

# "From Hiring to Inspiring: The Path to Workforce Success."

Find People

Keep People

Inspire People





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- **Bestselling author**
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# Employee Engagement

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



# Agenda

## Engaging the Modern Workforce: *Finding, Keeping, and Inspiring Talent*

### Why



#### The Why

- What is the Labour Market Trends
  - Impact of the aging demographics
  - Remote work post-pandemic
  - Scare the BERGEEBERS out of you

### How



#### The How

- Employee engagement
  - Attraction and retention
  - Capacity building
  - Five generations in the workplace

The reasons why people join, stay and leave



# Trends Shaping the Workforce Landscape.





# Future-Proofing Your Workforce Amid Changing Demographics.





The way people are  
working post-  
pandemic



The impact of  
changing  
demographics

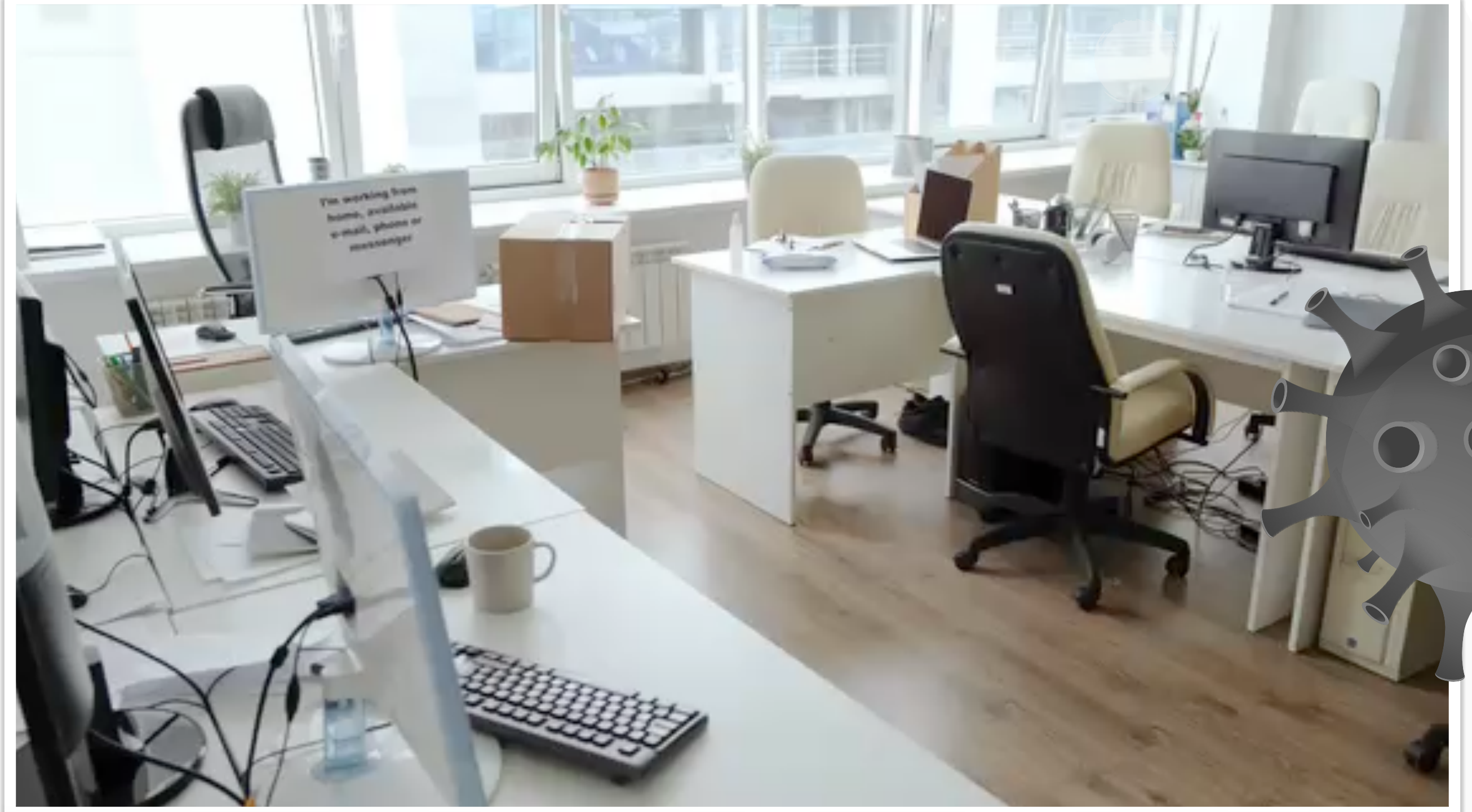




“



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



**K e y  
D r i v e r s o f  
C h a n g e**

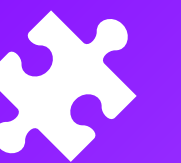
- “
- Safety
  - **Convenience**
  - Cost
  - **Recruitment**







