

Member Profile

Jocelin Caldwell

What advice do you have for someone considering a career in HR?

There are so many career paths in Human Resources. Network with as many people within our industry as you can to get the broadest understanding of the industry.

Why does “keeping people-first” matter to business?

We all know the cost of turnover is high, the average costs of replacing one employee is about \$16,000. But more than that your employees are your competitive advantage – if you don’t take care of your people it will come at a cost to your business – both to your bottom line and your reputation.

What do you see as the greatest emerging challenge/opportunity for the HR profession?

Telecommuting and remote work has disrupted the traditional workplace. We need to continue to support people to work successfully from locations outside of traditional offices because this is becoming the new normal.

If you could meet with any historical figure, who would it be?

Jane Austen – she wrote at a time when there were not a lot of female writers. I think this paved the way for future female authors.



“The reason I am a member of CPHR BC & Yukon is because it provides access to a community of HR professionals with a wealth of knowledge.” — Member since 2008.

What is your favourite business or self-development book?

I am an avid reader and have many favourites but the one that comes to mind that I read last year was “The Culture Code” by Daniel Coyle. He discusses great examples from Pixar to the Navy SEAL team and reveals what makes a successful group and where great culture comes from.