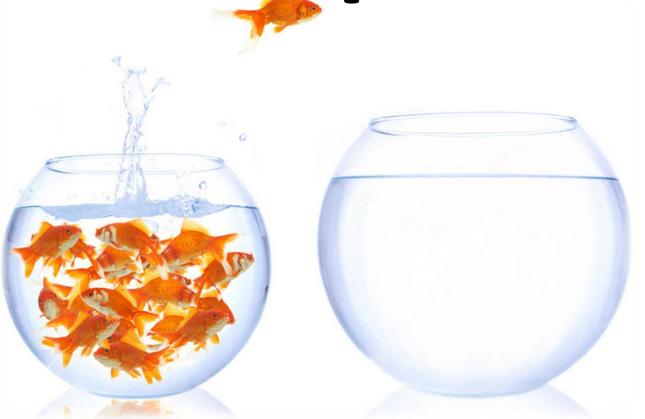
take the plunge

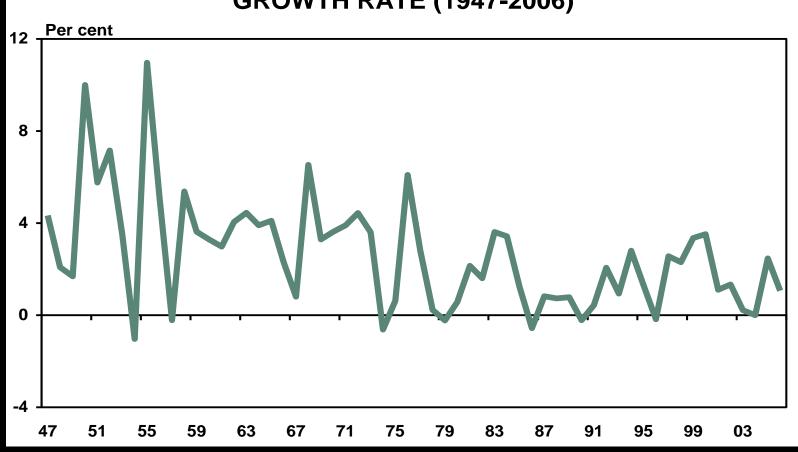


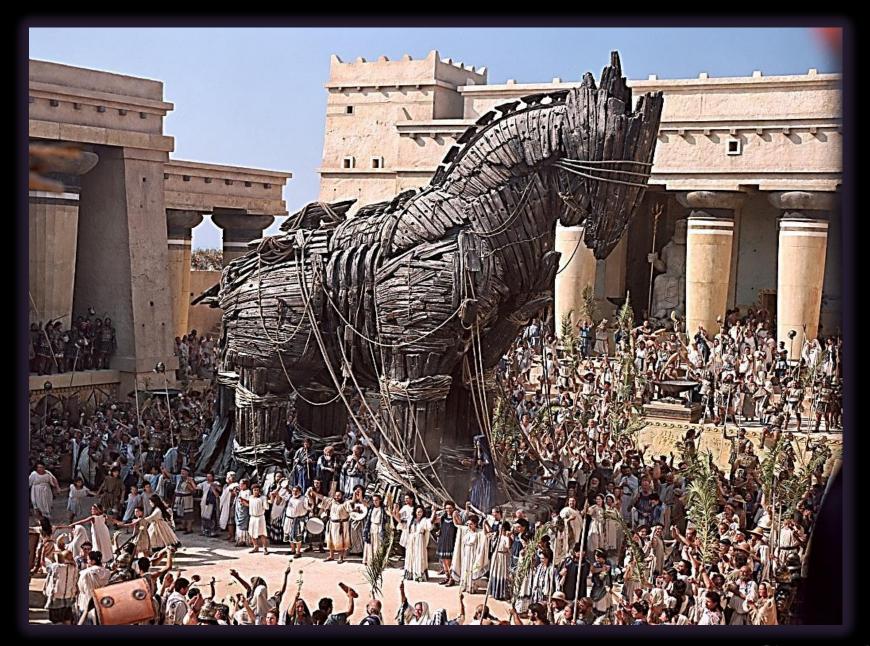
Hire Immigrants Ottawa • Sector Working Group Session • May 14, 2014

