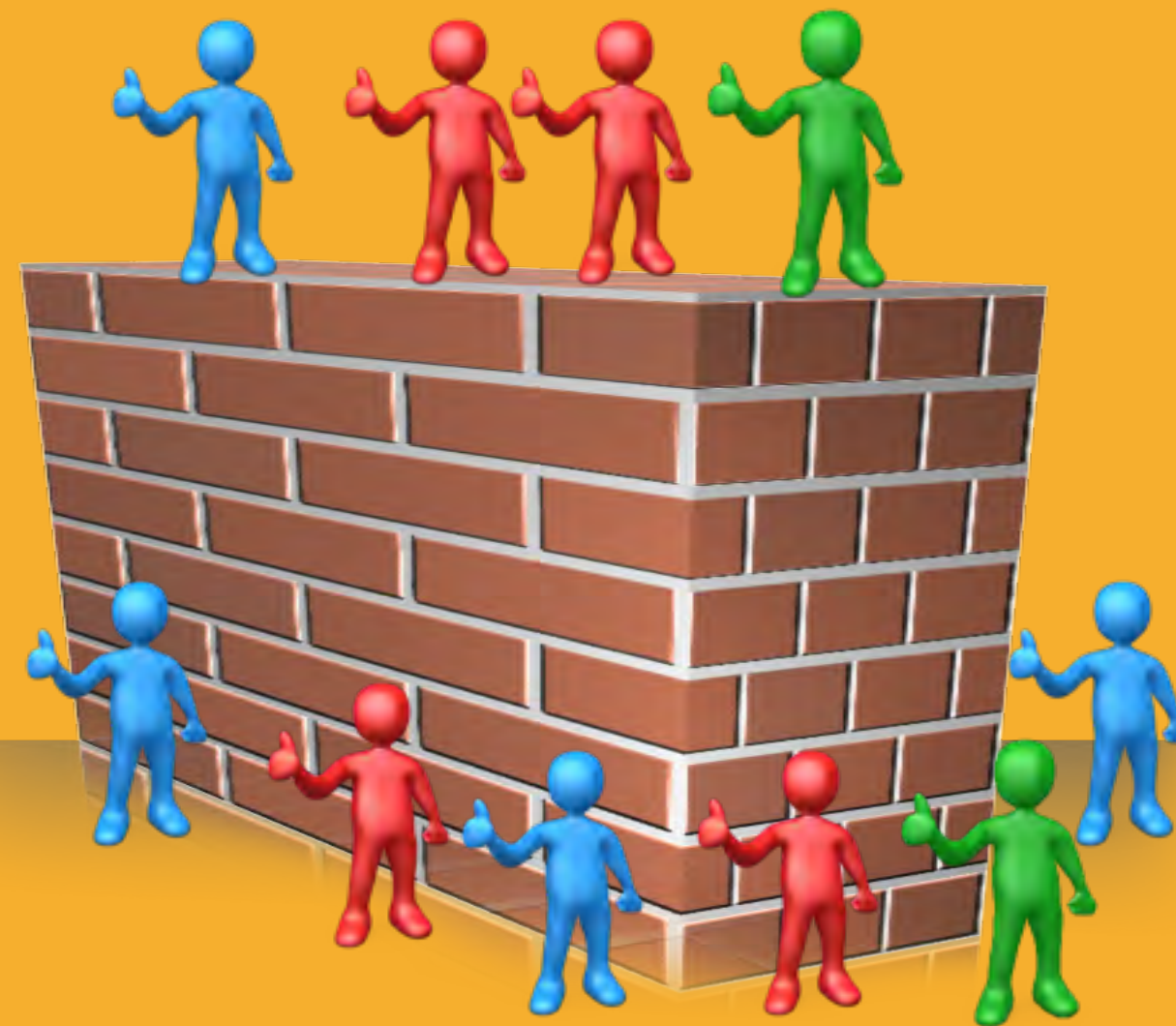


# The Benefit and Cost of Leading an Engaged Team



**\$.90**

Engaged 27%  
60% of productivity



**\$.70**

Disengaged 59%  
60% of productivity



**\$.50**

Actively disengaged 14%  
-20% of productivity