# Balancing Home and Office: Rethinking Workspaces Post-Pandemic.







# The impact of changing demographics

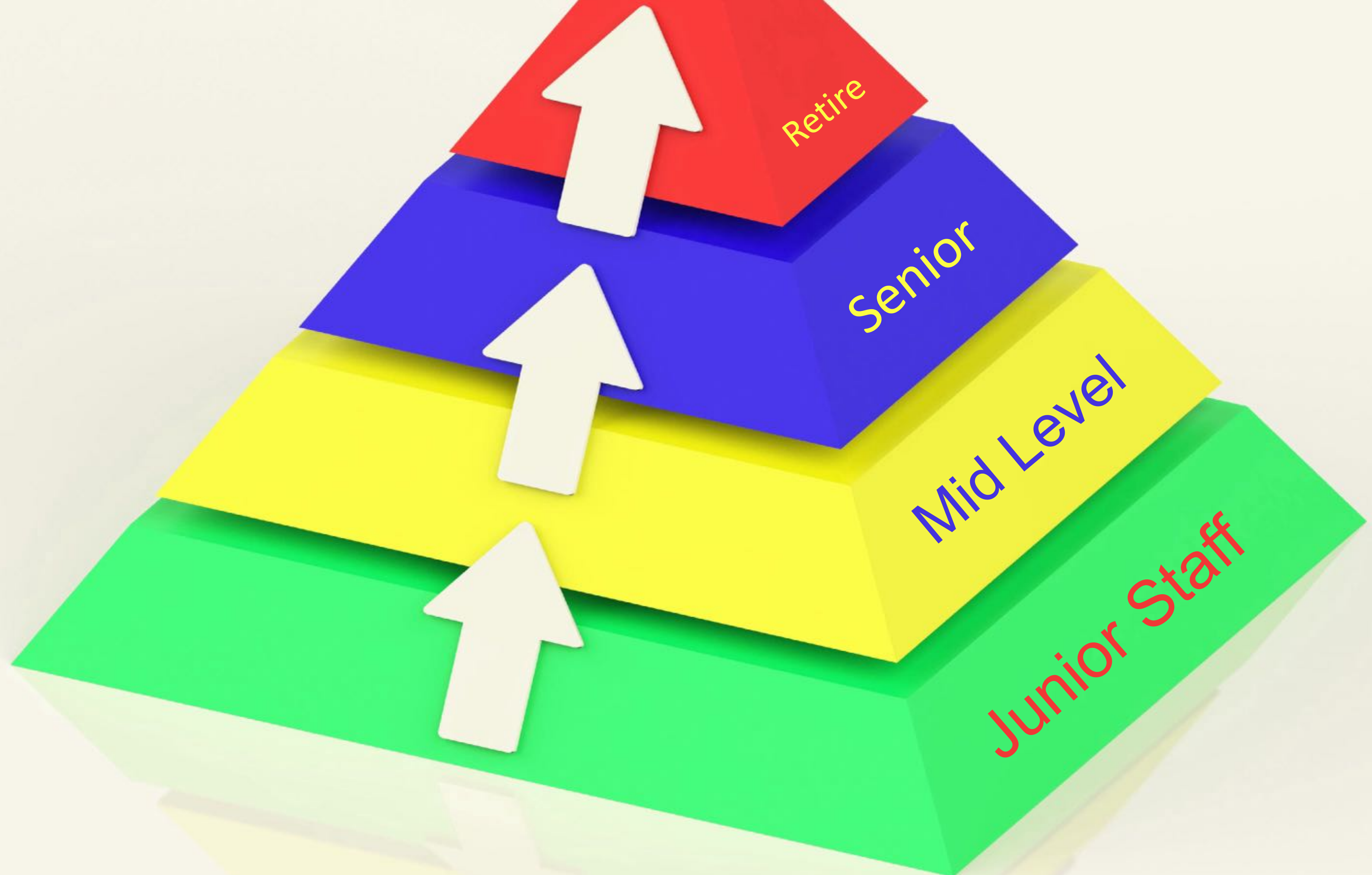


# ✓ The aging population

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

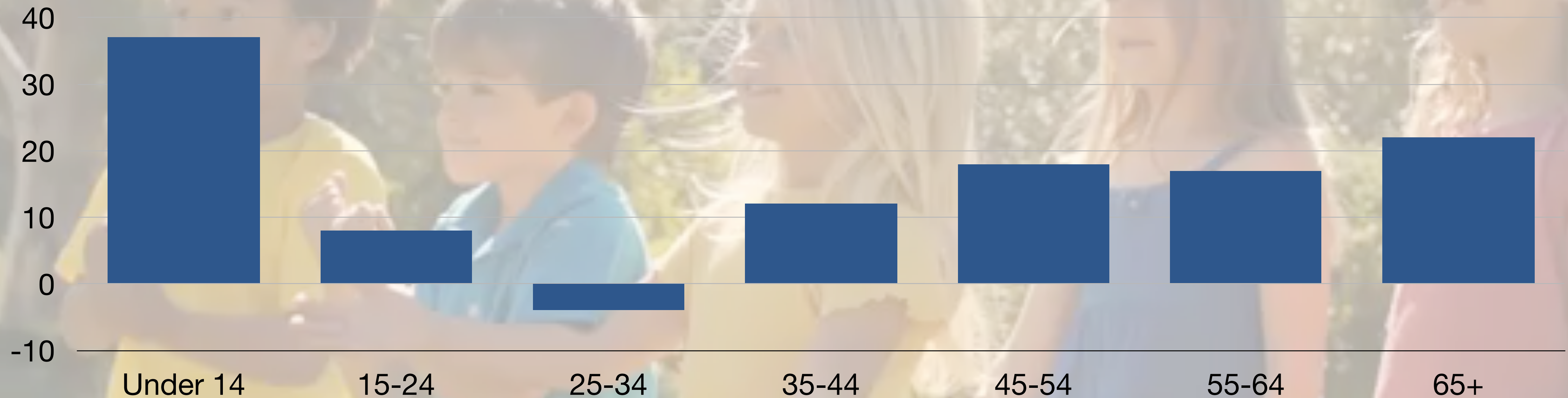
New  
Hires





# POPULATION GROWTH 1950-1960

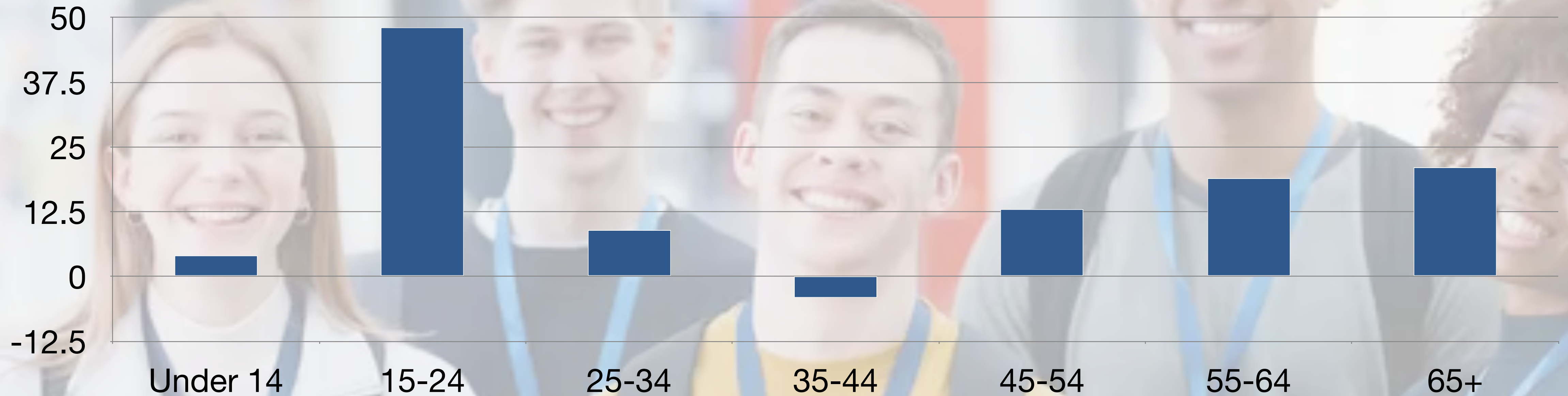
Progression of the Baby Boomers





# POPULATION GROWTH 1960-1970

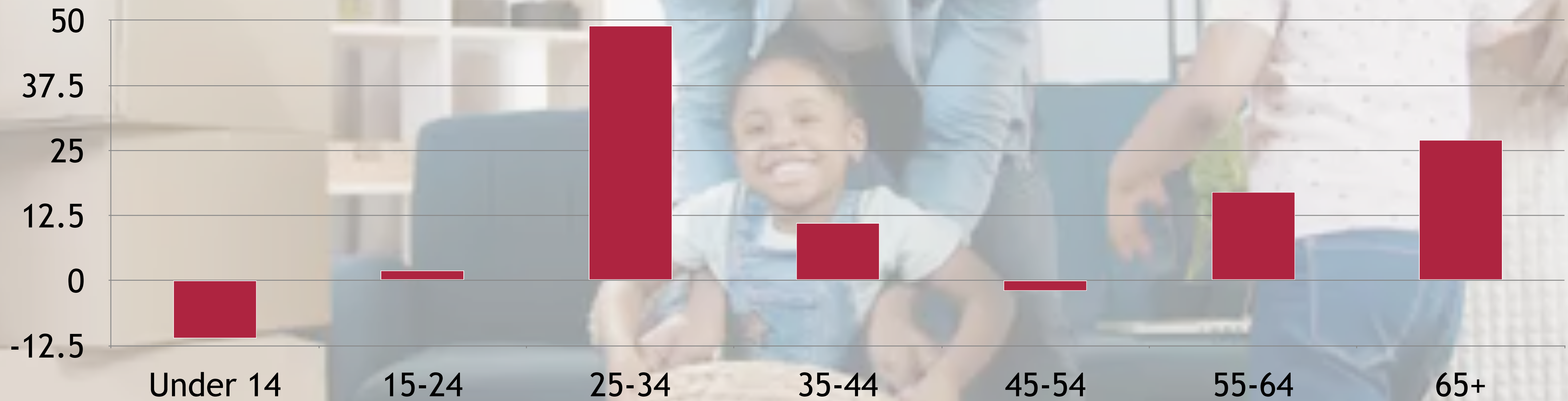
Progression of the Baby Boomers





# POPULATION GROWTH 1970-1980

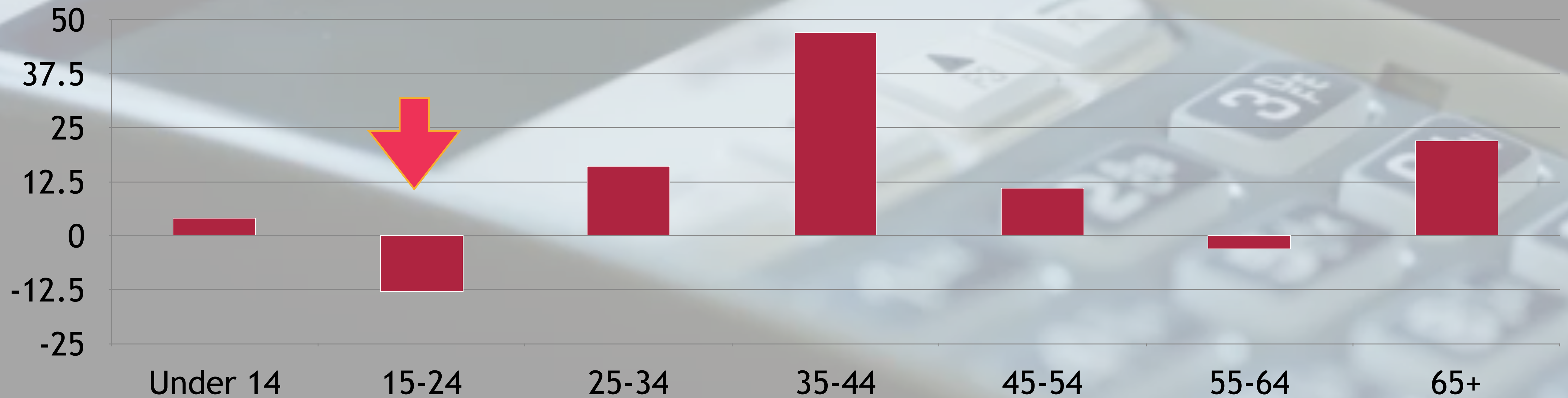
Progression of the Baby Boomers





# POPULATION GROWTH 1980-1990

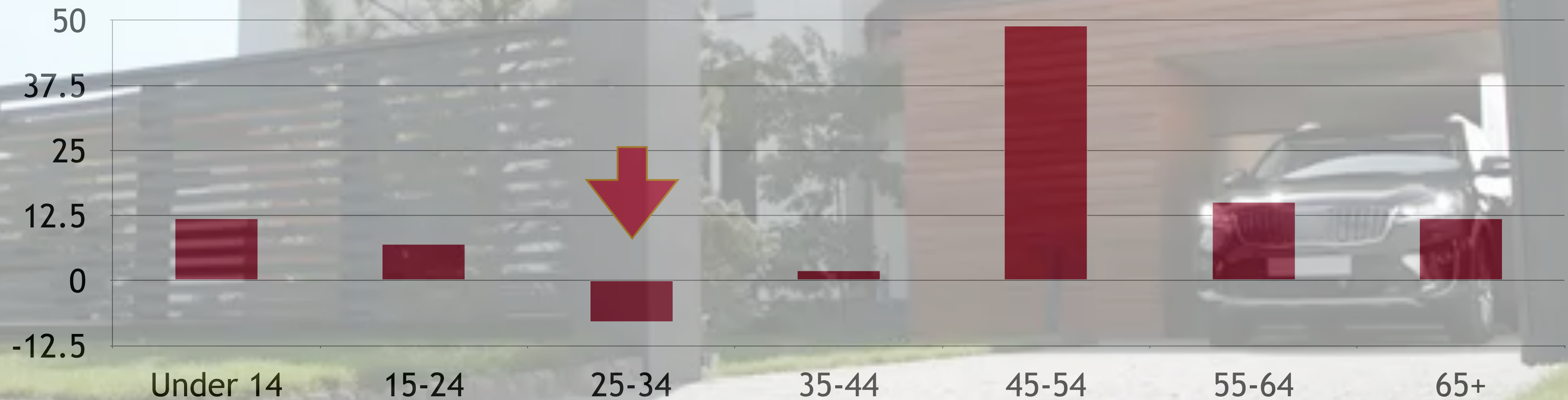
Progression of the Baby Boomers





# POPULATION GROWTH 1990-2000

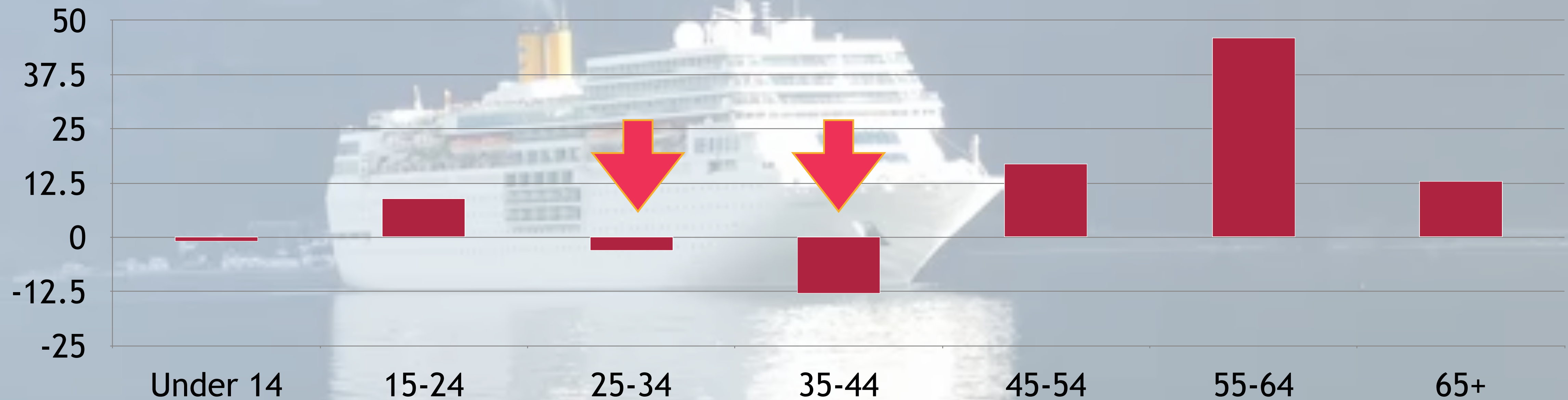
Progression of the Baby Boomers





# POPULATION GROWTH 2000-2010

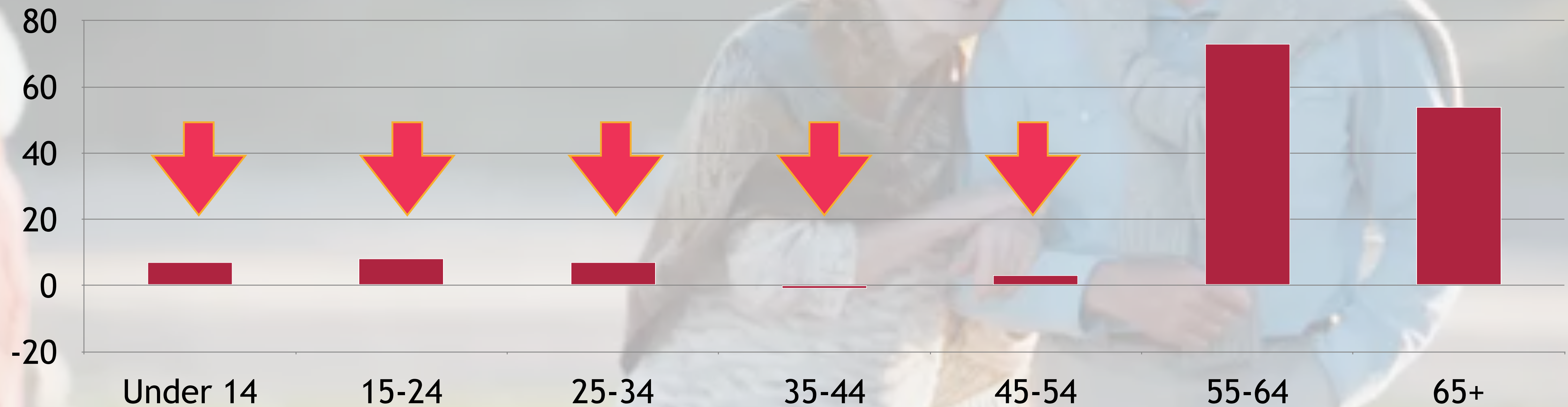
Progression of the Baby Boomers