Office of Literacy and Essential Skills • Employment and Social Development Canada

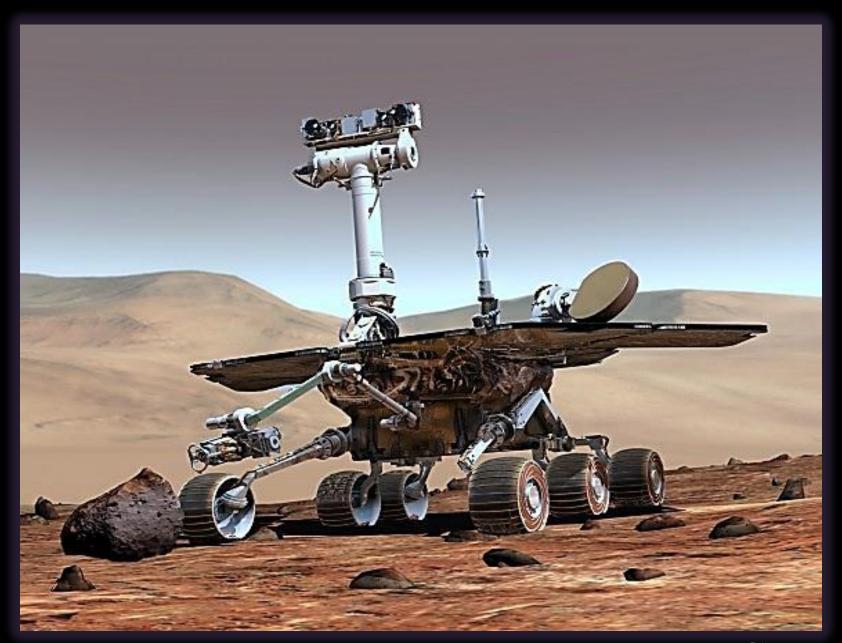
Canada's #1 economic challenge is weak productivity

BUSINESS SECTOR PRODUCTIVITY GROWTH RATE (1947-2006)





