

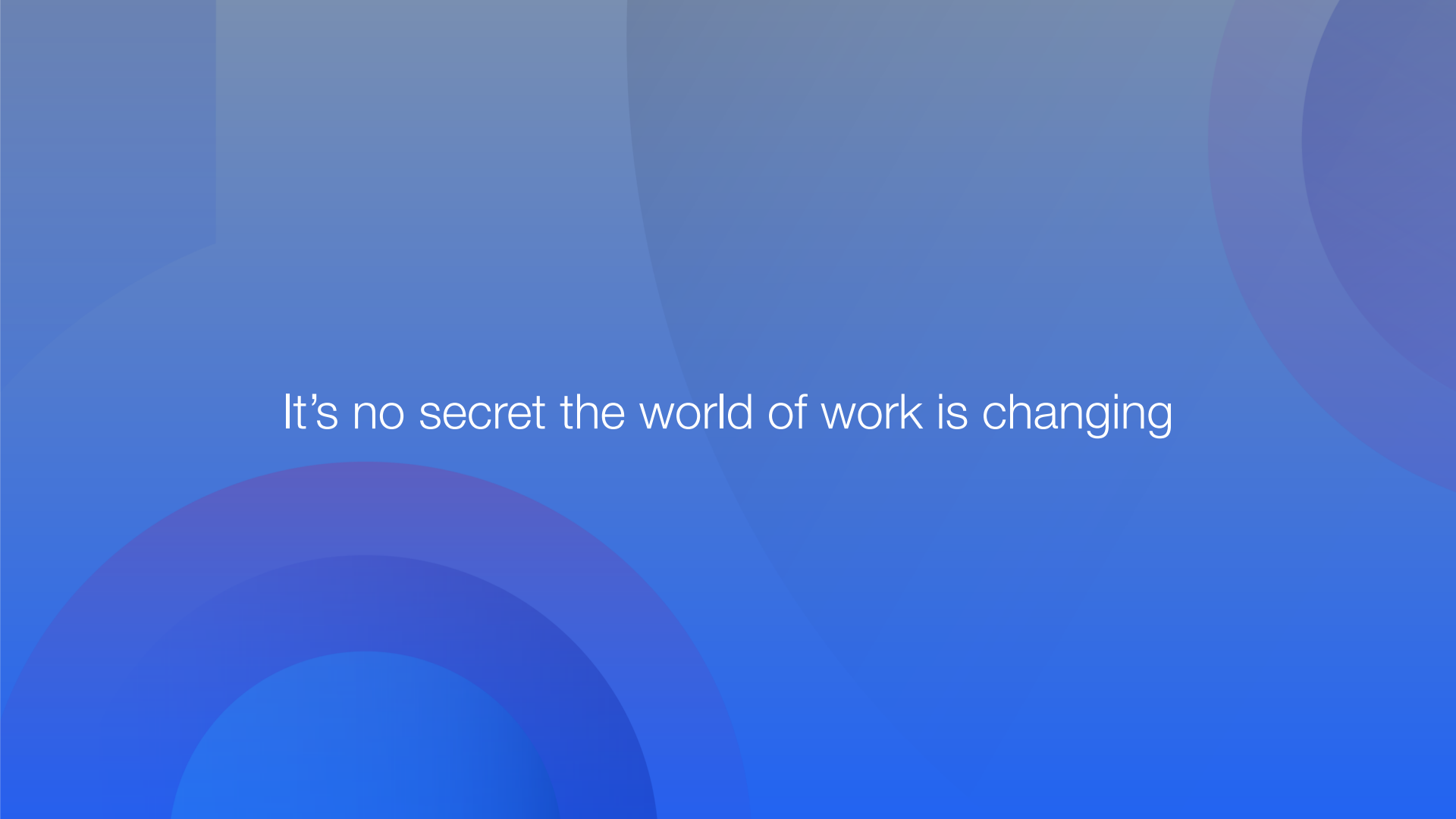


HR Conference +
Tradeshow 2019
APRIL 2+3 • VANCOUVER, BC

Saeed Sadooghi

Recruiting Outside Your Bubble

Room 201

The background is a solid blue color with several large, overlapping, semi-transparent circular and curved shapes in various shades of blue and purple, creating a modern, abstract design.

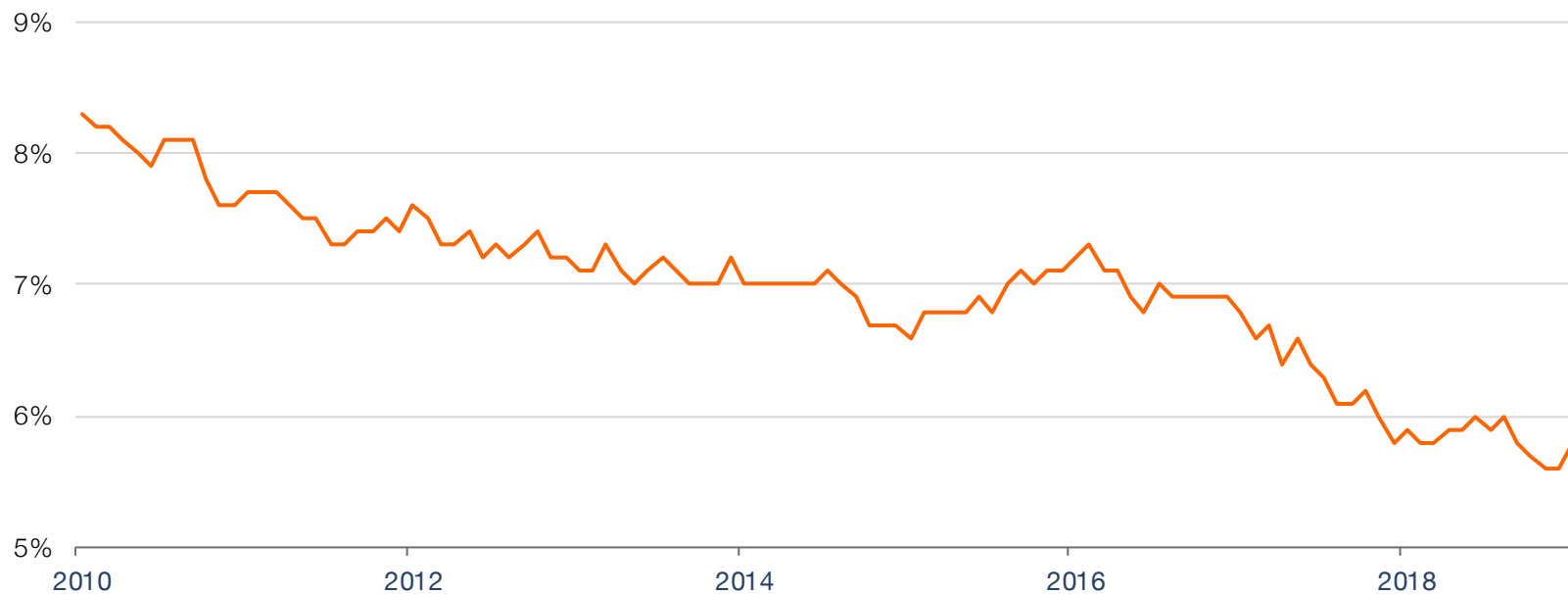
It's no secret the world of work is changing

The background is a solid blue color with several large, overlapping, semi-transparent circular and curved shapes in various shades of blue and purple, creating a modern, abstract design.