# POPULATION GROWTH 2010-2020

Progression of the Baby Boomers





# The aging population



*“Did you know that by 2030, **one in four Canadians will be aged 65 or older**? This demographic shift not only reshapes our communities but also intensifies the demand for skilled professionals, especially in healthcare, to support our aging population.”*

This year, approximately 12,500 Canadians will retire weekly, contributing to around 1,300,000 skilled worker vacancies since 2019.



# No Better Time To Be Working



The background features a dark blue circular chart with several segments. The segments are labeled with values in millions: 2.9M, 3.393M, 161.742M, 3.37M, 240.496M, and 4.78M. To the left of the chart, there are red rectangular labels with white text: '0%', '00', and '7%'. Overlaid on the right side of the chart are three overlapping circles in shades of yellow and gold. The largest circle is at the bottom, and two smaller ones are above it, one to the left and one to the right.

# What can we do?

- Diversity, Equity and Inclusion (DE&I)
- Technology and Automation
- Employee Engagement





"Diversity, Equity, and Inclusion are essential to solving Canada's labour shortages. Immigrants drive nearly 100% of our labour force growth, and they already make up 36% of our physicians, 33% of business owners, and 41% of engineers—showcasing the critical role diverse talent plays in building our economy."



A man and a woman are standing next to a white humanoid robot. The man, wearing a white shirt, is pointing at the robot's chest. The woman, wearing a black leather jacket, is looking at the robot with a smile. The robot has a white head with a visor and a black body. The background is a blurred, futuristic interior with warm lighting.

# Should we be looking at technology?

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The World Economic Forum predicts AI  
will replace 85 million jobs by 2025.