Canada



Canada



Working with Others



Numeracy



Document Use



Continuous Learning



Thinking



Writing



Digital Technology



Reading



Oral Communication

The essential skills are

the skills you

every day keeping up on current business issues/trends

analyzing/using inventory tracking systems

managing your finances

developing and executing marketing plans

communicating with suppliers and customers

applying new technologies

supervising, training and motivating employees

building strong business plans/financing proposals

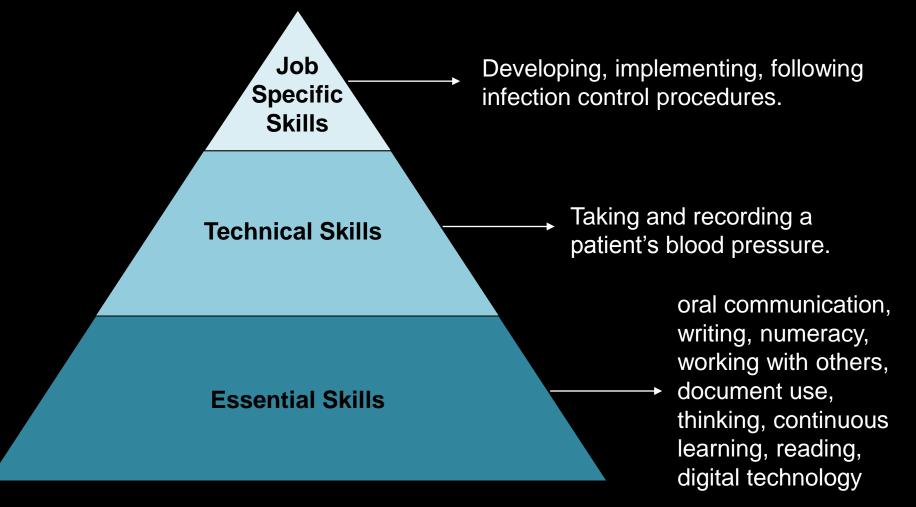
adapting to change

let's talk a little bit more about essential skills



the foundational skills needed to learn

higher order skills





essential skills are used in every job...

Banking Clerks (1434)

Writing - Level 3

Write detailed letters to customers to provide quotations and explain the terms of insurance coverage.



Info Systems Analyst (2171)

Writing - Level 4

May write lengthy proposals that include technical specifications, benefits, methodologies and costing.

Digital Technology - Level 2

Use bookkeeping, billing and accounting software to generate financial statements; use databases to enter and retrieve customer information.



Digital Technology – Level 5

Conceptualize, design and create data management systems (e.g. databasecentric Internet applications, enterprise reporting tools, ad-hoc query tools).



Speak with difficult and demanding customers (e.g. be polite, tactful, firm when dealing with angry customers.



Oral Communication - Level 4

May present results of data security audits, provide background information, research findings and resulting recommendations.

and at different levels of complexity

What essential skills do you use in your job – and how?



















What essential skills do your employees use - and how?



Essential Skills Profile: Human Resource Professionals

Reading - Level 4/5

Read legislation, arbitration decisions, labour board reports, etc. to develop strategies for labour-management co-operation.

Document Use - Level 3

Interpret organization charts, flowcharts of staffing processes and employment contracts.

Writing – Level 4

Write/evaluate training assessments; recommend the most appropriate ways to meet identified needs.

Numeracy - Level 4

Calculate ROI for a range of programs and present the organization with input to long range human resource planning.

Oral Comm. - Level 4

Mediate disputes, build consensus and negotiate solutions to problems (e.g. staffing, compensation, employment equity.

Thinking Skills – Level 4

Review a variety of sources (e.g. health and safety standards) to become informed of the scope of labour relations cases.

Working w/Others – Level 4

Work with industry wide professional organizations, boards and with colleagues both inside and outside of their organization.

Digital Technology

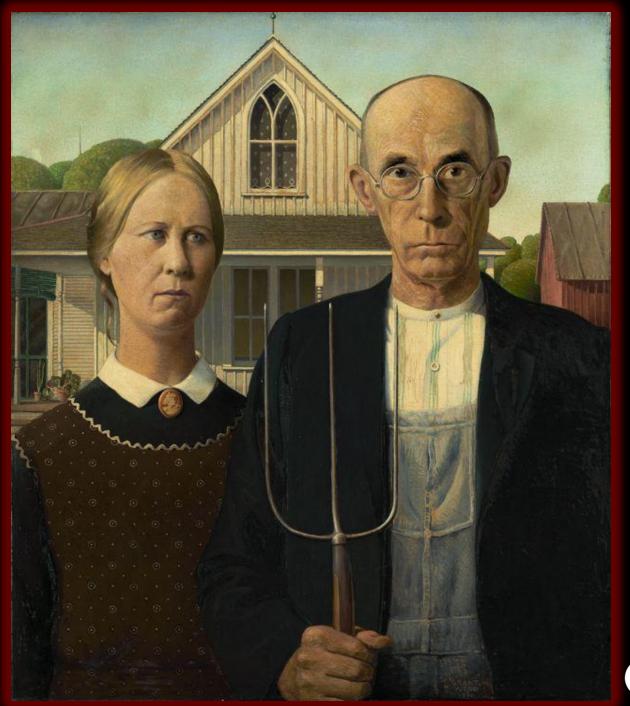
Under review.