The labour market is tightening

The unemployment rate is near decade lows

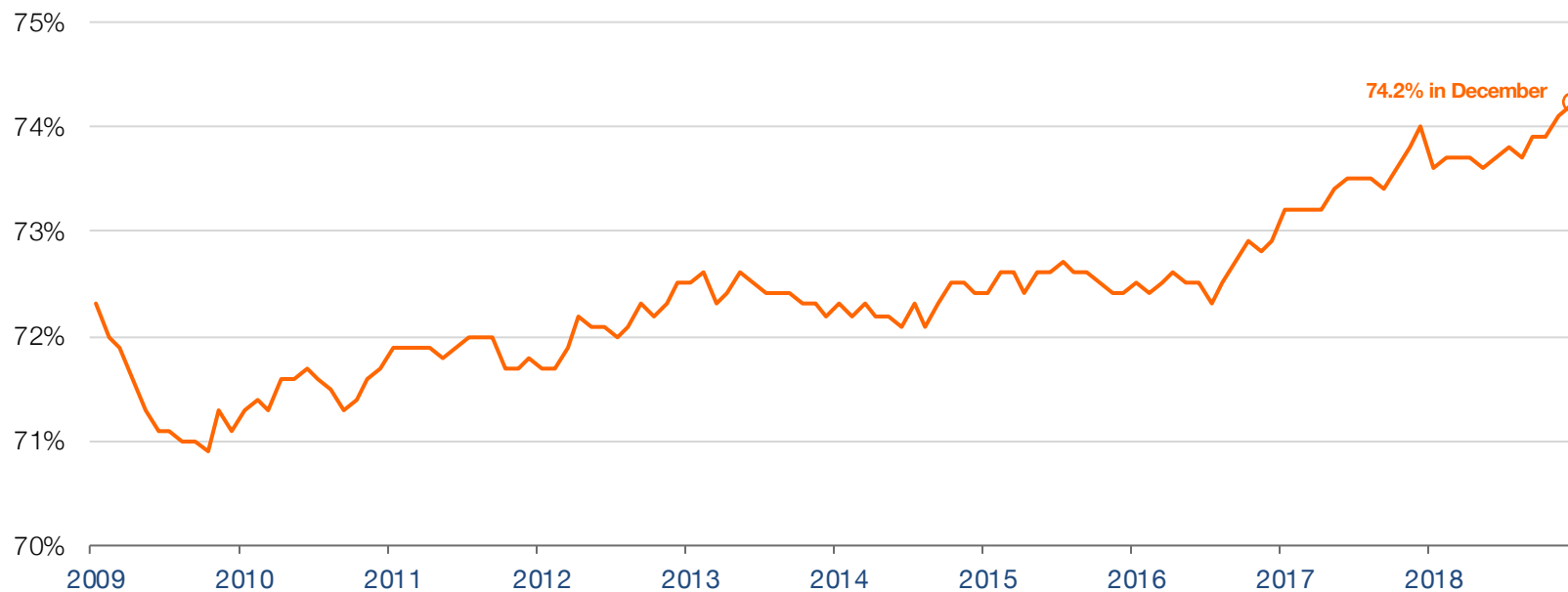
Canada unemployment rate



Source: Statistics Canada, 2019

Share of working-age Canadians

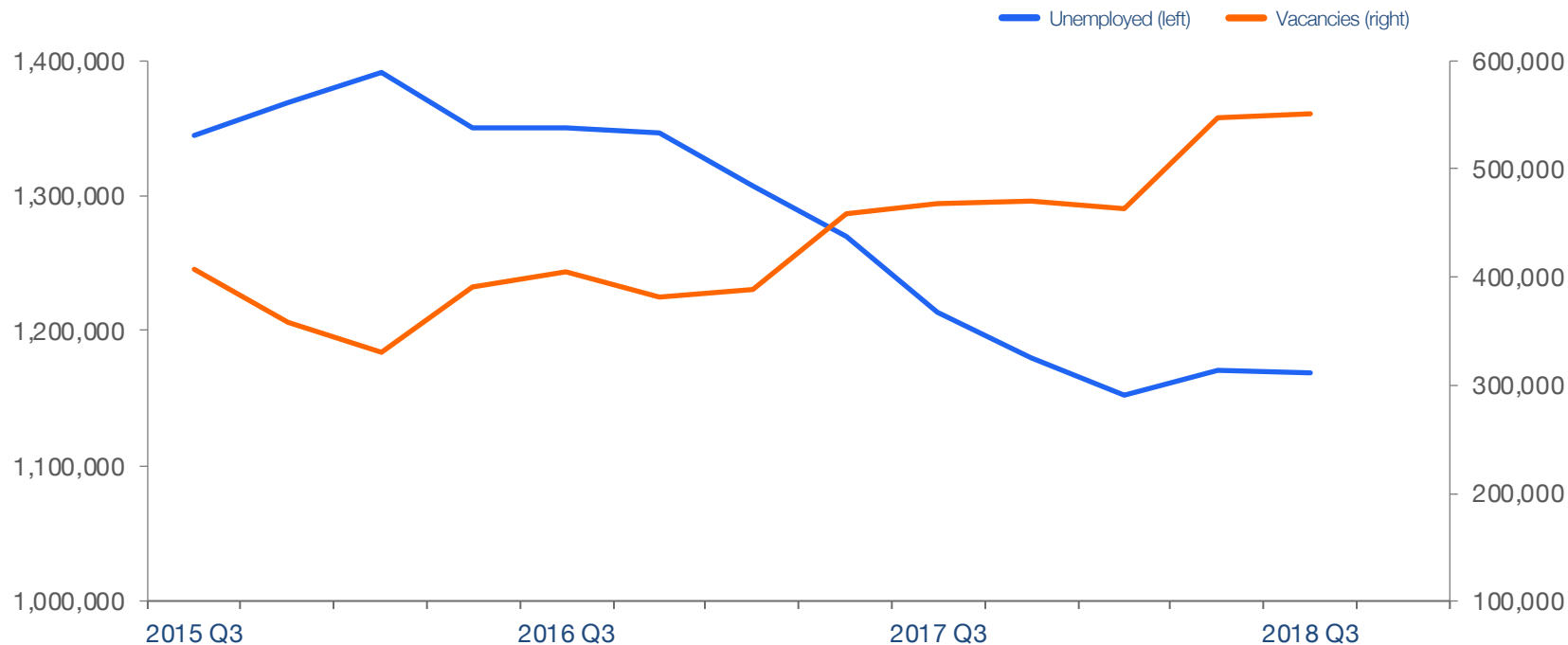
Canada employment rate: age 15-64



Source: Statistics Canada, 2018

While unemployment is down, job vacancies have been trending up

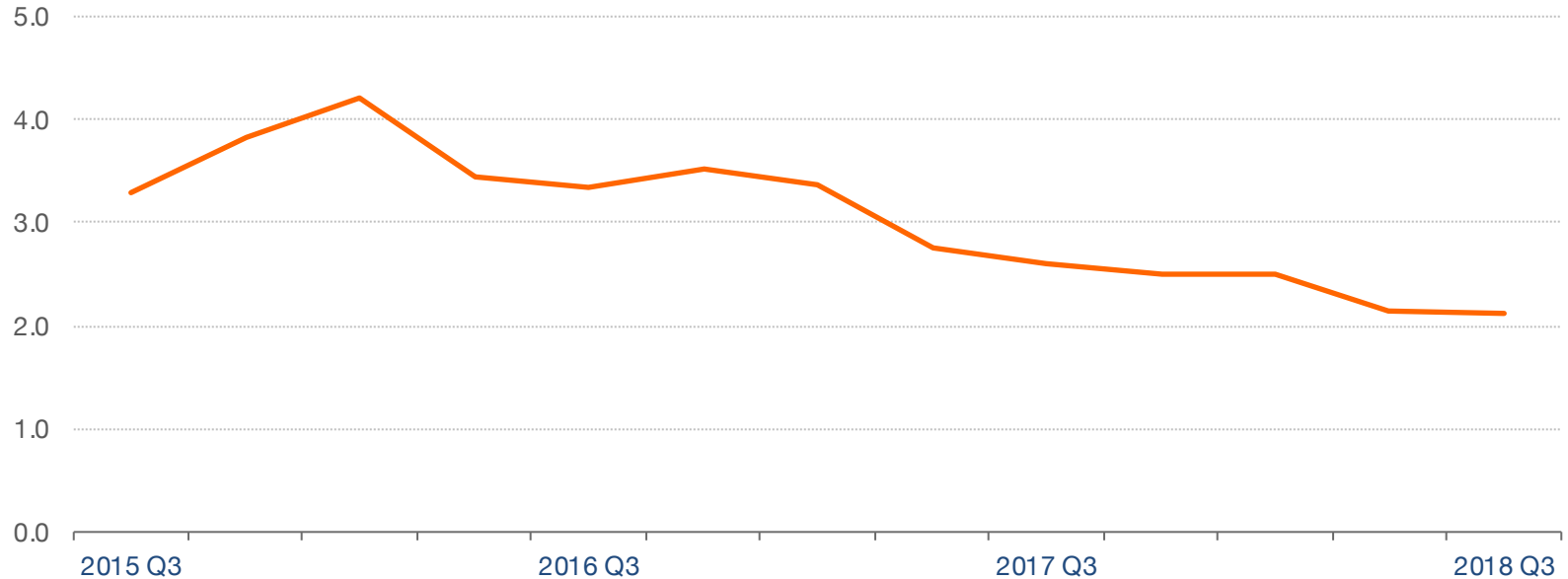
Canada job vacancies and unemployed (thousands)

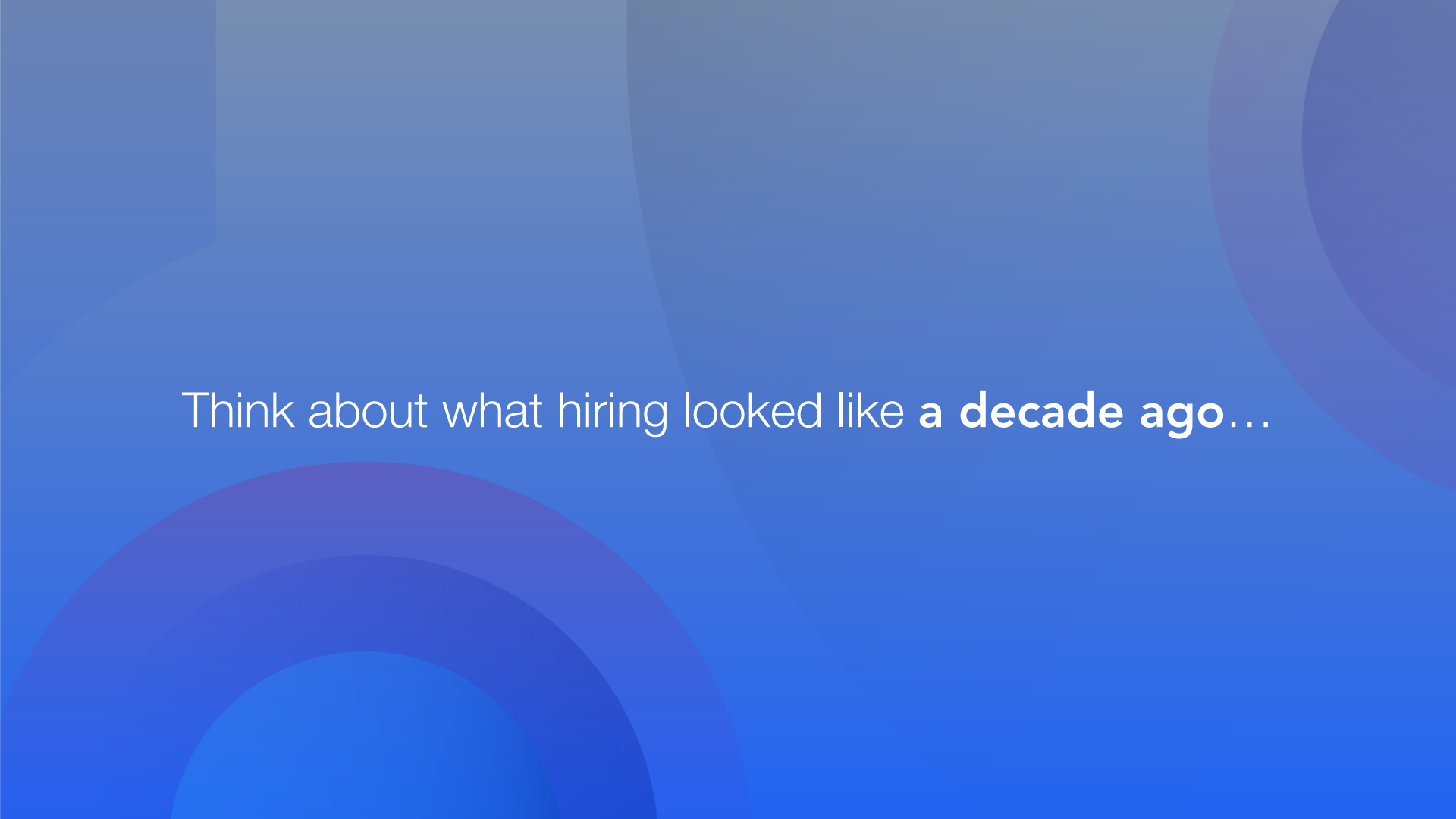


Source: Statistics Canada, 2018

Unemployed People to Job Vacancies

Approximately 2 unemployed people for every job opening

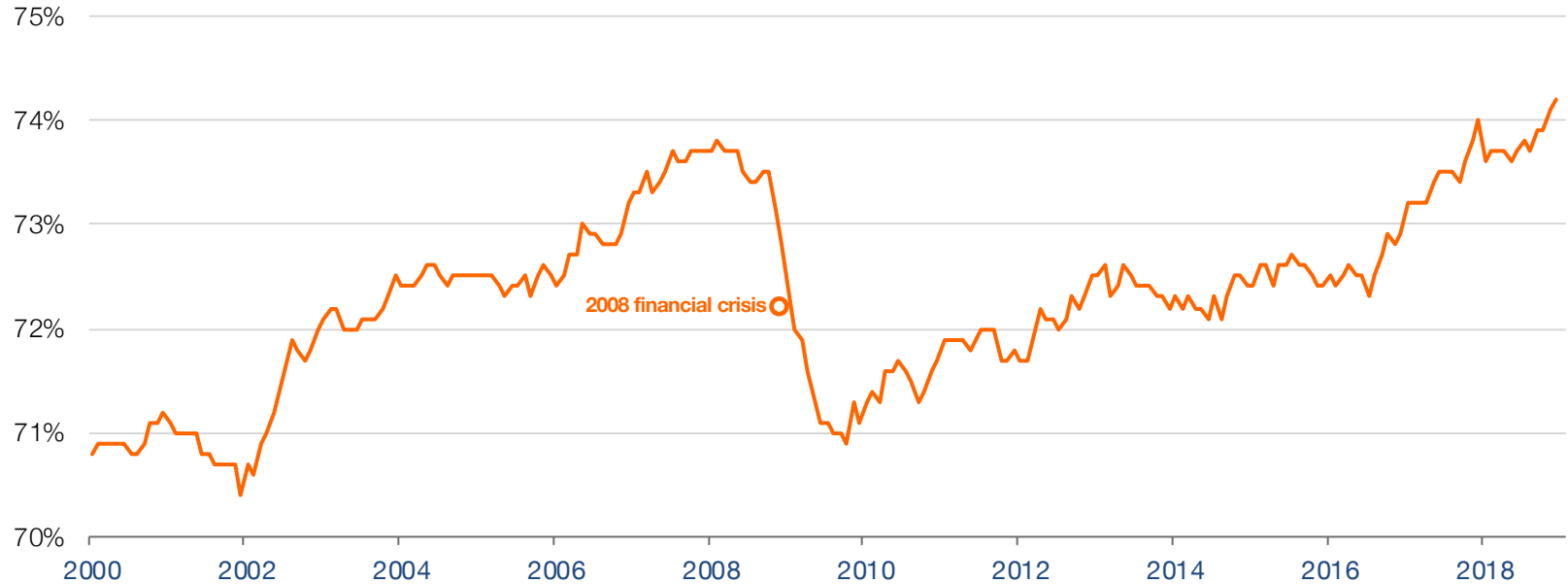


The background is a solid blue color with several large, overlapping, semi-transparent circular and arc shapes in various shades of blue, creating a layered, geometric effect.