**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



# Engaged=Discretionary Effort

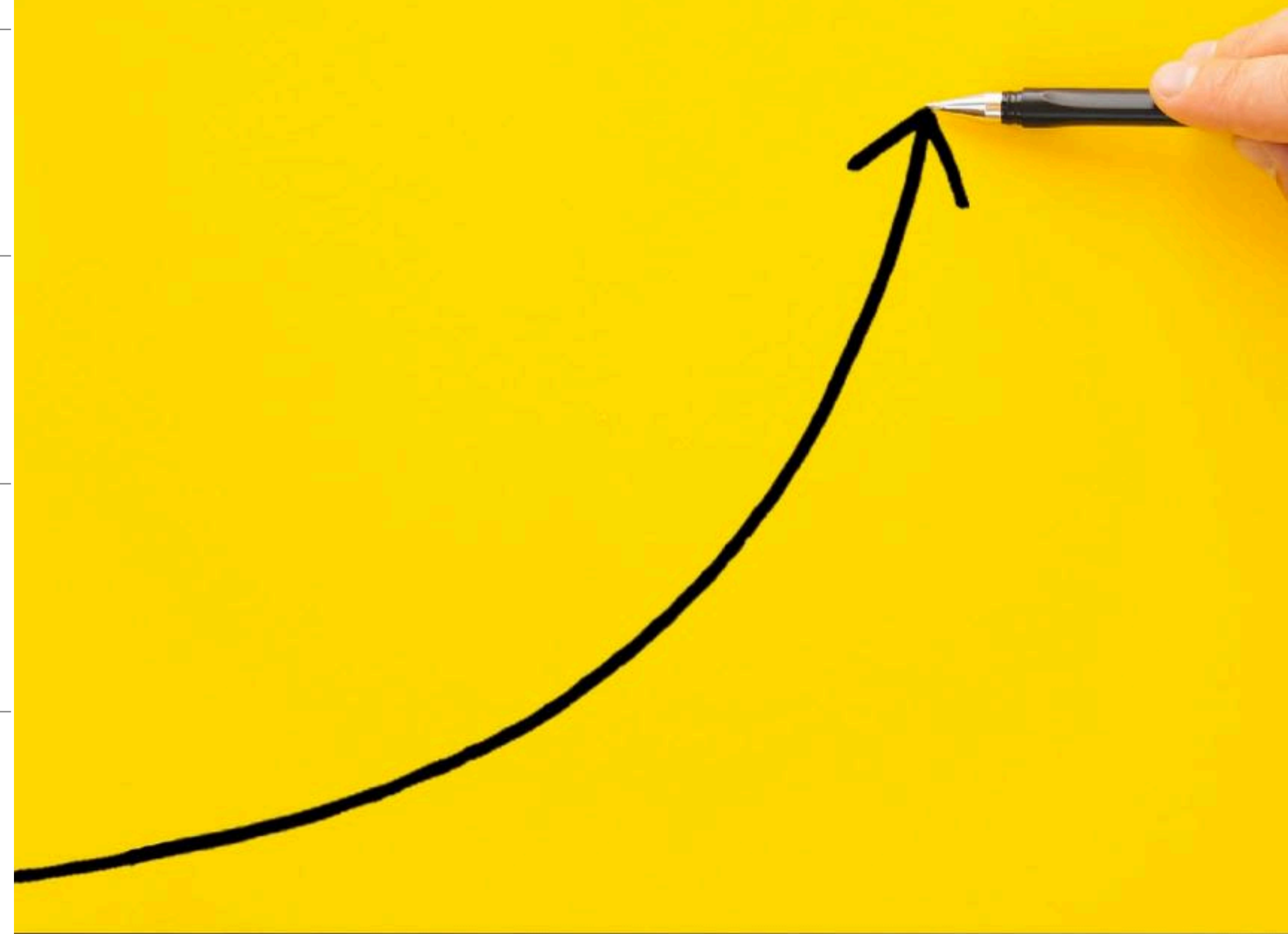
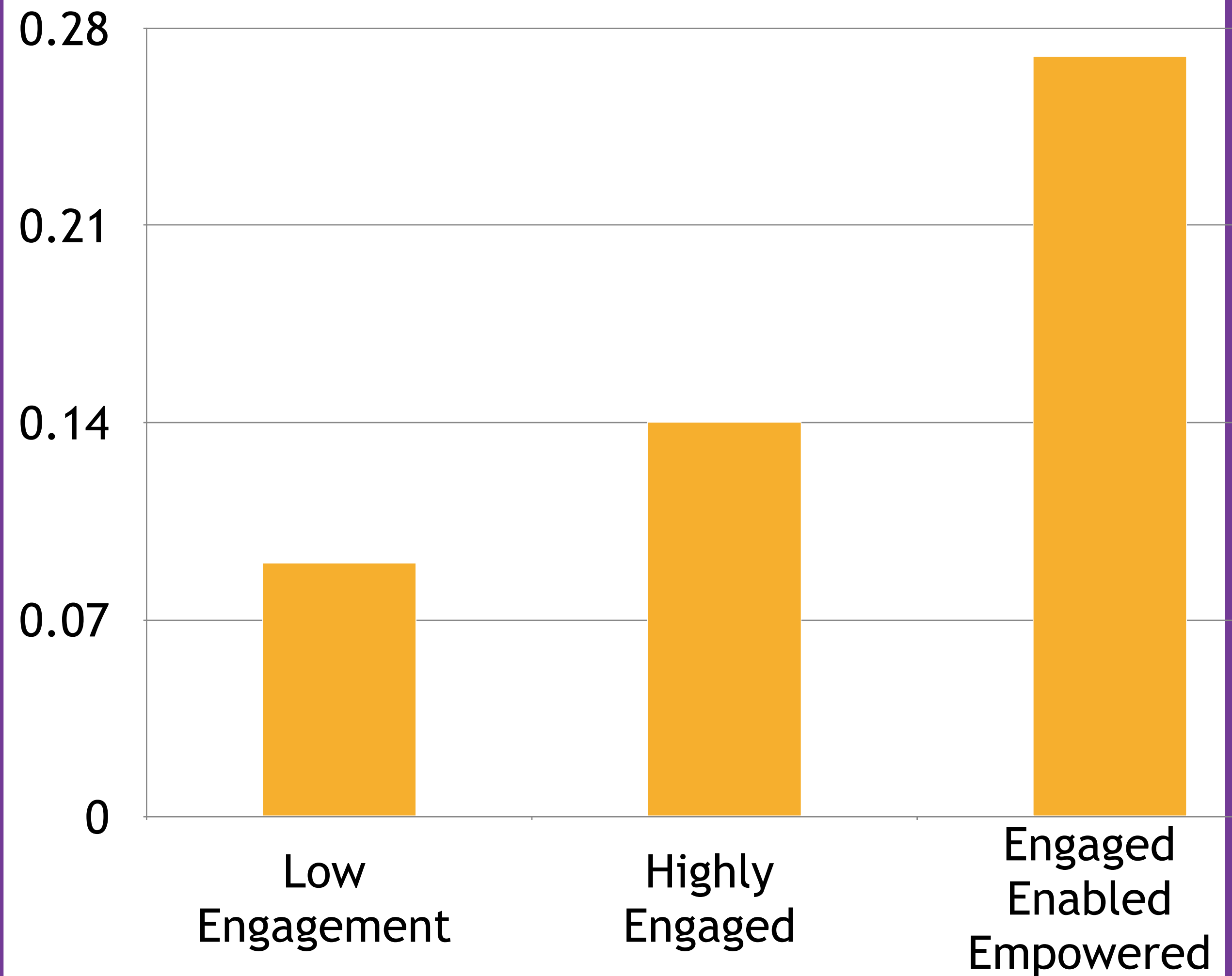
## Employee Engagement