Continuous Learning – Level 4

Attend conferences/seminars and read professional journals to learn about best practices and emerging trends in the HR field.

why should i Care?





Canada



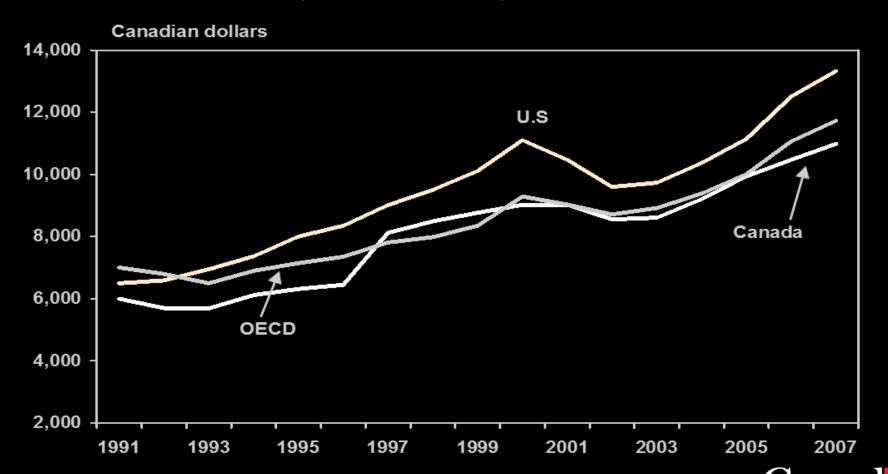
Canada





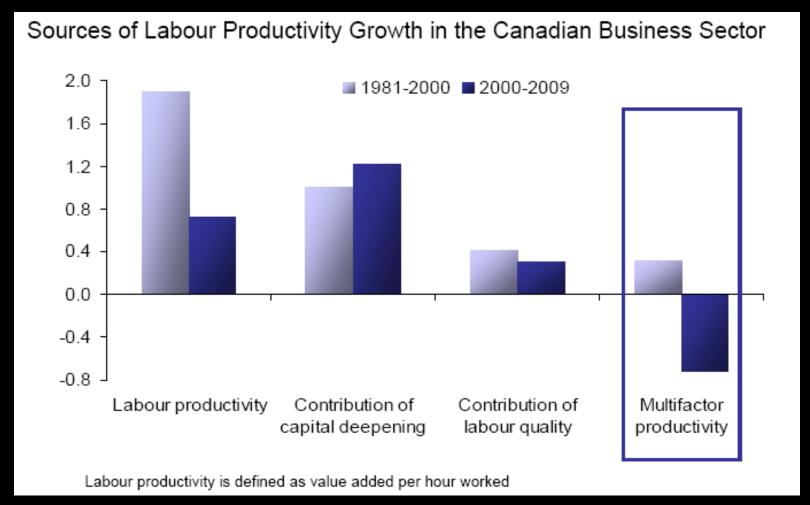
Limited business investment has raised the need for higher labour productivity.