Think about what hiring looked like **a decade ago...**

Share of working-age Canadians

Canada employment rate: age 15-64



Source: Statistics Canada, 2018

Jobs such as **Mobile App Developers**
and **Lyft Drivers** didn't exist

In fact, job
seekers were
searching for
industry-related
jobs

Top desktop keyword searches in 2010

Keyword

Customer service

Part time

Sales

Human resources

Warehouse

Marketing

Accounting

Administrative assistant

Driver

Receptionist

Clerical

Source: Indeed data (worldwide)

Fast forward to **today...**

The background is a solid blue color with several large, overlapping, semi-transparent circular and arc shapes in various shades of blue and purple, creating a modern, abstract design.

Since the recession, technological and societal shifts
have influenced how we hire



Our current reality

Automation

Up to 30% of the current work activities of more than half of the global workforce could be displaced by 2030¹

The aging workforce

The number of older Canadians in the workforce is on the rise and by 2036, approximately 23% of Canadians will be aged 65+²

A new generation of job seekers

Millennials now constitute the largest share of working-age Canadians.³ Gen Z makes up 17.6% of Canada's population and have started entering the workforce.⁴

At the same time, we see new jobs emerging

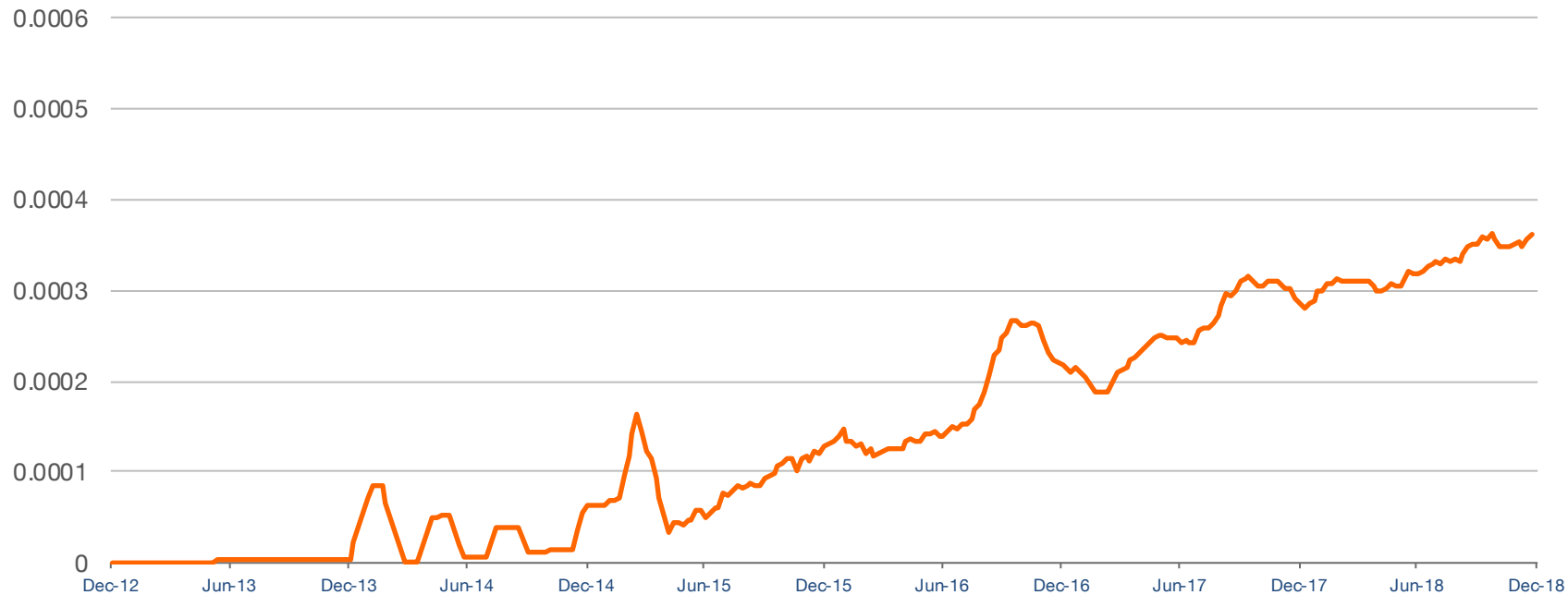


Terms that were nearly absent a few years ago are quickly becoming in-demand areas of expertise

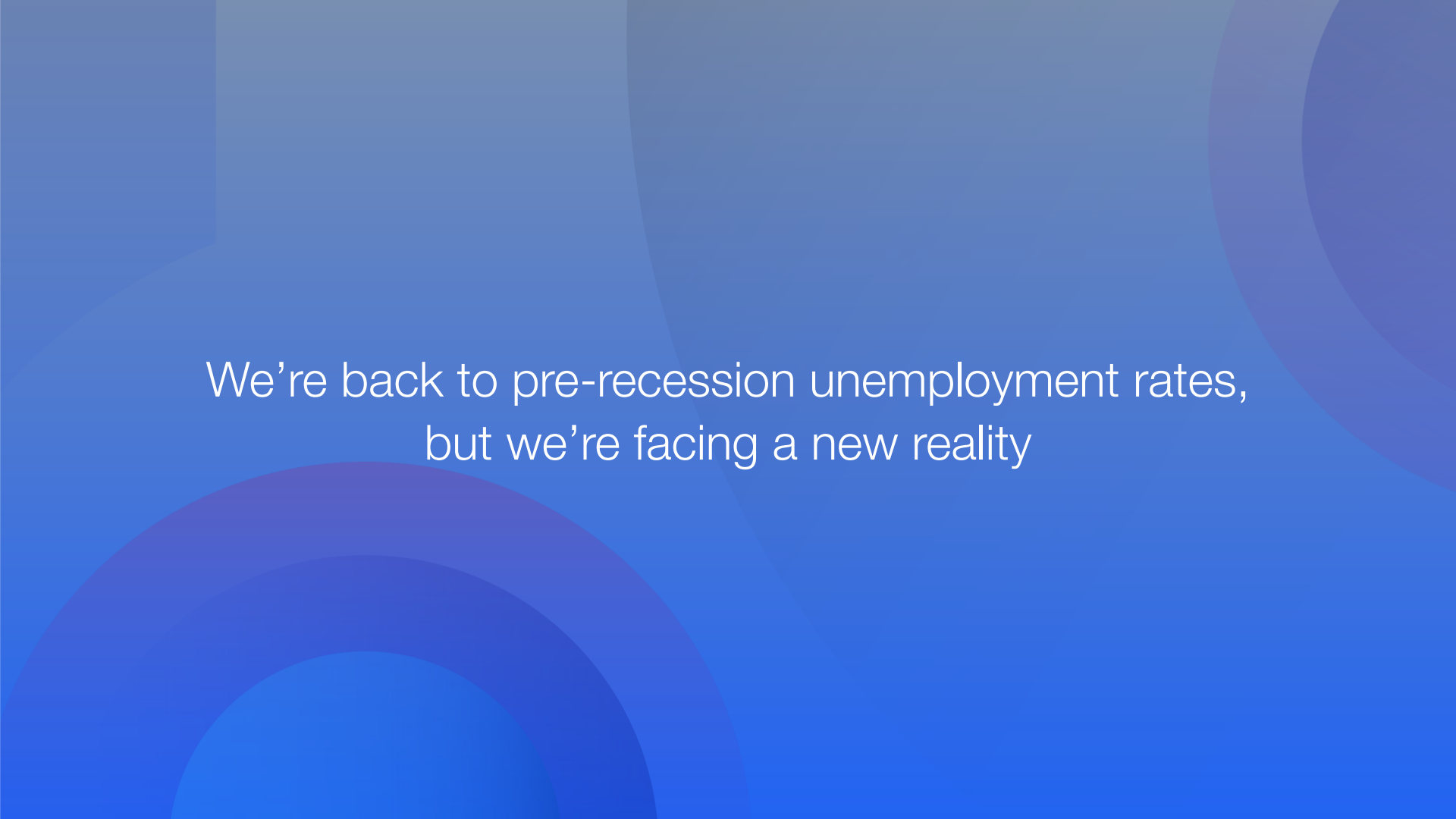
- **Internet of Things**
- **Virtual Reality**
- **Artificial Intelligence**
- **Deep Learning**

“Internet of Things”

Percentage of matching job postings increased over 300% since 2016



Source: Indeed data (CA)

The background is a solid blue color with several large, overlapping, semi-transparent circular and arc shapes in various shades of blue, creating a layered, geometric effect.

We're back to pre-recession unemployment rates,
but we're facing a new reality

41%

of Canadian employers say they can't find the
skills they need



Today, there
are two types
of job seekers



Which affects search behaviour and where
job seekers are looking for their
next opportunity

Trends of highly **skilled** workers

They know **what jobs they are looking for**

They **monitor hiring trends**

There **aren't enough of them** to fill the growing number of open jobs

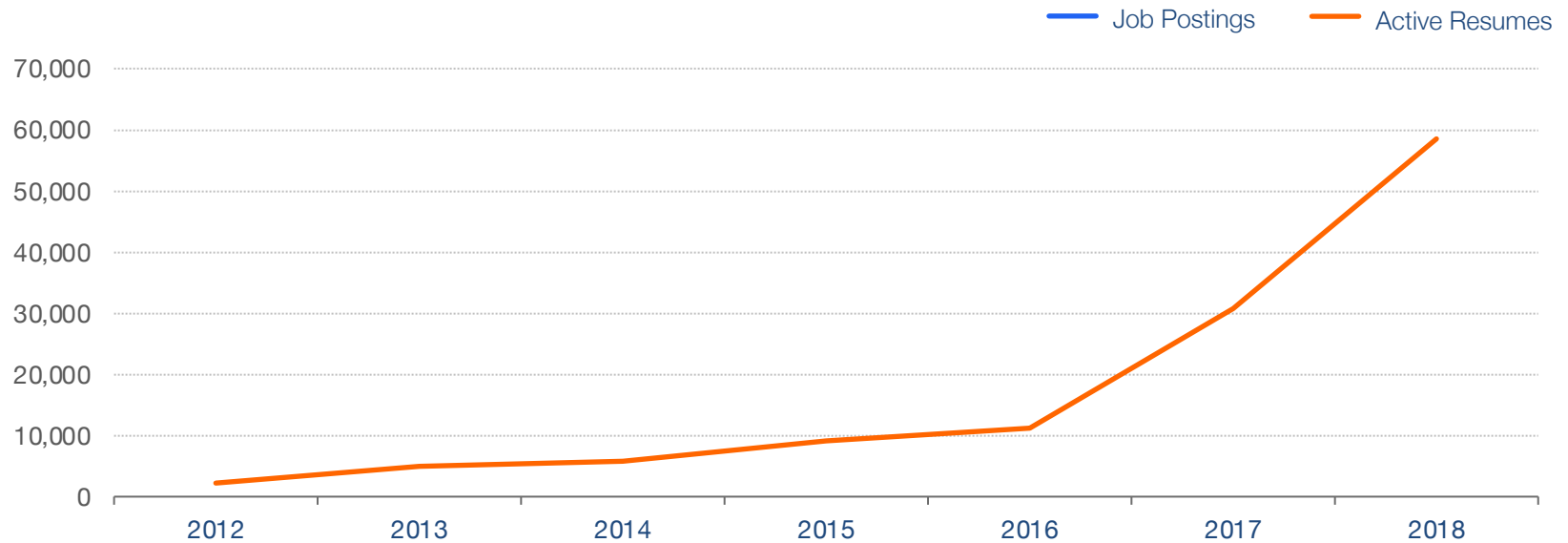


It's estimated that Canada will face a
shortage of nearly 220,000 tech
workers by 2020