### 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.



# 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

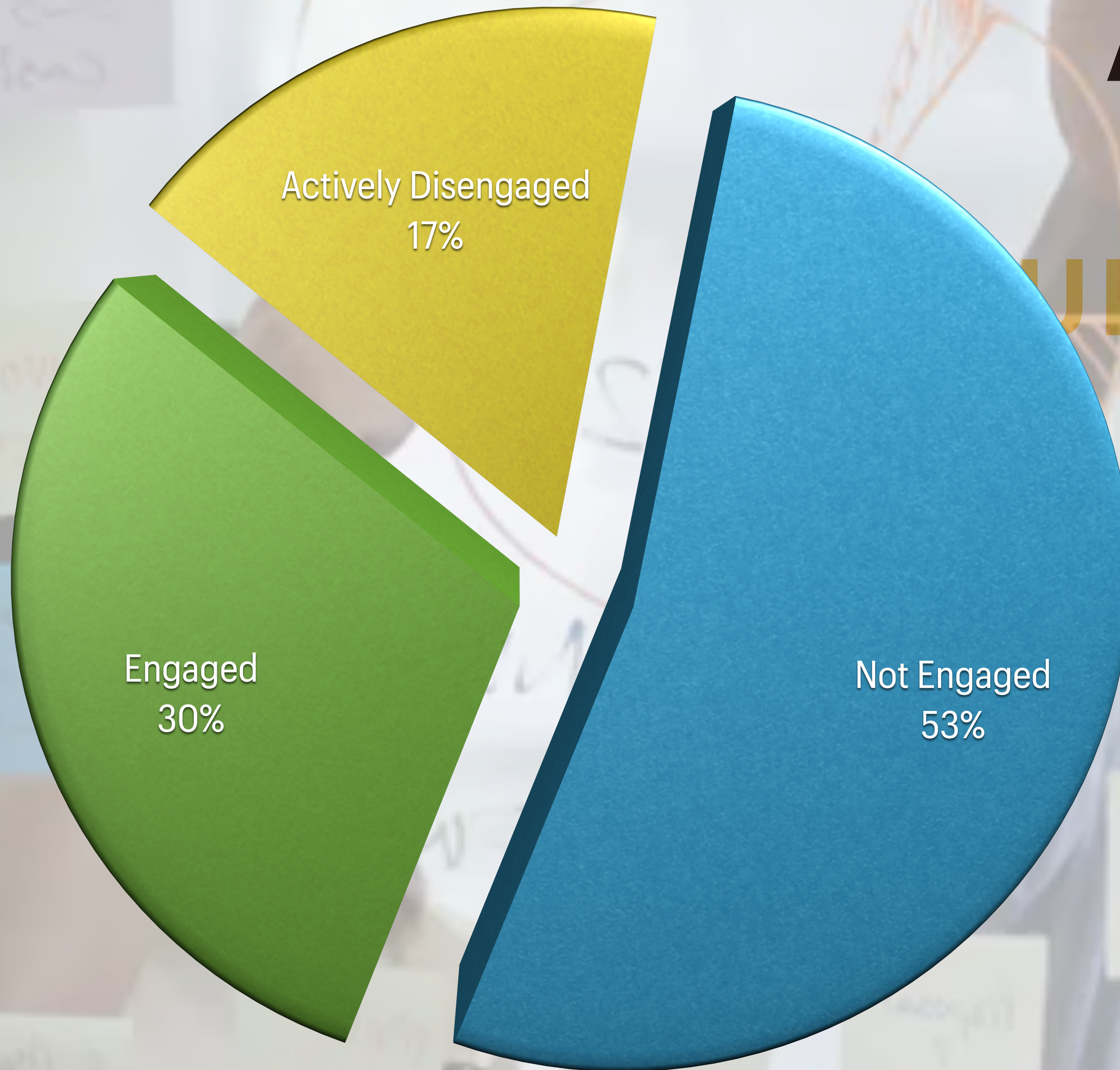


# ABOUT THE NUMBERS





# ABOUT THE NUMBERS





# The Benefit and Cost of Leading an Engaged Team



**\$.90**

Engaged 30%  
60% of productivity

**\$.70**

Disengaged 53%  
60% of productivity

**\$.50**

Actively disengaged 17%  
-20% of productivity



# Two-Week Empower & Drain Challenge

(Inspired by Marcus Buckingham)



## Daily Reflection Form

| Date: \_\_\_\_\_ |

| Day #: \_\_\_\_\_ |

Task/Activity	Empowers Me (E)	Weakens Me (W)
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>

↓

## Instructions:

- 1. At the end of each day, reflect on your tasks.
- 2. Write down your key activities and mark whether each task:  
Energized (E) you or  
Weakened (W) you.

Review your patterns at the end of the two weeks to understand what empowers and drains you.

\$.90

Engaged 30%  
60% of productivity

\$.70

Disengaged 53%  
60% of productivity

\$.50

Actively disengaged 17%  
-20% of productivity



# Three questions all employees ask.



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



A family of four is gathered around a table, looking at a tablet. The father, on the left, is wearing a patterned orange shirt. The mother, on the right, is wearing a red top. Two children, a girl in an orange shirt and a boy in a blue shirt, are also looking at the tablet. The background is a blurred indoor setting.

