

A photograph of three construction workers standing in front of a building under construction. On the left is a young man with dark hair, wearing a grey t-shirt and blue jeans, holding a yellow hard hat and a tool belt. In the center is an older man wearing a red hard hat, safety glasses, a yellow safety vest over a striped shirt, and blue jeans. On the right is a woman with short dark hair, wearing a white t-shirt, an orange safety vest, and blue jeans. They are all smiling and looking towards the camera. The background shows a chain-link fence and the skeletal structure of a building.

Finding
and
Retaining
**Qualified
Employees**
Best Practices

the Chamber
woodstock district chamber of commerce

Table of Contents

- 1.** Introduction
- 2.** Attract More Candidates
- 3.** Choosing The Right Candidates
- 4.** Develop Talent and Skills
- 5.** Keep Your People
- 6.** Become A Member of The Woodstock Chamber of Commerce



Introduction

Smart business owners know employees are the greatest asset of their company. This white paper will explain how to attract, choose and keep great employees.

With Canada's shortage of skilled workers, there is a need for employers to be vigilant in their recruiting and retaining of quality employees.

Your employees are essential to operating your business, but you need to make your place of employment inviting and promising. There are best practices for the process of hiring and keeping employees. Attracting more people to apply, choosing the right ones, and then keeping them happy and employed with you.

Offering more than just a job is key. Welcoming an employee as a partner to growing your business, providing benefits and giving positive feedback all play a part in retention of staff.

Turnover has many costs to the employer, so it's important to choose the right candidates in the very beginning. Lost productivity, sales and reputation are all factors that play into the bottom line of losing staff.

Attract More Candidates

In every trade sector there is a need for employees and it's a struggle to find enough qualified people to hire for your company or business. You may be growing fast and need positions filled, or you're just starting a new business and don't know where to start.

Here are some suggestions to put you on the path to finding more talented workers.

Create a targeted recruitment plan: Finding and keeping the right employees will pay off in the end for you and your staff. Create a fair and effective recruitment process that will attract potentials with the right skills, experience, values and ethics for the position.

Apprenticeships: Apprenticeships are a win-win situation. Finding a skilled apprentice who needs experience and guidance is a great solution to your staffing needs. There is an urgent need in Canada for highly skilled tradespeople. On average for every dollar invested in an apprentice, an employer earns back \$1.47 (source: caf-fac.org). There is government incentives for hiring apprentices. See if you qualify.

Target Interns: Finding a recent graduate or second year student at a time in their life when career choice is factored into their thinking is a great opportunity for both the student and you. Again in Ontario there are hiring incentives for this population.

Community Connections: A lot of employee opportunities will come directly from your community. Be sure to connect and network at job fairs, events, and volunteering. You should also post jobs on community work boards. This will give you an opportunity to see what kind of talent pool is available in your own area.

Go Online: Creating an online career section for your website is a great way to attract interested candidates. Give a very detailed job description to increase your chances of attracting the perfect candidate. Use professional images and your company branding. This is a good time to make sure your website is modern and updated.

Stand Out: Be the business that people are excited and proud to work for. Celebrate your successes and accomplishments. Potential employees will want to be a part of your team if you are a great place to work for. Pay a living wage, with benefits.



Choosing The Right Candidates

If you struggle to recruit workers with the right skills, values and talent to work in your sector consider the following tips.

Find people who have realistic expectations about your trade sector

Candidate Visit: Have your potential hire do a “test shift”. This gives you and the candidate a chance to *test the waters* so to speak. Have them come in and see the environment for themselves before applying or accepting the job. Give them the opportunity to ask any questions they may have, meet other employees etc.

Volunteers: Depending on what type of business you operate consider volunteer opportunities for potential employees. This is a powerful recruitment tool and it shows initiative and commitment on the candidates part to earn a paid position with your company.



Develop Talent and Skills

Once you have your staff, or have added newcomers to your existing team you want to encourage the development of their talent and skills.

Review Your Induction Process: Having a detailed process for induction, regular appraisals, and goal planning will engage your employees and define the importance of training and development. Here are 10 great ways to improve your induction process.

Structured Supervision: Having regular sessions with each staff member offers an opportunity for both parties to reflect, plan and develop future goals for success. Clearing up any issues, or problems will also set a path of transparency and clarity for both you the supervisor and the employee.

Reviews: Invest your time in reviews, feedback and appraisals. Staff need to be clear about your expectations and the job duties. Praising your staff for jobs well done is not only morale boosting it's motivational for them to stay at your company. *6 Things Your Employees Want From Performance Reviews.*

Offer Training: Your staff want to learn as much as possible so they can perform to the best of their abilities. Why not offer training for new skills, or to enhance their current skills. There are many ways to offer such opportunities, whether it's team building, workshops, online courses or community college programs. Investing in your employees' further development is a great way to build a skilled labour force.

Provide Career Advancement: If employees know there is room for their own development and growth in the company they will be motivated to reach their goals. Create as many opportunities for them to advance, along with the training to do so.

Supporting Promotions: If you have moved a certain staff member to the role of management, support that person by helping them to understand the scope of their new position. Help them acquire the knowledge they need to be a great leader.



Keep Your People

*You have found, hired, trained and encouraged your workers ;
now how do you keep them from leaving?*

Create a Positive environment: Do you have a productive and pleasant workplace culture? Having a positive culture where staff feel valued and important is the key to retaining employees. The workplace values set in place should act as a guiding principle that keeps everyone in check and ensures the building of good relationships and a welcoming environment.

Involve All Staff in Decision Making: Employees risk feeling disengaged if they aren't a part of the decision making aspects. Staff absence and turnover can happen if employees don't feel valued. Asking for input, viewpoints and advice can make employees feel a part of your process.

Feedback: If you have lost an employee for whatever reason, be proactive and ask them for honest feedback. This can be a preventative measure for further employee turnover. Have an open mind.

Flexible Works Schedule: Depending on your industry, is it possible to offer flexible work shifts? By offering your employees a balance between their work and personal life you give them the freedom to have a happier life. They will truly value this.

Offering A Fair Wage & Benefits: You must offer the minimum legal wage to your employees. Be aware of the rules and regulations around this. As well, offer benefits in addition to salary. Consider all your options in offering employees the best environment possible.

Take A Proactive Approach to The Well Being of Your Staff: Have you considered developing programs or projects that encourage or invite your staff to be healthier or happier. Team events, social gatherings or incentives for good work all create a positive environment.

Engage: Find out what your employees need and want on a regular basis by asking them directly. This can be done anonymously through surveys or in performance reviews. Be open to what they have to say.



the Chamber

woodstock district chamber of commerce

Become a member of the
**Woodstock Chamber of
Commerce**



There are so many benefits to joining us!

[FIND OUT MORE](#)