Information and Communications Technology Council

Tech resume growth in Canada

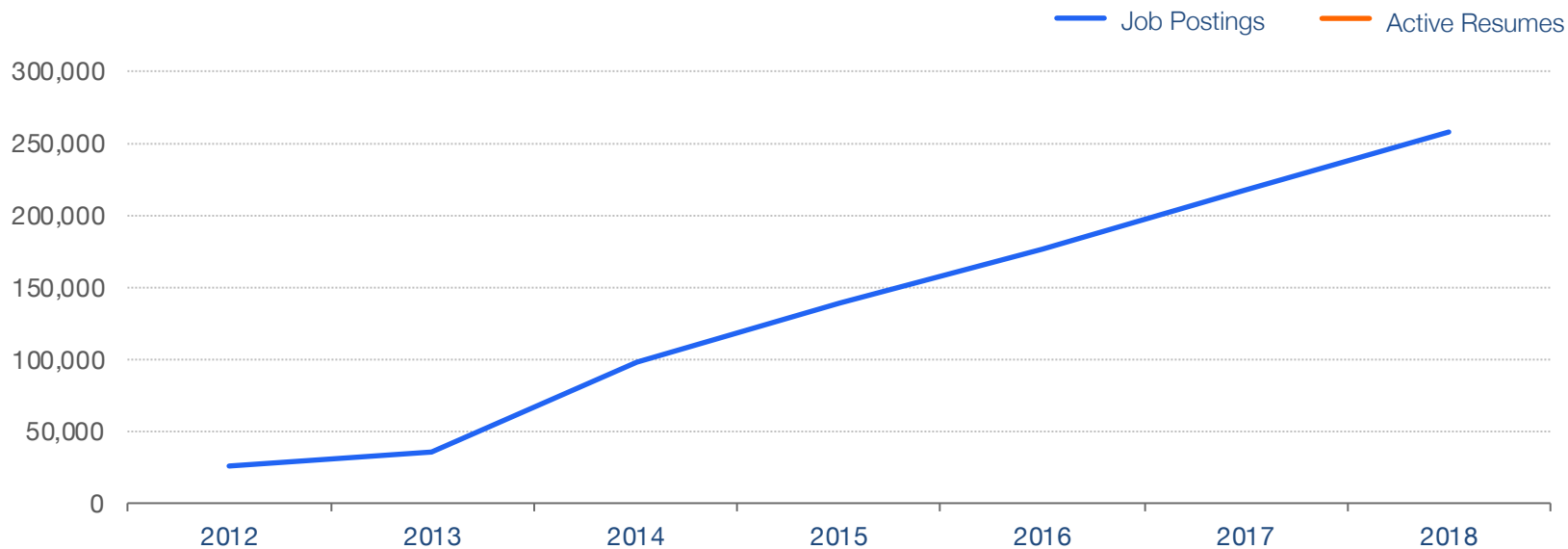
Annual growth



Source: Indeed data (CA)

Tech job growth in Canada

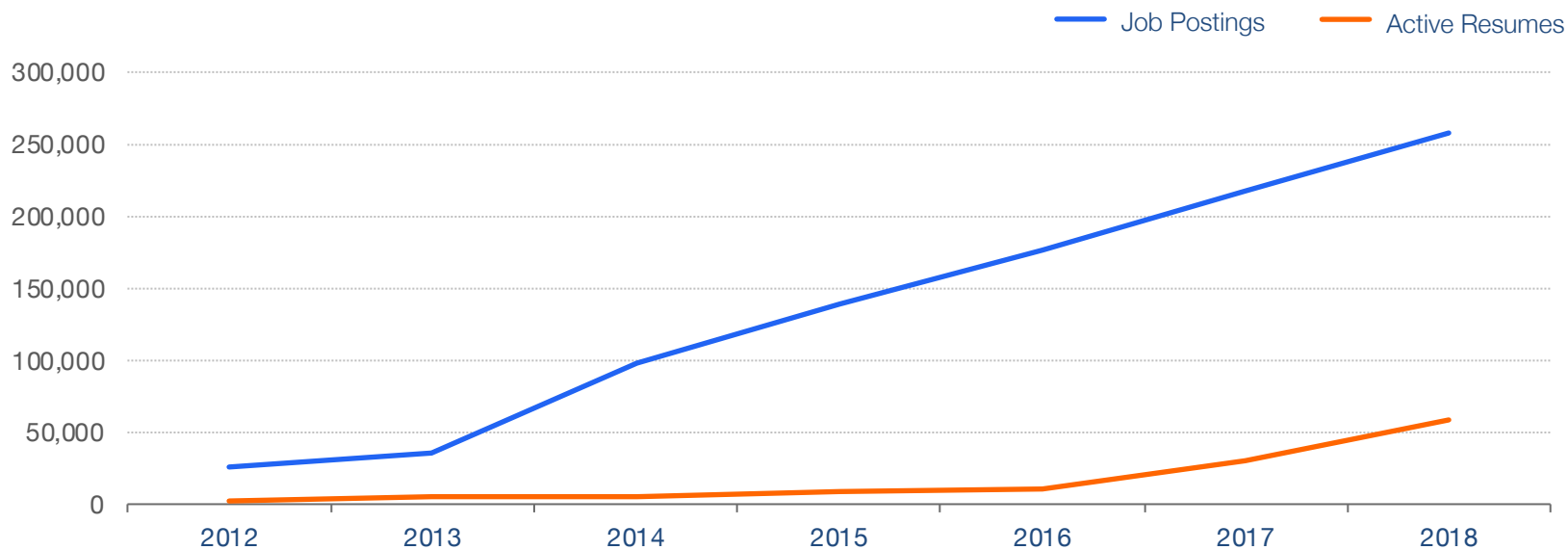
Annual growth



Source: Indeed data (CA)

Tech resumes vs active tech jobs in Canada

Tech resumes vs active tech jobs annually



Source: Indeed data (CA)

Trends of **lower skilled** workers

There are **a lot of them**

They **know where they want to work**

They **don't know exactly what they're looking for**

This is the most common search term



what



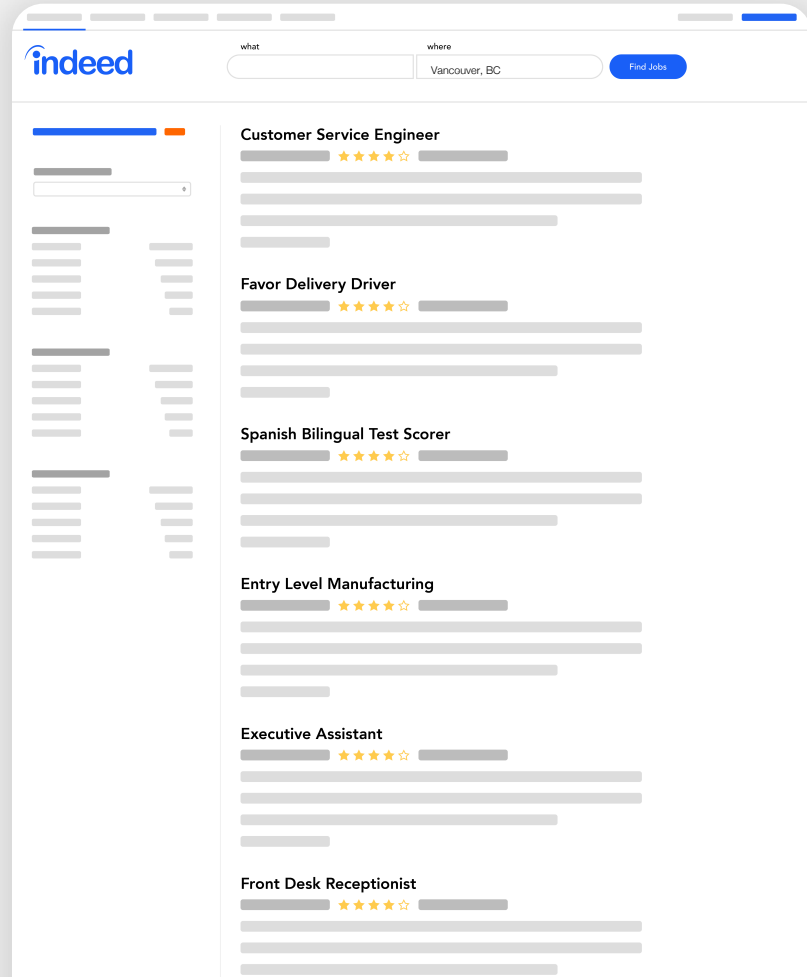
where



Vancouver, BC

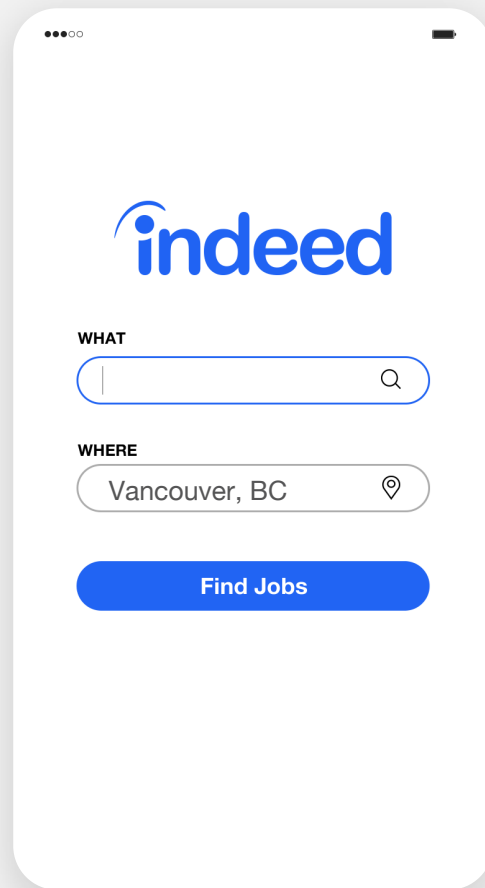
Find Jobs

People that conduct "blank query" job searches aren't looking for a specific job, they're looking for **any** job



18.7%

of searches globally were blank
in 2018



Source: Indeed data (worldwide)

Top job titles
clicked on as a
result of "blank
query" on Indeed

Rank	Job title
1	Labourer
2	Customer service representative
3	Administrative assistant
4	Retail sales associate
5	Receptionist
6	Warehouse worker
7	Cashier
8	Sales associate
9	Truck driver
10	Cleaner

While highly skilled and lower skilled workers have their differences, the overall problem remains the same: **matching people to jobs**

Job Vacancies in Canada

26%

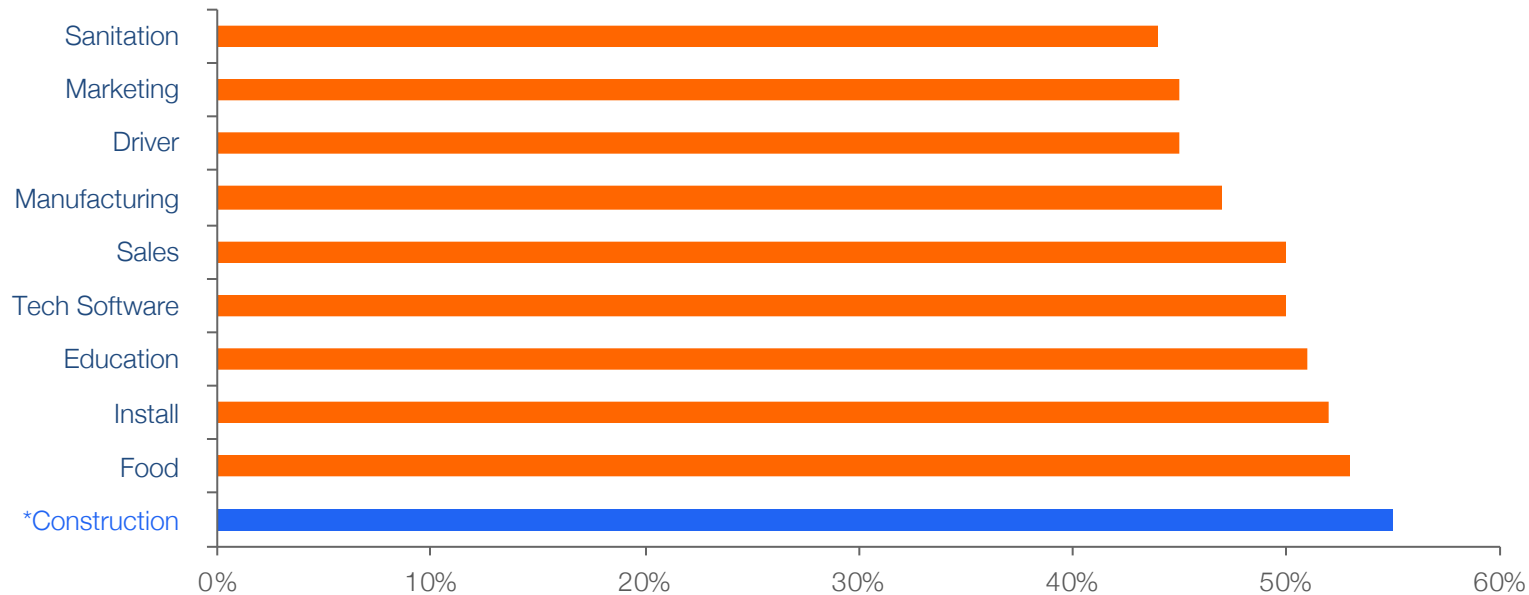


Job vacancies for Professional,
Scientific and Technical services
have increased 26% YOY