# 1

**Why is this job important to me?**



# 2

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



# 3

**What am I going to be doing?**



A family of four is gathered around a table, looking at a tablet. The father, on the left, is wearing a patterned orange shirt. The mother, on the right, is wearing a red top. Two children, a girl and a boy, are in the center, looking at the tablet. The background is a simple indoor setting with a plant and a window.

# 1

**Why is this job important to me?**

**This is why we join.**



# 2

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

**This is why we stay**



# 3

**What am I going to be doing?**

**This is why we leave**



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



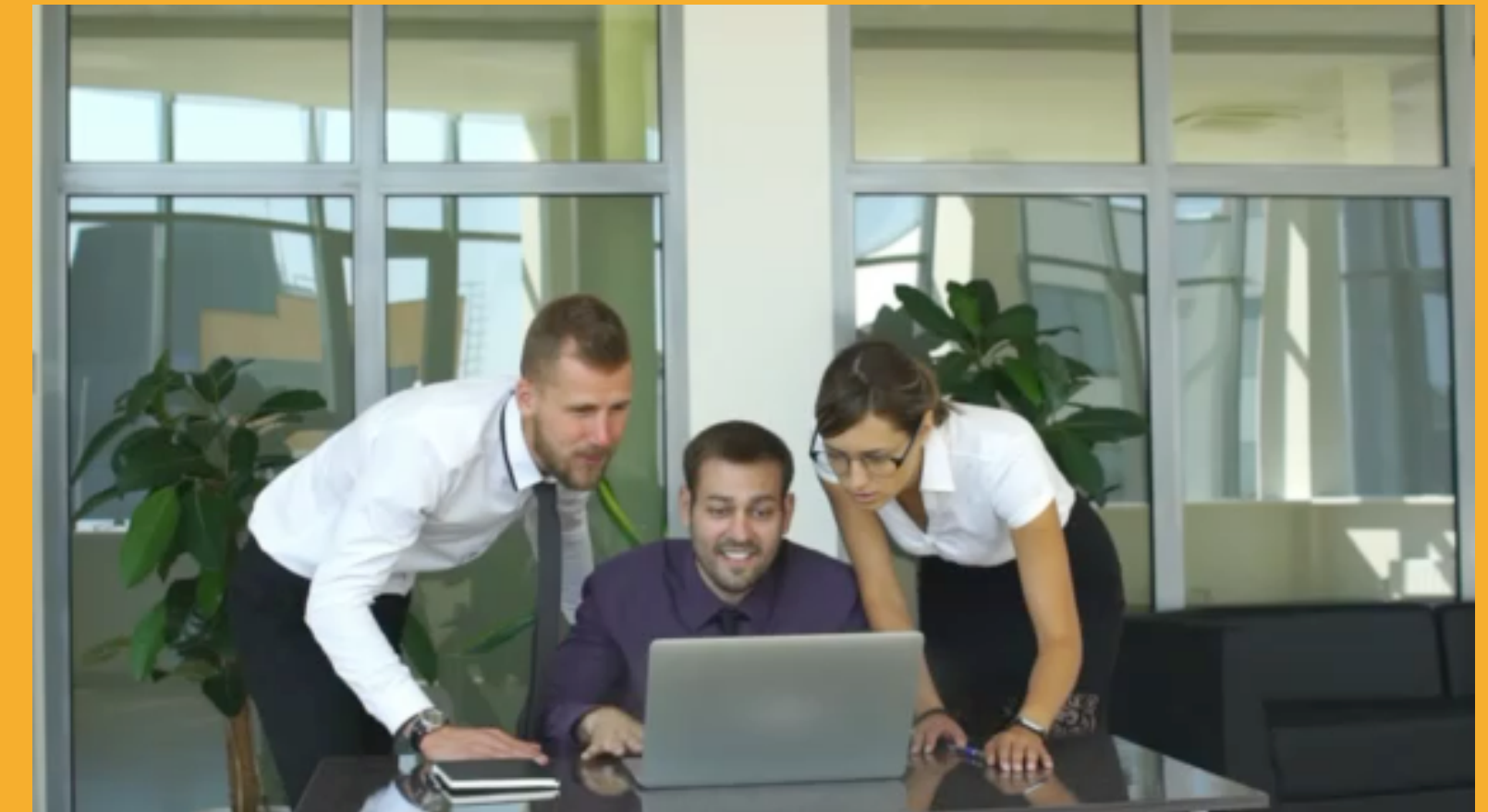
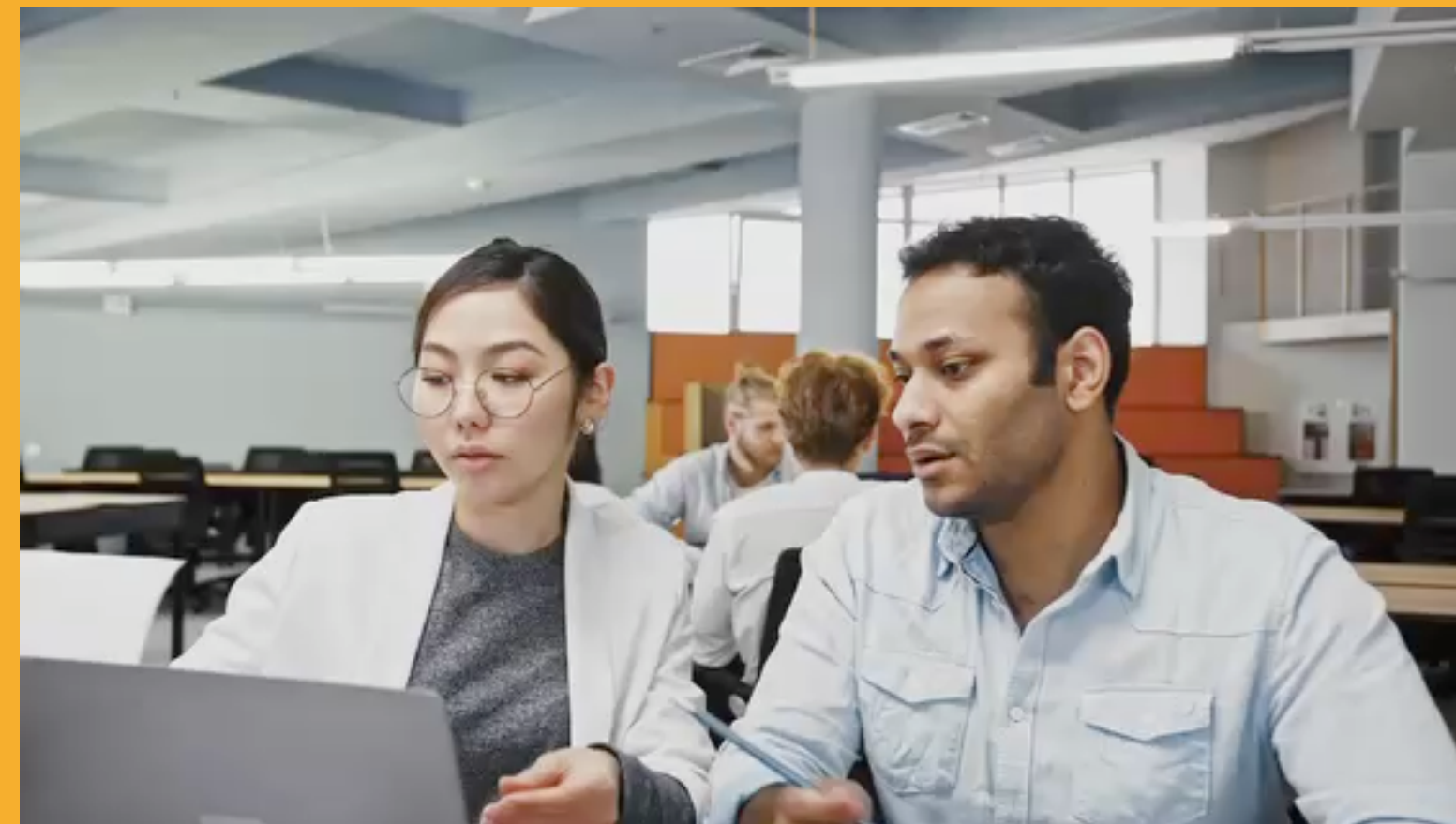