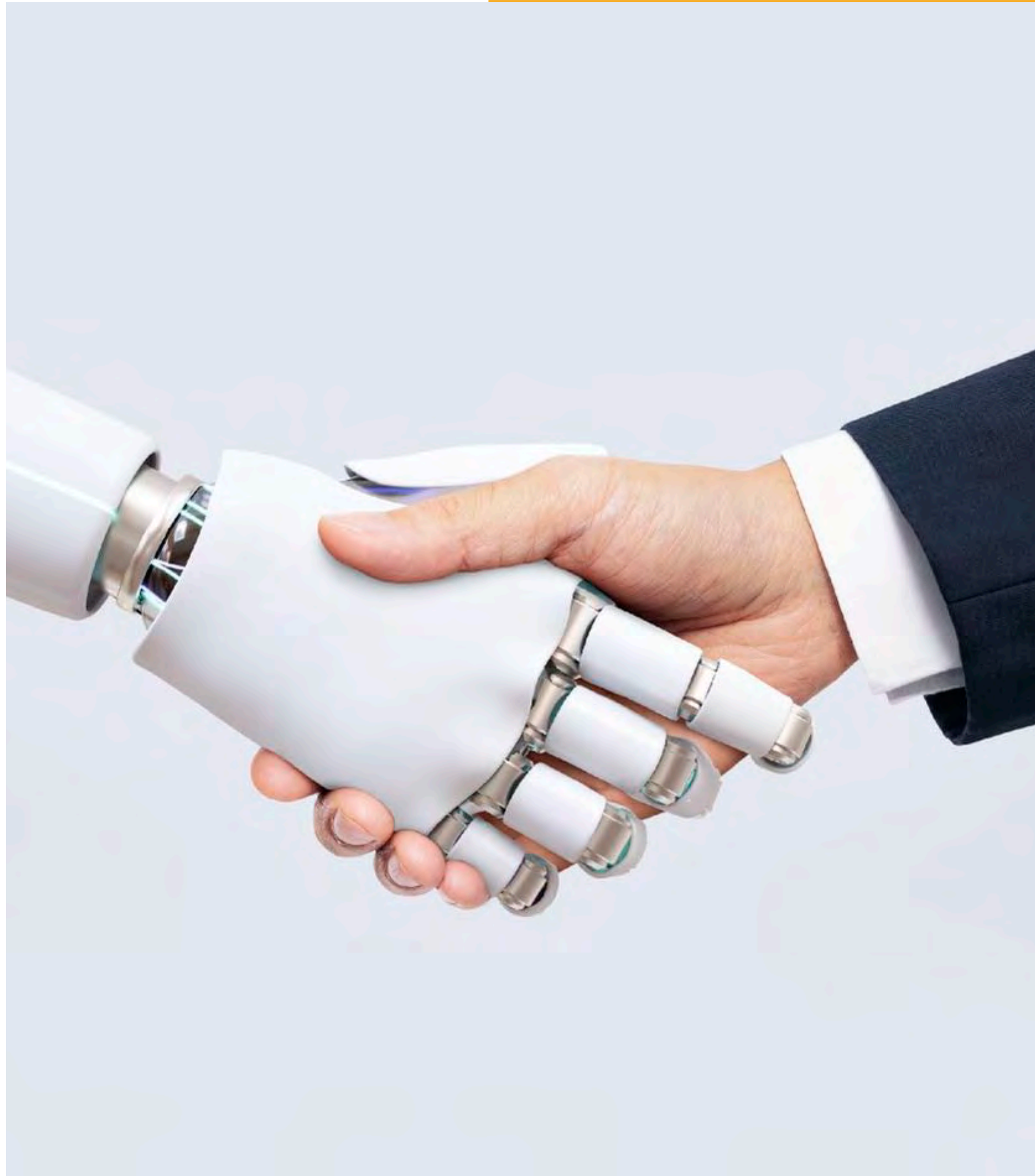


Can We Do  
More With  
Less?



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Can We Do  
More With  
Less?



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What should we  
automate?