17%

Job vacancies for all
industries have increased
17% YOY

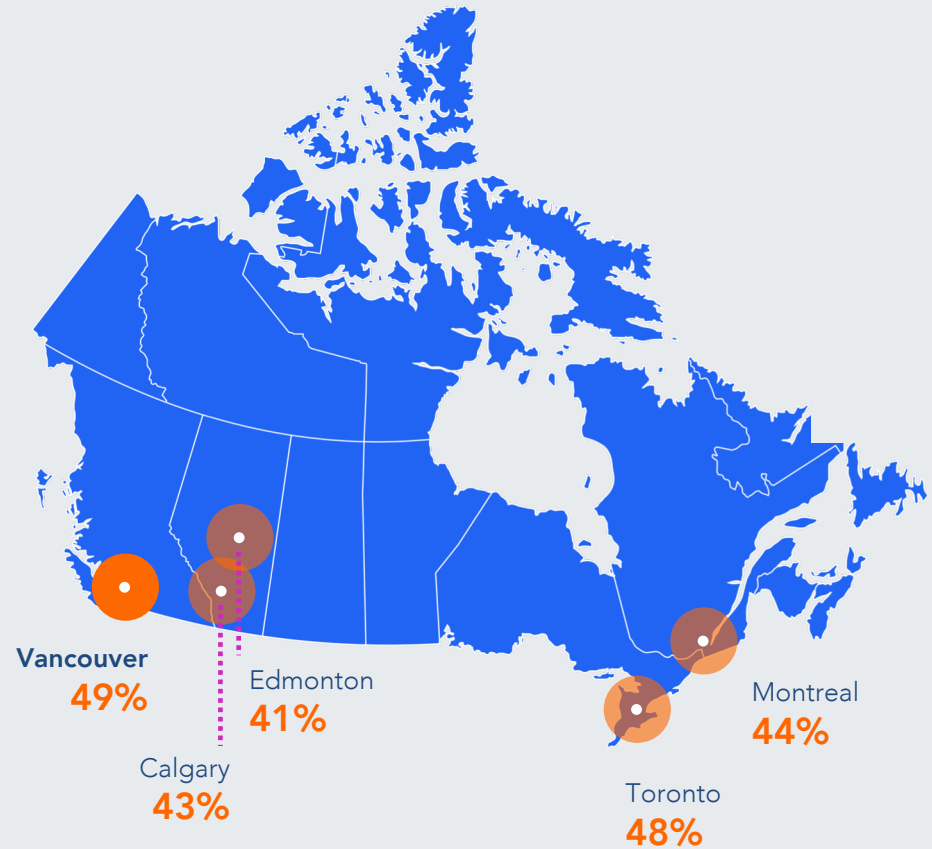
Hard-to-fill roles span multiple industries



*Construction has the greatest difficulty filling roles

Source: Indeed data (CA)

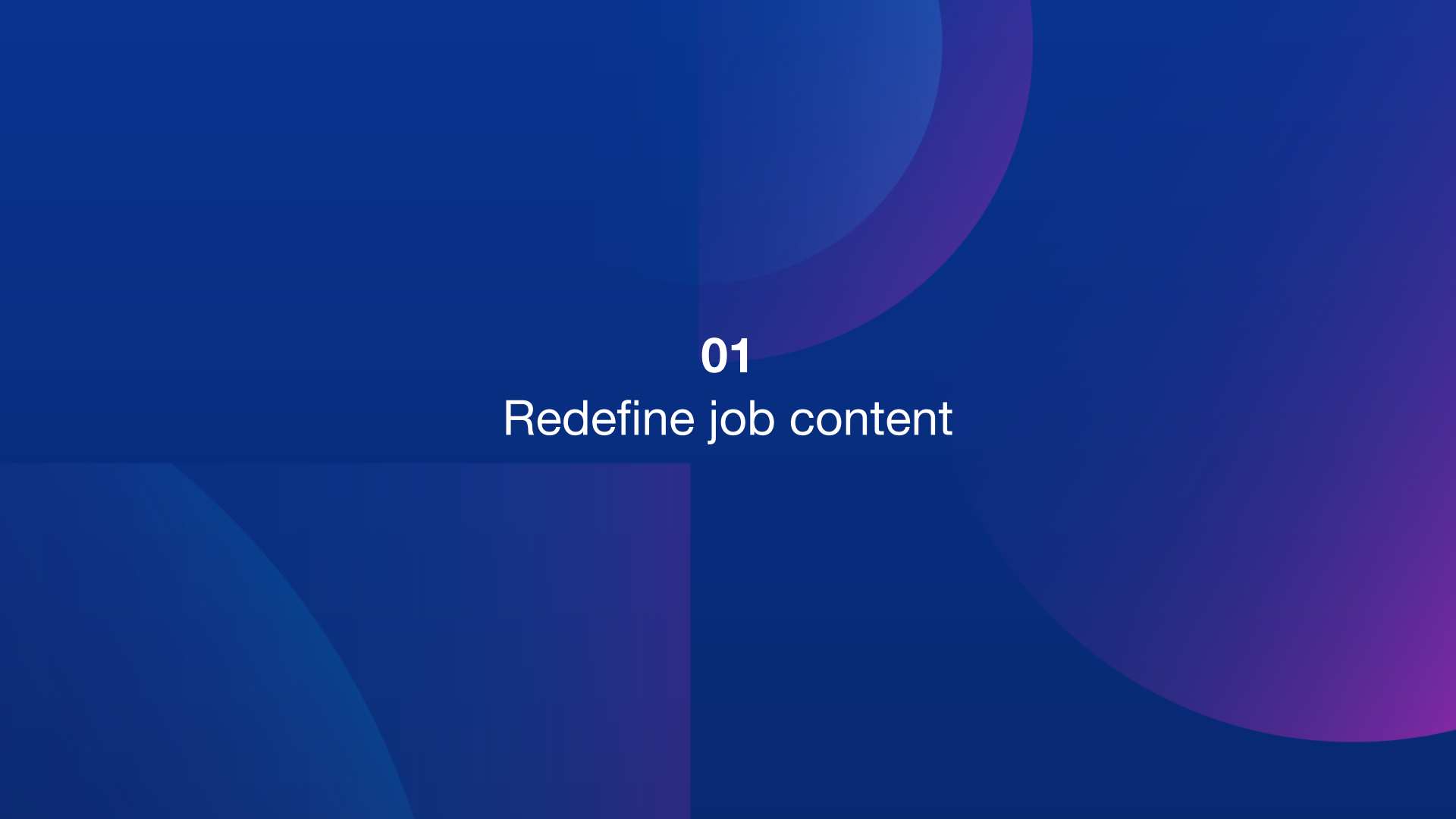
Some regions have more difficulty filling roles



Source: Indeed data (CA)

For these hard-to-fill roles, consider looking outside your traditional pool to find candidates with the skills you need in unexpected places

5 strategies for recruiting outside your bubble



01

Redefine job content

A man with dark hair and glasses is sitting on a grey couch, looking down at a tablet computer he is holding with both hands. He is wearing a grey cardigan over a black and white striped shirt. The background is a blurred interior space with a bookshelf and a lamp. The text "Are your job descriptions attracting all the right candidates?" is overlaid in white on the image.

Are your job descriptions attracting
all the right candidates?

Recruiting technology has evolved

1940s-1970s

Typewriters, print ads and contacting candidates via rolodex

1980s-1990s

Computers revolutionized hiring with online job boards, resume databases and applicant tracking systems

2000s-Today

Mobile, professional learning networks and online job boards have changed how we source candidates

And so have our strategies for
attracting candidates

Traditionally, we hire candidates based on their experience

Checking boxes for...



Specialized skills



Knowledge of programs



Years of experience



Degree requirements



Technical Product Manager

Visa ★★★★★ 559 reviews

[Apply On Company Site](#)

[Save this job](#)

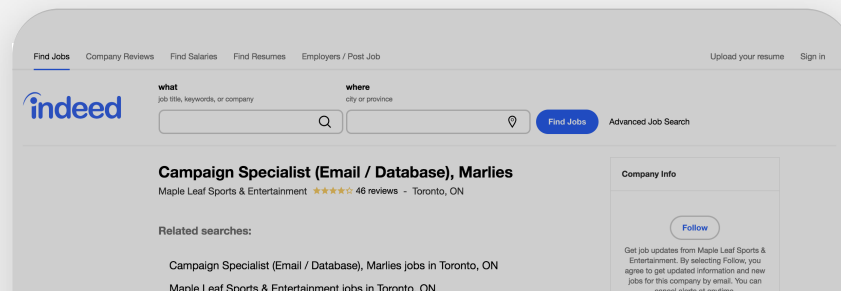
Qualifications

- Detailed knowledge of IAM Services and the business processes used to support them
- Deep knowledge of various IAM technologies and how they are applied to support the services : Access Management, Federated Identity/SSO, MFA, Privileged Access, Governance.
- Experience on two or more of the following products or areas a big plus : Oracle Identity Manager, Sailpoint, ForgeRock, CA/Exceedium, Privileged access on Systems (Unix, Windows, Mainframe, Tandem)
- Excellent interpersonal and collaboration skills to effectively work with all stakeholders and customers to improve data and business processes and to negotiate priorities
- Agile delivery experience is a major plus
- Minimum of 7 years of in Identity and Access Management
- General knowledge of IAM Control standards
- Knowledge of regulatory controls (e.g. PCI DSS, SOX, SSAE16) a plus
- Excellent interpersonal skills to effectively work with all stakeholders to improve data and business processes and to negotiate priorities
- Knowledge of highly scalable online transactional systems or financial institutions a major plus
- Information Security Certifications e.g. CISSP, CISM a plus
- BS/MS in Computer Science or equivalent

But job content that's too specific may prevent
many candidates from applying

... and narrows your pool of talent

MLSE focuses on their company's values and criteria that are important to job performance



As the ideal candidate, You are ...

- An impeccable self-motivator, with a thorough commitment to time management, quality control and driving results.
- A collaborative inspiring leader and executor with a consistent record of developing and implementing new ideas.
- An innovator and tinkerer always looking for ways to improve, elevate and optimize existing platforms, processes and tactics.
- Fluent in the science of creating compelling and effective marketing that not only drives engagement, but also conversion.
- A problem solver who finds unseen and ingenious solutions to both current and future business problems (including before they arise).
- A multi-tasker able to manage multiple projects simultaneously and who can handle a fast-paced work environment with deadlines, new challenges and changing priorities.
- An inspirational and ethical team member who not only works well within a team of diverse and multi-talented individuals, but who also positively motivates those around them.

- Conduct and deliver updates on campaign strategy for a database of fans, customers and partners.
- Be a subject matter guide on email and paid social marketing, while providing strategic thought leadership as a representative of the Marlies team.
- Continuously improve our database segmentation strategy, ensuring fans are served with content, offers and messaging that is most relevant and meaningful to them.
- Lead and optimize a campaign calendar while ensuring that it is transparent, constantly up to date and followed with absolute attention to detail.
- Analyze and interpret campaign data in order to not only find opportunities to improve our campaign strategy and tactics, but to also take action and generate results against them.
- Establish a clear and efficient process for the development, design, execution,

02

Target candidates with transferable skills

A woman with short, curly hair, wearing a floral patterned shirt, is sitting at a desk in an office. She is pointing her right index finger at a laptop screen. In the background, other people are blurred, suggesting a busy office environment. The text is overlaid on the image in a white, sans-serif font.