Capital Investment per Worker



Source: C.D. Howe Institute

Multifactor Productivity: driving Canada's economic growth





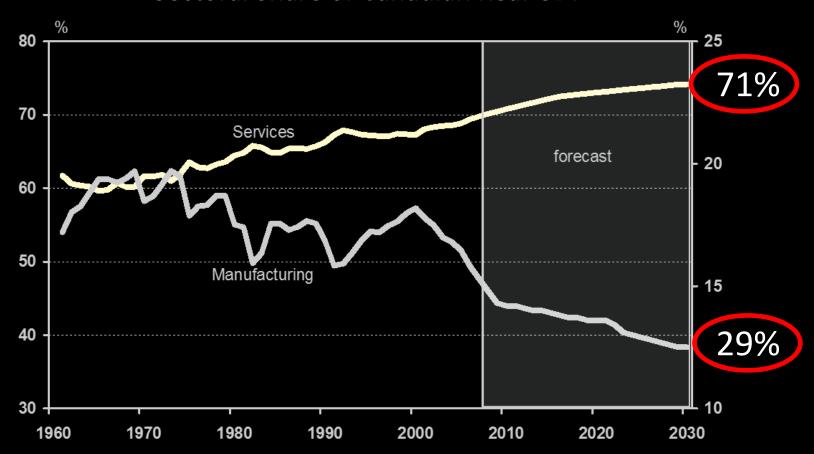
Canada



Canada

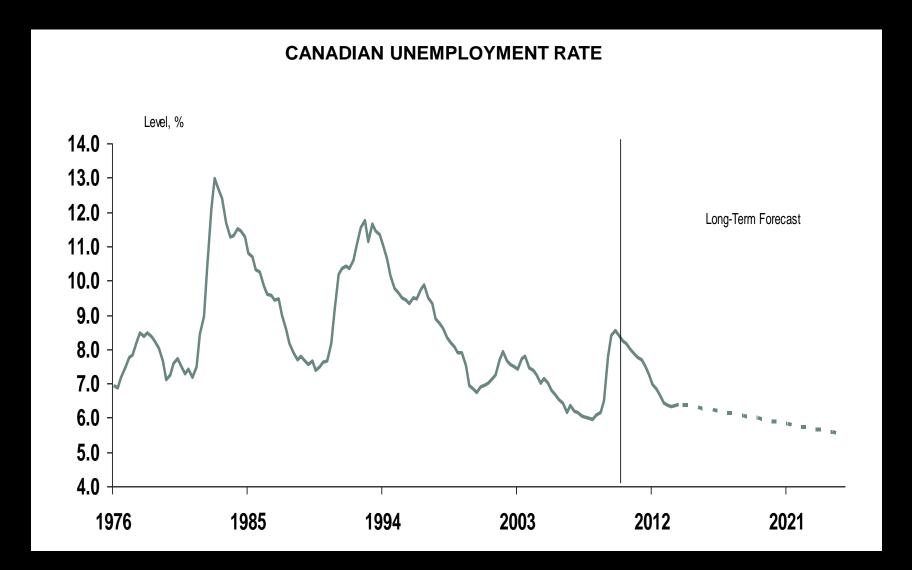
Economic changes require a more skilled workforce.

Sectoral Share of Canadian Real GDP





Demographics point to future skill shortages





SIGNIFICANTLY

to the Canadian (and Ottawa's) economy...

In 2014, Canada will welcome between 240,000 and 265,000 new PRs who will contribute to the Canadian economy.





SIGNIFICANTLY

to the Canadian (and Ottawa's) economy...

63% of PRs welcomed into Canada are from the Economic Class.



SIGNIFICANTLY

to the Canadian (and Ottawa's) economy...

Immigrants make up nearly ¼ of Ottawa's labour force.



SIGNIFICANTLY

to the Canadian (and Ottawa's) economy...

Immigrants represent 27% of Ottawa's labour force with PSE = 97,000.