# What should we automate?

Dirty



Dangerous



Disengagement



# Leading an Engaged Workforce

Let's talk about it

Employee  
Engagement

Three questions all  
employees ask.

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

# Why is this job important to me?

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# 1





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

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**2**

# What am I going to be doing?

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# 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.





- ✓ **Top two critical attributes to successful leadership in 2023**



# Empathy

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





# Flexibility

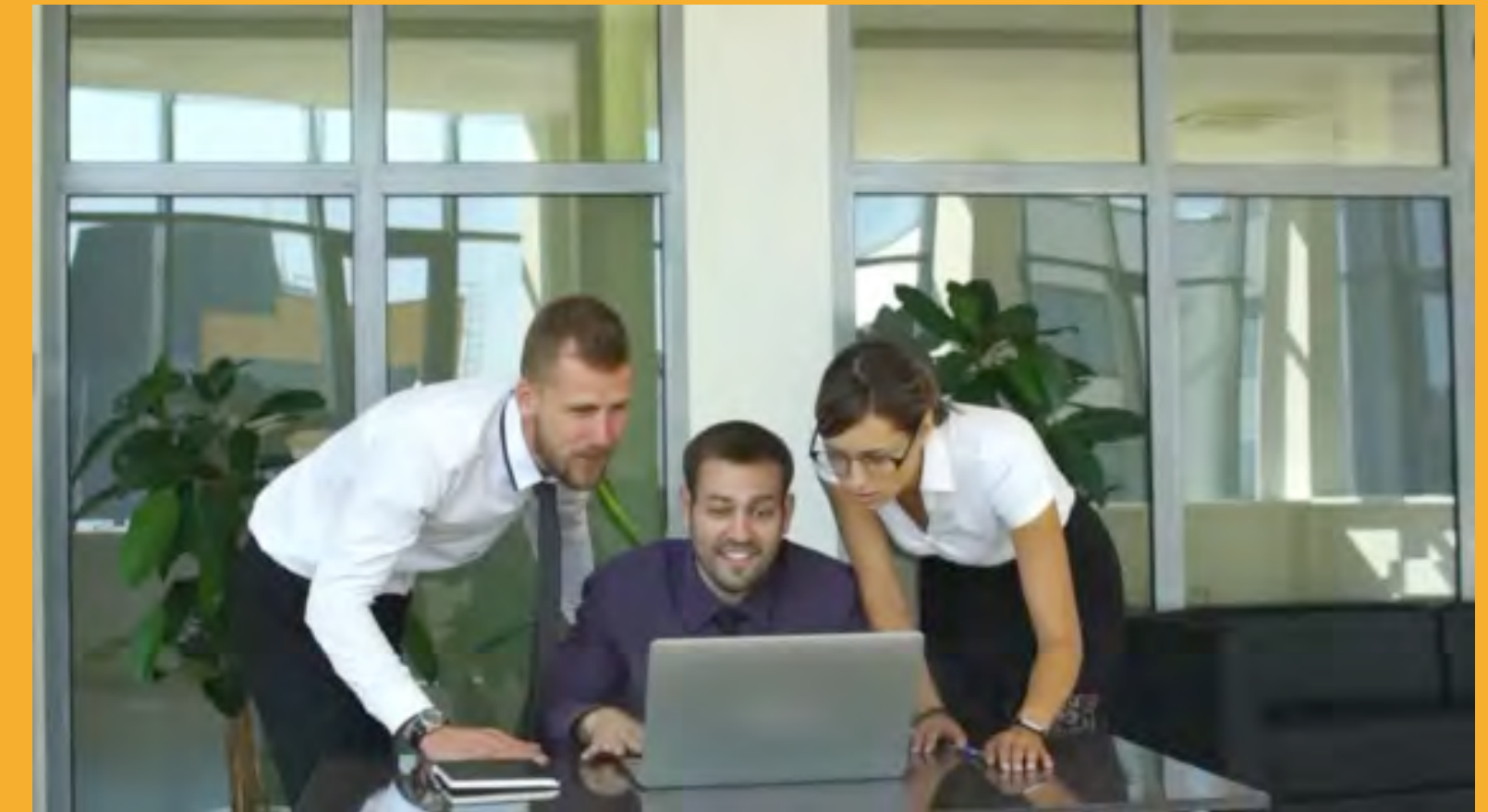
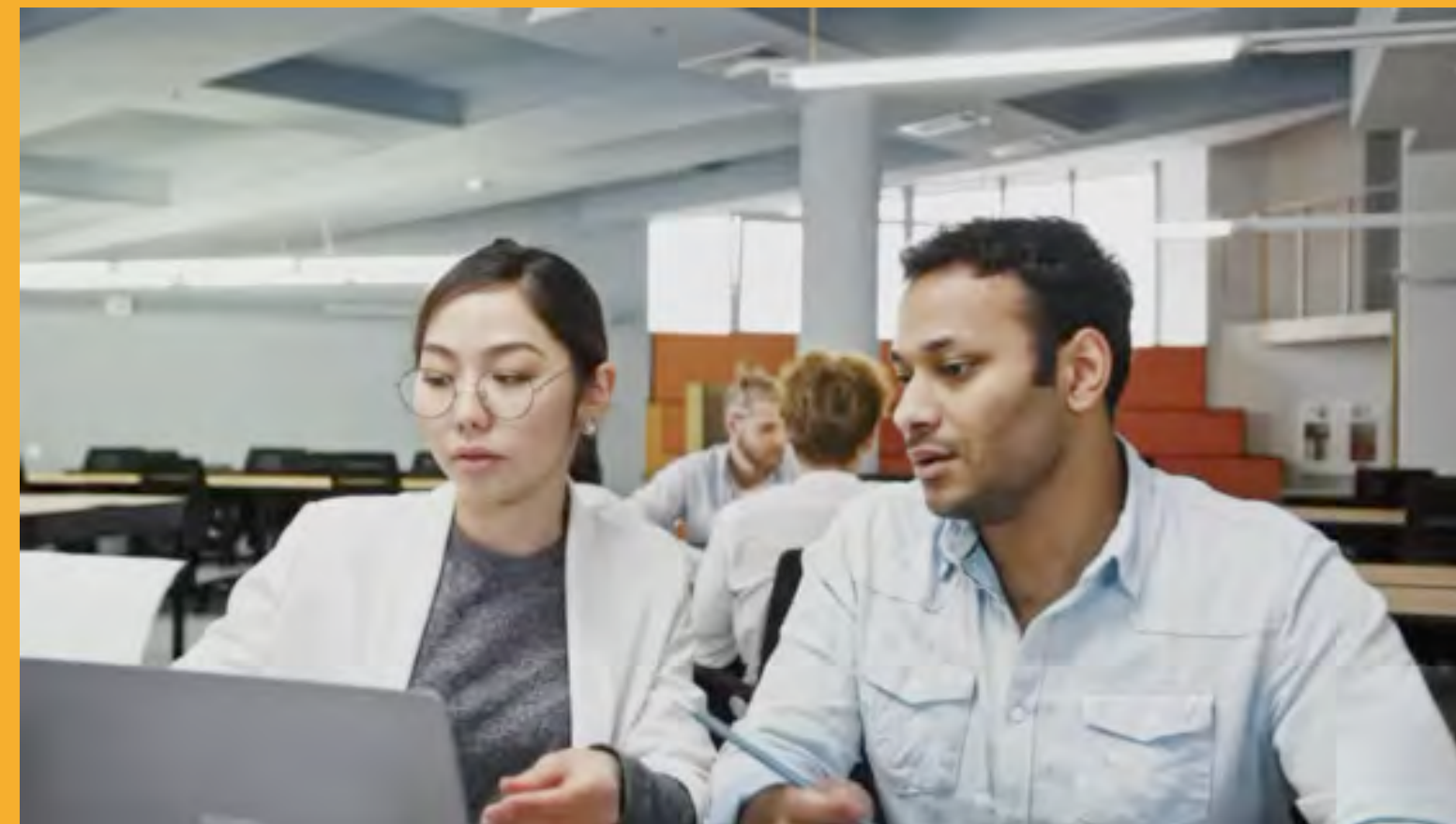
**Leaders will have to show flexibility or a willingness to do things differently.**

# 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

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