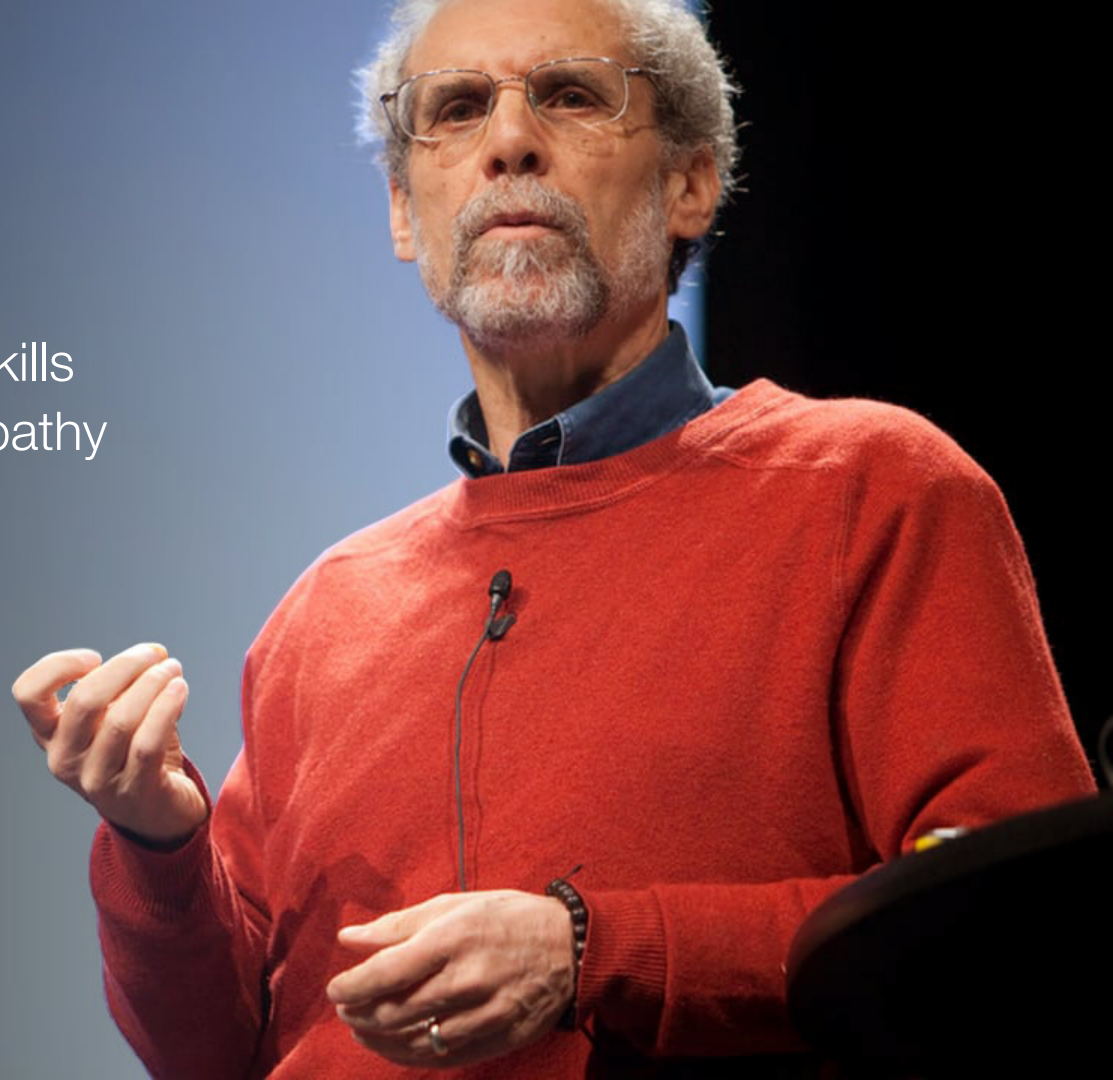
Have you switched your focus to match candidates
based on their core competencies and
transferable skills?

Transferable skills (or soft skills) are a core set of skills and abilities that can be applied to a wide range of different jobs and industries

“In a high-IQ job pool, soft skills like discipline, drive and empathy mark those who emerge as outstanding.”

Daniel Goleman

Author, Emotional Intelligence



How do transferable skills apply to various roles?



Transferable skills

Communication

Prioritization

Multi-tasking

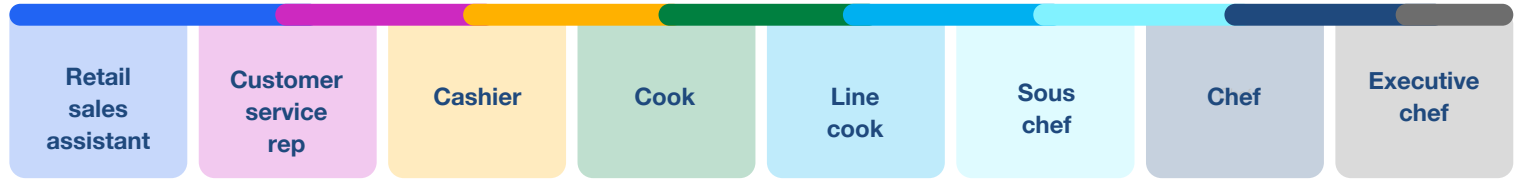
Organization

Collaboration

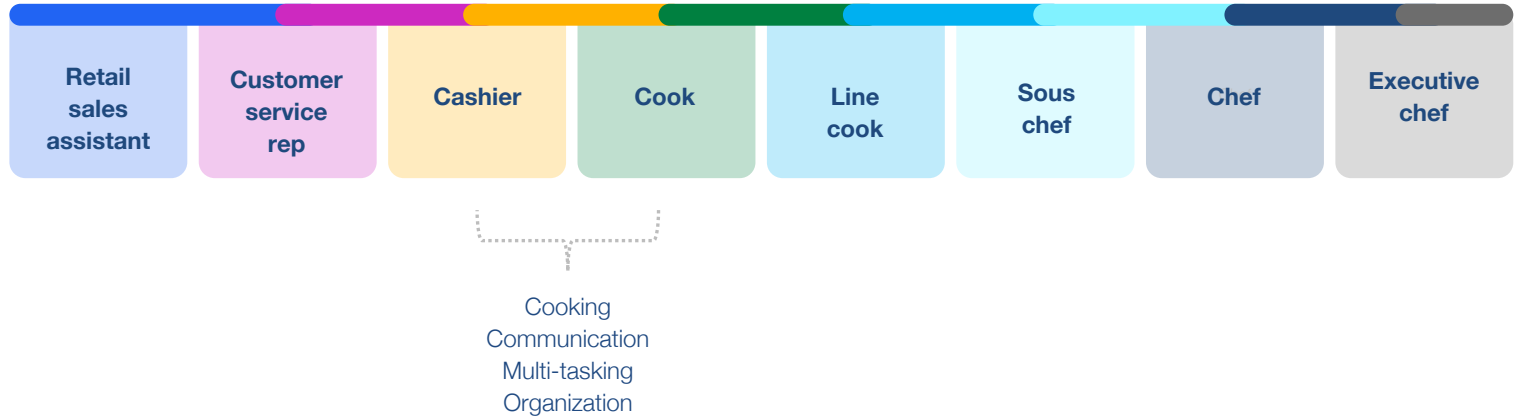
Leadership

Problem Solving

Retail Sales Assistant to Executive Chef



Retail Sales Assistant to Executive Chef



Customer Service Representative to Data Analyst



Customer Service Representative to Data Analyst



Customer Service
Data Entry
Organization
Multi-tasking
Problem Solving



Enterprise Rent-A-Car hires former college athletes because of their teamwork, collaboration and ability to multi-task



About 200 employees lost their jobs in 2016 when the Tolko mill in Merritt, B.C. closed down. Emerald Plants Health Source Inc. is planning a cannabis grow facility in Merritt, and hopes to recruit former Tolko employees due to their transferrable skills.

A low-angle shot of several cannabis plants against a sunset sky. The plants are silhouetted against the warm, orange and yellow light of the setting sun. The leaves are serrated and fan-shaped, typical of cannabis. The sky transitions from a deep orange near the horizon to a darker blue at the top.

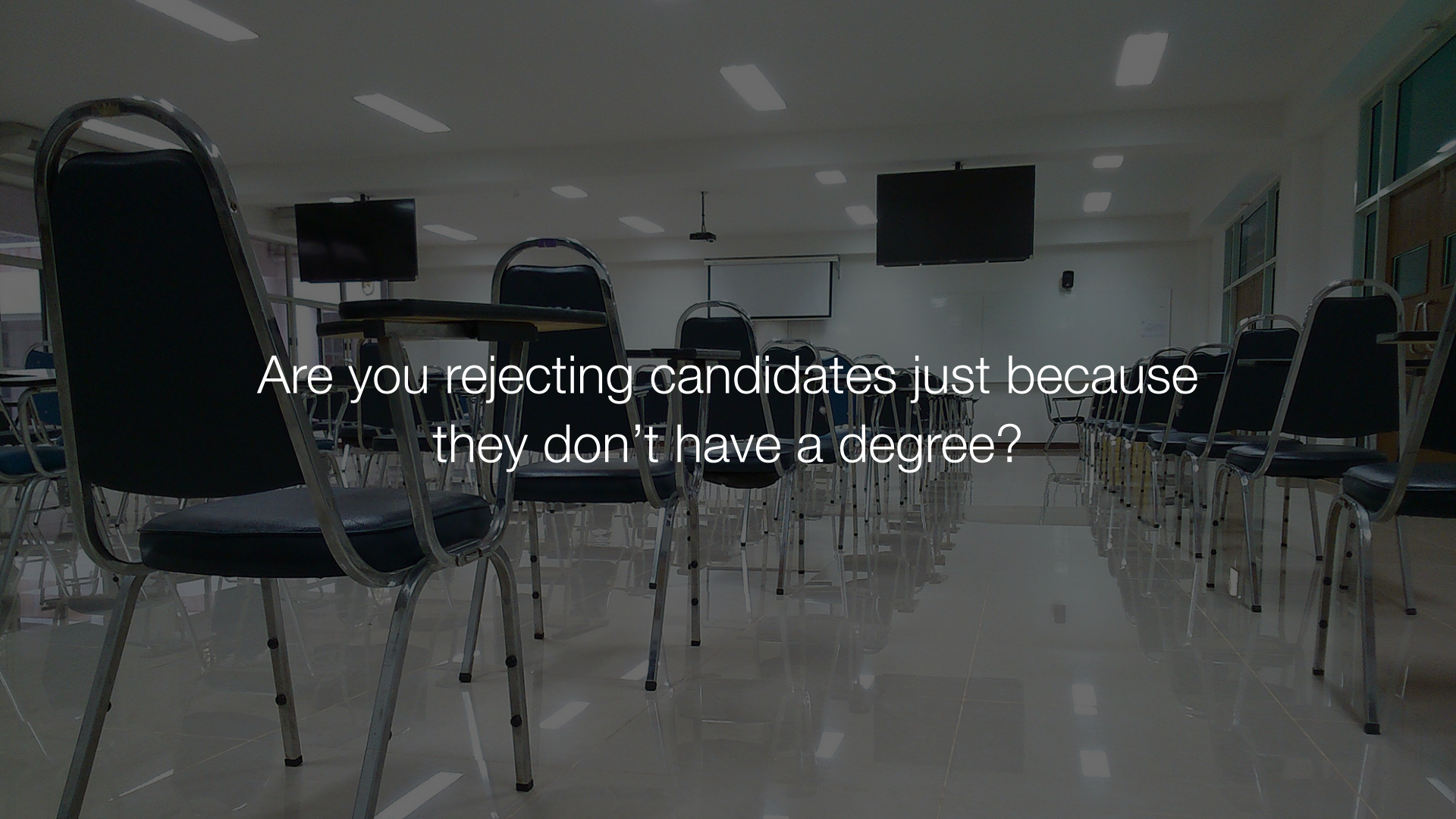
“There are many transferable skills from mill work to
cannabis and other skills can be learned”

Jeff Hancock

Executive vice-president of Emerald

03

Drop degree requirements



Are you rejecting candidates just because
they don't have a degree?