# Three steps to closing the engagement gap

Know them

Develop them

Motivate them



*Eddie LeMoine*  
PROFESIONAL SPEAKER



# Three key attributes to successful leadership in 2025

*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



# The future of work belongs to those who inspire and engage.

## In Closing

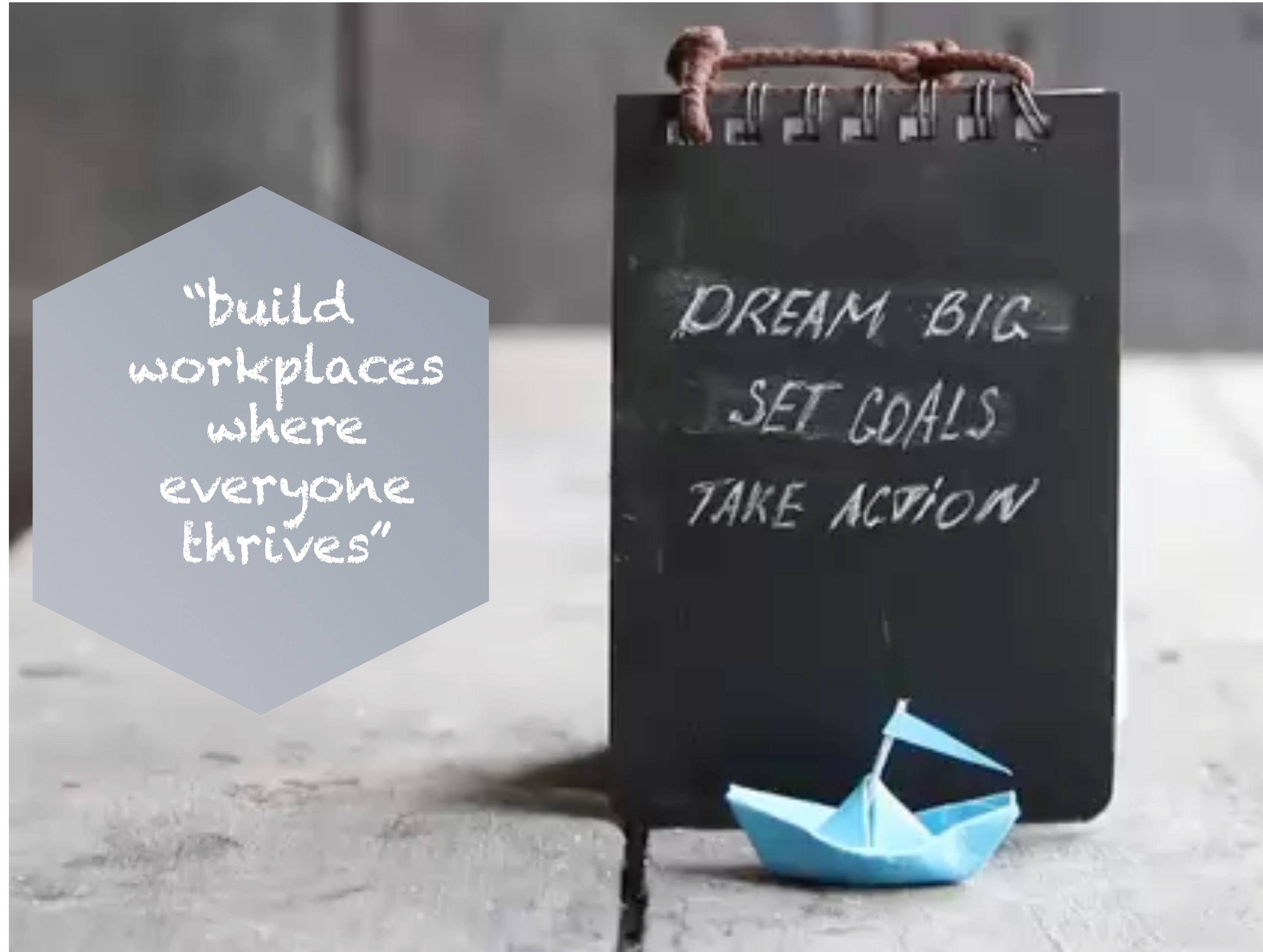
Understand evolving employment trends, adapt to the modern workplace, and recognize that traditional management methods no longer work effectively.

Focus on the key factors influencing talent decisions:

- Why people join your organization.
- Why they stay with your organization.
- Why they leave your organization.

Prioritize these three pillars for success:

1. Diversity – Embrace inclusion to access a broader talent pool.
2. Technology – Leverage innovation to enhance efficiency and adaptability.
3. Engagement – Foster a motivated and committed workforce.





# THANKS

Eddie LeMoine

THANK YOU