the **link** with essential skills

106 in average literacy score

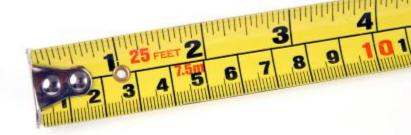
2.5%

in labour productivity

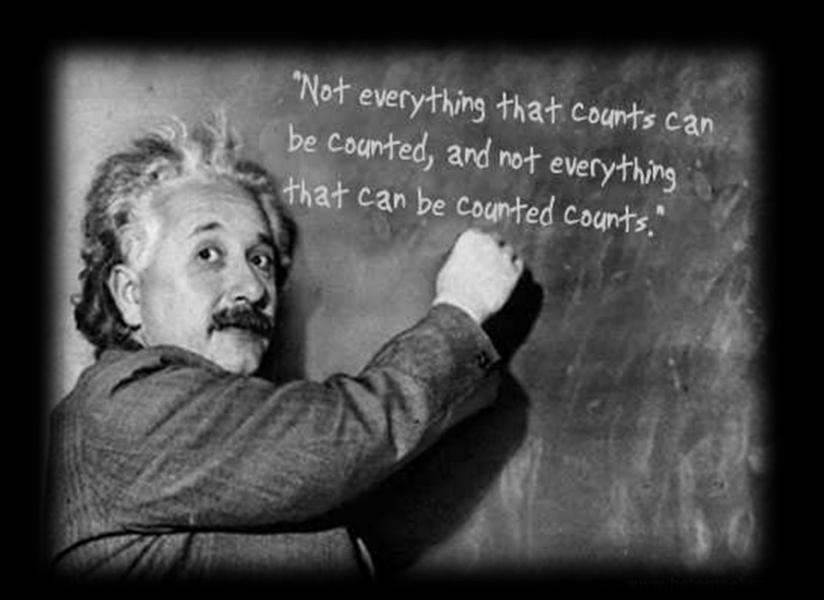


the business benefits of essential skills

- Increase output and profitability
- Lower error rates
- Increase ability to do on-the-job training
- Result in better team performance
- Improve labour relations
- Increase quality of work
- Reduce time per task
- Improve health and safety records
- Help retain employees and customers







don't take it from us... this is what

employers say

about essential skills



let's get real

"90% of small and medium sized businesses recognize the need to invest in continuous learning and skills upgrading in order to remain competitive." (The Strategic Counsel, 2011)

YET...

- Canadian firms invest less in training than other G8 countries (CCL, 2006)
- Only 2% 4% of training dollars is spent on essential skills upgrading (EKOS, 2005)



what **challenges** do you face in recruiting, hiring, on-boarding and retaining **immigrants?**



Barrier #1

Don't understand how important essential skills are to business success

Barrier #2

Don't know how to identify if there is an underlying ES issue

Barrier #3

Don't know what to do about it and/or who can help





How OLES can help

SUPPORTING NETWORKS

Effectively sharing expertise in literacy and essential skills

PROJECTS

Grants and Contributions

UpSkill: Social Research and Demonstration Corporation

What?

An experiment designed to prove the financial returns to workplace essential skills training; both for individuals and for employers.

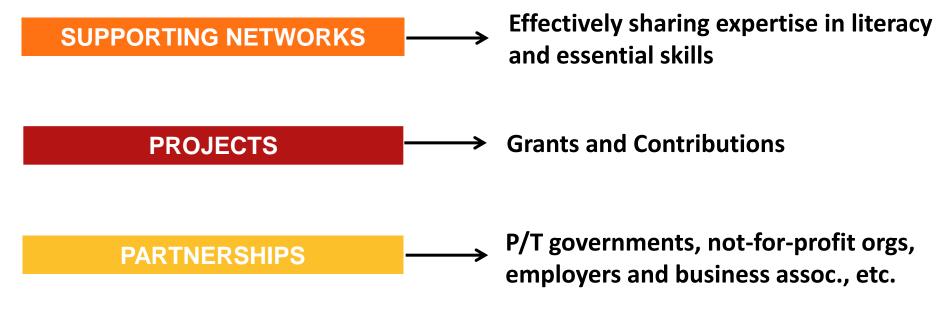
Results:

The project isolated causal impacts of ES training in over 150 firms in the tourism sector, across 8 provinces, reaching almost 1500 workers.

A 34% ROI to employers as a result of reduced absenteeism, reduced errors and increased productivity.

Canadä

How OLES can help



Better Access to Workplace Literacy and Essential Skills Programs

Objective:

To help job-seekers and employers gain better access to resources (i.e. training providers) that will help them take action on ES.