52%

of employers in Canada strongly disagreed that a candidate's work experience is more important than the level of education earned

54%

of Canadians aged 25 to 64 have either college or
university qualifications



Ernst & Young no longer requires degrees, but instead evaluates applicants' personality, reasoning and critical thinking skills through online testing



“Academic qualifications will still be taken into account and indeed remain an important consideration when assessing candidates as a whole, but will no longer act as a barrier to getting a foot in the door.”

Maggie Stilwell

Managing Partner for Talent, Ernst & Young

**We help
people
get
jobs.**



Indeed has removed bachelor degree requirements from sales jobs within the organization

Since lifting the degree requirement, we were able to drive 18% more hires in the Americas region alone

A group of five people (three women and two men) are seated around a wooden conference table in a modern office. They are engaged in a discussion, with one man gesturing while speaking. The office has large windows in the background showing a city street with buildings. To the left, there is a whiteboard on a stand with some papers pinned to it. The overall atmosphere is professional and collaborative.

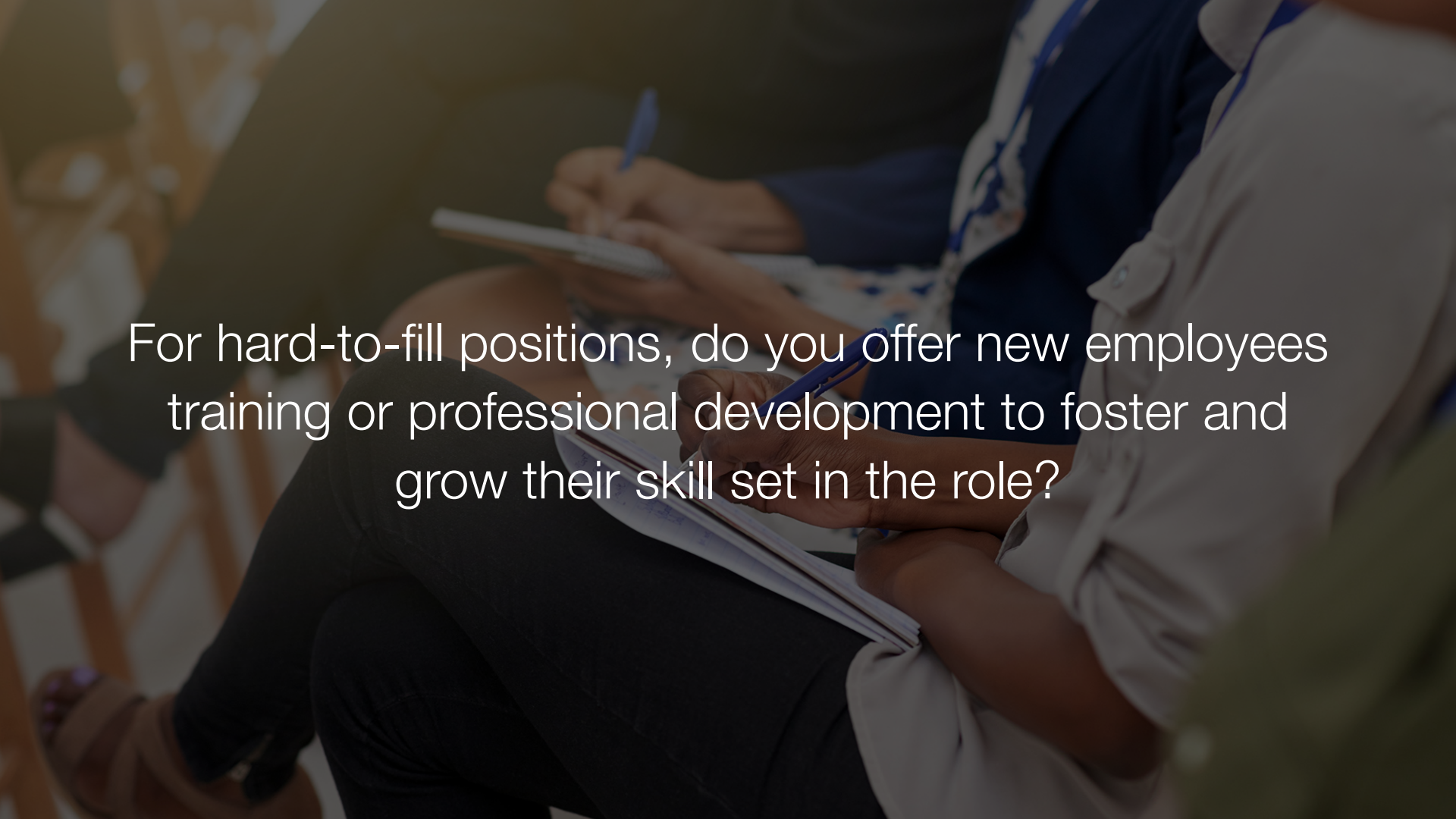
“Every time someone new joins
Indeed with a different background,
they bring a new perspective, ask
new questions, bring new ideas
and we get better.”

Chris Hyams
President, Indeed



04

Develop employees' skills



For hard-to-fill positions, do you offer new employees training or professional development to foster and grow their skill set in the role?

50%

of the Canadian organizations agreed or strongly agreed that learning is a top organizational priority for them



Employers investing more in their talent

\$889

Canadian Employers spent an average of \$889 per employee on learning and development in 2016-17, up \$89 since 2014-15.

32 hrs

The average number of hours of learning per employee per year is also on the rise, up from 25 hours in 2010.

"I am convinced that nothing we do is more important than hiring and developing people. At the end of the day you bet on people, not on strategies."

Lawrence Bossidy

Former chairman and CEO, AlliedSignal
(later Honeywell)



90%

of CEOs believe their company is facing disruptive
change driven by digital technologies

70%

of CEOs say their organization does not have the skills to adapt

42%

of millennials say that they are likely to leave their company because they are not learning fast enough

69%

of millennials planning to stay with their employer for
more than five years have a mentor

As vehicles become more computerized, the role of an auto mechanic is demanding a new set of skills



BMW of North America began its own program where about 400 students complete the program each year and 94% are placed in dealership jobs

The shortage of regional pilots have airlines
thinking about hiring differently, too

Canadian airlines have dropped their experience requirements for new pilots and instead spend more money on training pilots themselves

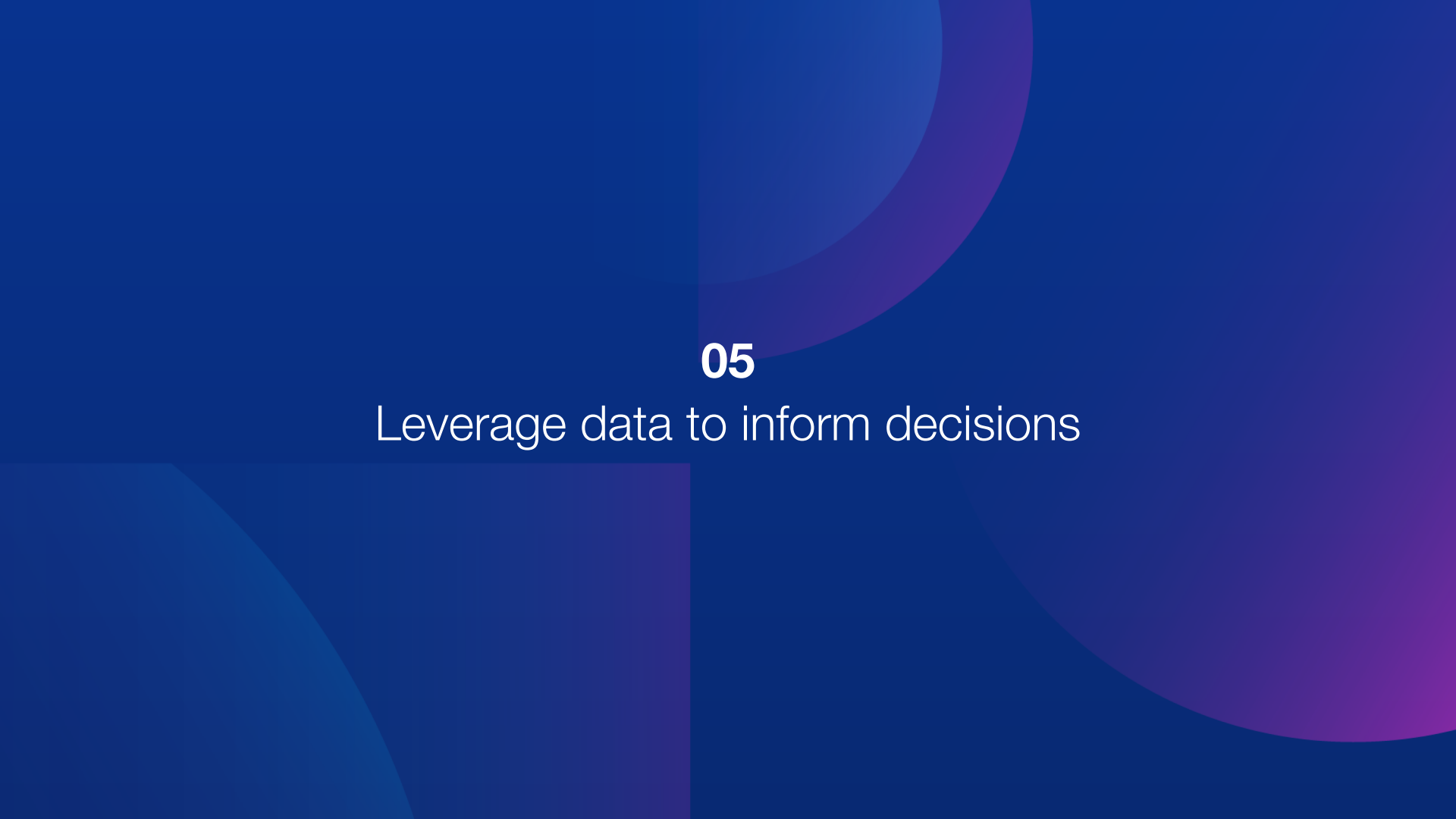


Recent job postings from WestJet Encore asked for 1,000 flying hours, down substantially from the typical prerequisite of upwards of 5,000 hours

Internships have become a reliable pipeline into
full-time employment



General Electric offers internships across 57 countries. The company has several leadership training programs, and 70% of employees in these programs are former interns.



05

Leverage data to inform decisions

A hand holding a pen is pointing at a table of data. The table has four columns: a label column, a column with green bars, a column with numbers, and a column with larger numbers. The data is as follows:

Label	Green Bar	Number	Value
5,045	1,717	69	5,028
5,045	1,846	64	5,174
5,045	1,935	67	5,272
5,045	2,126	75	5,558
5,045	2,158	77	5,647
5,045	2,307	82	5,998
5,045	2,374	90	6,121

In today's data-driven world, recruiters need to rely on data insights to inform their hiring decisions

But with so many open roles to fill, it's difficult
to identify what data is most important

Assessments, role play activities, presentations
and other similar evaluations help to assess
candidate job fit and future potential

Over

71%

of organizations are using pre-employment assessment and
selection tests in their talent acquisition efforts



Red Bull developed its own gamified assessment called “Wingfinder,” which is available to the public and used to attract talent. It provides candidates with a report outlining their strengths, providing feedback and coaching plans to help maximize these strengths.

< Module Library

[New Custom Module](#)Showing results for "mechanical". [Reset Search](#).MY MODULES | [BUILD A MODULE](#)

PUBLIC LIBRARY



10 MIN

Problem Solving Skills

Measures a candidate's ability to analyze relevant information when solving problems.

[Details](#)

10 MIN

Critical Thinking

Measures a candidate's ability to use logical approaches when solving problems.

[Details](#)

10 MIN

English: Written Communication

Crafts clear and concise writing that follows American grammar and spelling conventions.