How OLES can help

Effectively sharing expertise in literacy SUPPORTING NETWORKS and essential skills **Grants and Contributions PROJECTS** P/T governments, not-for-profit orgs, **PARTNERSHIPS** employers and business assoc., etc. Research and dissemination of **KNOWLEDGE** information TOOLS AND RESOURCES **Development and dissemination**



what you can to today





integrate ES into your job postings/descriptions



Customer Service Representatives - Financial Services (NOC 1433)

Additional Information

Customer service representatives in this unit group process customers' financial transactions and provide information on related banking products and services. They are employed by banks, trust companies, credit unions and similar financial institutions.

	✓ Expand All	Collapse All
Reading		
Document Use		
Writing		
Numeracy		
Oral Communication		
Thinking		
Digital Technology		
	~	4.

what you can to today





use ES to better understand skills matches



Integrating Essential Skills into your interviewing process is easy with the **Essential Skills Interview Assistant (ESIA) Report Wizard!**

The ESIA is a customizable tool that will help you prepare to conduct **interview sessions** with job candidates by:

- providing Essential Skills-based assessment questions
- identifying possible answers for each question
- providing tips on how to begin, conduct and end the interview session

The ESIA can also guide the development of learning plans with employees by:

- generating Position Reports for over 200 Canadian occupations
- producing Essential Skills Reports that specify the most important Essential Skills for the selected position(s)
- providing tips on how to begin, conduct and end the developmental session



what you can to today



support your employees' skills development



Oral Communication Tip Sheet

This tool provides practical tips to help you improve your Oral Communication skills. Review each of the tips below and practice the ones that are the most relevant to your learning needs.

General Tips

- Slow down your speech and pronounce words clearly and correctly.
- Vary your pitch, tone and volume to emphasize key words or sentences.
- Record yourself speaking and then listen to the recording to analyze your pitch, tone, speed and volume.
- Adjust the volume of your voice to your audience (e.g. speak softly when you are talking one-on-one; speak louder when you are talking to a larger group or across a room).
- Be conscious of your speech to avoid filler words (e.g. um, uh, ah, like, well, etc.).
- Organize your thoughts and ideas before speaking (e.g. write notes on what you want to say).



integrate essential skills into job descriptions to improve skills matching

embed essential skills into your hiring processes by using the ES framework

pool your resources with other businesses to offer essential skills upgrading

use essential skills as a basis for performance management





ease recruitment efforts by using the task-based ES framework

increase hiring
effectiveness by identifying
and acknowledging
transferable skills

reduce turnover by creating a more engaged workforce and improving morale

build intercultural competencies by developing soft 'essential' skills





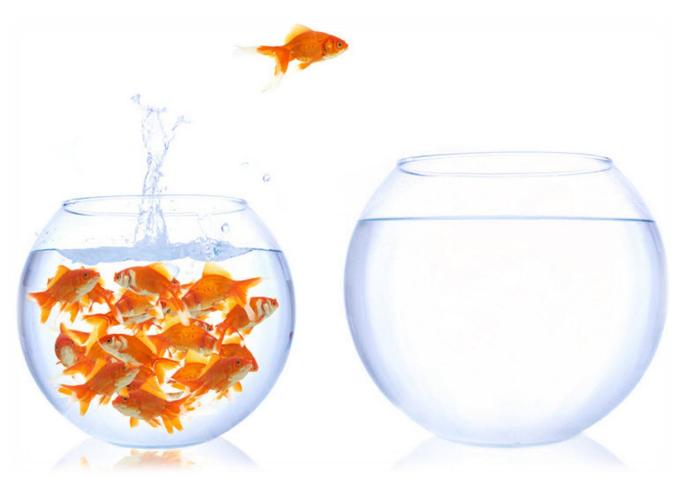
Canada



NOW

is the time to

act



thank you.

Lindsey McIntosh and Shareef Korah
Policy Analysts, Office of Literacy and Essential Skills
Employment and Social Development Canada

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www.esdc.gc.ca/eng/jobs/les