[Details](#)

10 MIN

Business Math Skills

Measures a candidate's ability to use basic math to solve problems in a business context.

[Details](#)

10 MIN

Safety Orientation

Demonstrates awareness of common job site hazards, proper tool/equipment selection, and...

[Details](#)

10 MIN

Project Management: Budgeting

Demonstrates proper allocation and determination of funding required to complete projec...

[Details](#)

10 MIN

Project Management: Time Management

Demonstrates the ability to prioritize tasks, manage schedules, and complete

[Details](#)

10 MIN

Mechanical Skills: Aptitude

Shows ability to troubleshoot common mechanical errors by applying knowledge of mechani...

[Details](#)

Candidates on Indeed Prime are vetted based on their experience, education and our clients' hiring needs

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approved job seekers

2,000+
leading companies

85,000+
job offers extended

 **We put you first**
We vet companies and their hiring needs so that you're only served with the best opportunities out there. And we protect your privacy by giving you the ability to hide your profile from any company.

 **Only jobs you'll love**
We connect you with opportunities that meet (and often exceed) your salary, role and location preferences. On Indeed Prime, you won't get bombarded with irrelevant job opportunities.

 **White glove service**
Indeed Prime job seekers get jobs. We help our job seekers get a leg up on other applicants, with free 1:1 mentoring with professional career coaches.

Meet leading companies and new ventures

And thousands more

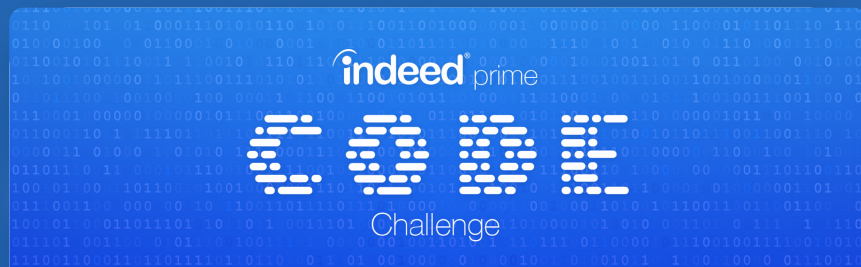
Congrats to our recent Indeed Prime hires

**Shivam**
Web Developer
Brandboom, Los Angeles

**Fiona**
Sr. Application Developer
Medidata Solutions, New York

**Antony**
Dr. Software Development
Web.com, New York

Coding challenges provide an additional path to Indeed Prime for non-traditional candidates



Enter Contest

Starts: Friday, June 12th, 2015, 5:00 PM CST

Ends: Saturday, June 13th, 2015, 5:00 PM CST

Prizes



Grand Prize

Reimbursement of the winner's
last year tuition



3 Second Place Prizes

DJI Phantom 3 Professional Edition
or \$1,000 Amazon gift card



100 3rd Place Prizes

\$100 AWS credit or
\$100 Amazon gift card

Each of the top 100 contestants will receive an Indeed Prime t-shirt

About the Indeed Prime Code Challenge

Indeed Prime is a new program from Indeed.com – the #1 job site worldwide – that presents tech talent like you to top employers ranging from early stage startups to large, publicly traded companies.

Open the door to new career opportunities by creating a profile and taking the Indeed Prime Code Challenge. You must have an Indeed Prime profile to be eligible to win prizes.

[Create your Indeed Prime profile](#)

There are also data tools to optimize your
recruiting performance

Indeed Hiring Insights – Market Insights

[Find Jobs](#) [Find Resumes](#) [Employers](#) [Analytics](#)



[Dashboard](#)
[Performance Report](#)
[Job Performance](#)
[Campaign Performance](#)
[Targeted Ads - Apply](#)
[Resume Performance](#)
[Hiring Insights](#)
 [Market Insights](#)
 [Candidate Insights](#)
[Privileged Only Report](#)
 [Source Performance](#)

February 2019

Market Insights

Job Title

Software development

Job Location

British Columbia

Generate report

Software Development Jobs in British Columbia

[Download PDF](#)

Jobs ⓘ
7,266
Number of jobs posted in British Columbia that received clicks

Candidate Devices ⓘ

25%
of clicks came from mobile devices

Top search terms by clicks ⓘ

1 software developer	6.47%
2 web developer	4.9%
3 developer	3.23%

Job Seekers ⓘ
60,115
Number of job seekers to have clicked on jobs posted in British Columbia

Average Salary ⓘ
No salary information to report

Top employers by clicks ⓘ

1 Amazon.com	2.1%
2 Fortinet	1.83%
3 AMZN CAN Fulfillment Svcs, ULC	1.48%

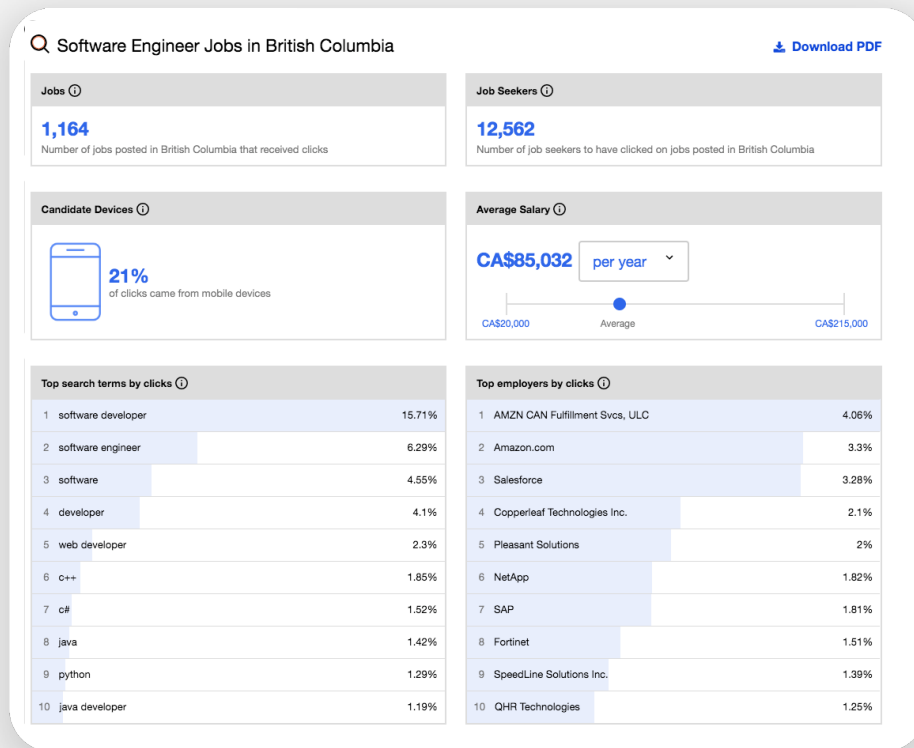
Market Insights results

Assess job competitiveness

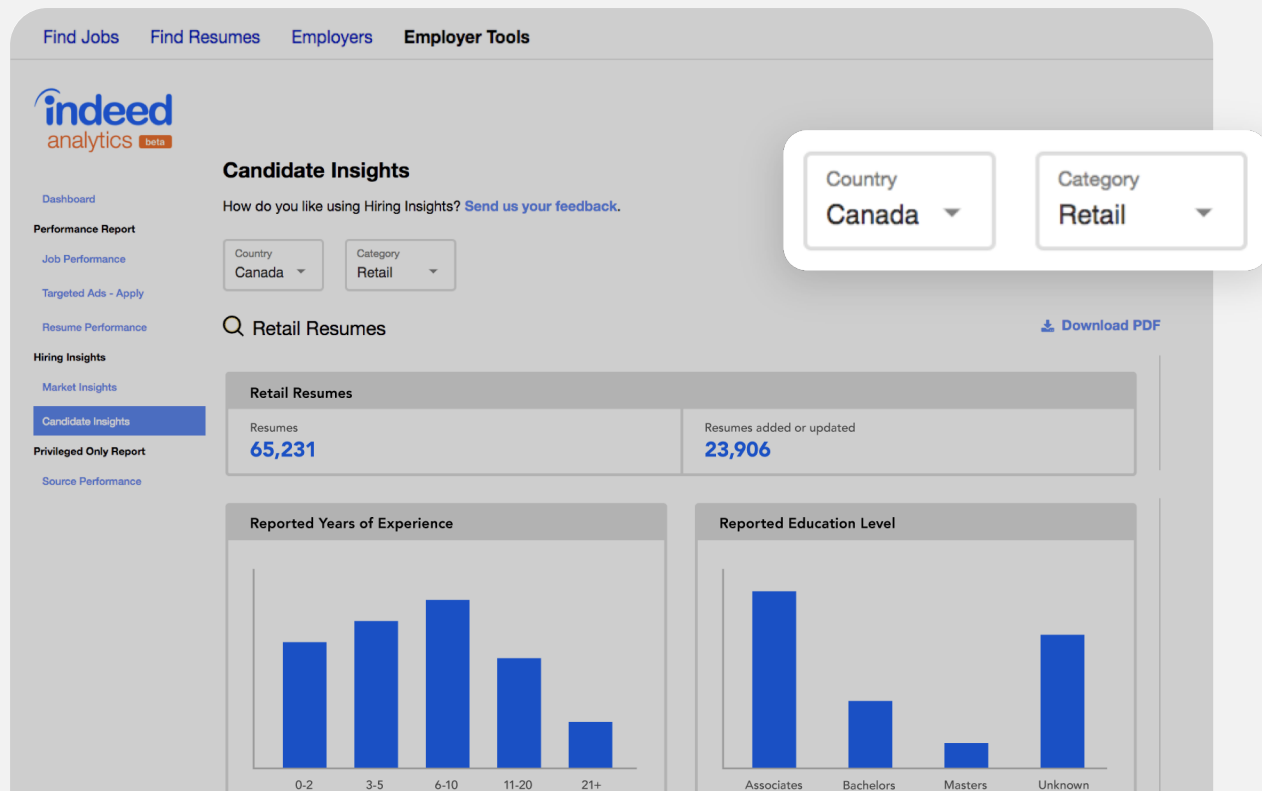
Determine the need for mobile campaigns

Benchmark your salary

Optimize your job descriptions with top keywords



Candidate Insights



Candidate Insights results

See the number of potential candidates on Indeed

Identify popular employers

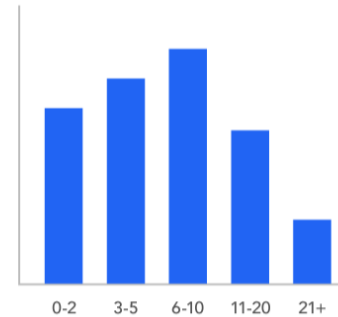
Understand candidate education background and years of experience

Retail Resumes

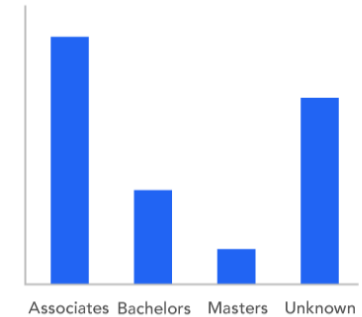
Resumes
65,231

Resumes added or updated
23,906

Reported Years of Experience



Reported Education Level



Most Common Employers

1	Shoppers Drug Mart	1,272
2	Hudson's Bay	1,217
3	LDS	597

Most Common Locations

1	Toronto, ON	4,171
2	Vancouver, BC	2,521
3	Calgary, AB	1,777

By implementing these five strategies

01

Refine job content

02

Target candidates with transferable skills

03

Drop degree requirements

04

Develop employees' skills

05

Leverage data to inform decisions

And by targeting candidates who don't fit your
usual recruitment profile

You have the potential to change your
organization for the better

“A lot of people in our industry haven’t had very diverse experiences. So they don’t have enough dots to connect, and they end up with very linear solutions without a broad prospective on the problem. The broader one’s understanding of the human experience, the better design we will have.”

Steve Jobs



How to Download the Conference App:

- 1) Download the "Eventmobi" app from your app store
- 2) Open the "Eventmobi" app
- 3) Enter: hr2019

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**HR Conference +
Tradeshow 2019**
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Access the survey in
the conference app

