



CERIC

Advancing
Career
Development
in Canada

Promouvoir
le développement
de carrière
au Canada

National Business Survey: Career Development in the Canadian Workplace

Regional Comparison: ATLANTIC

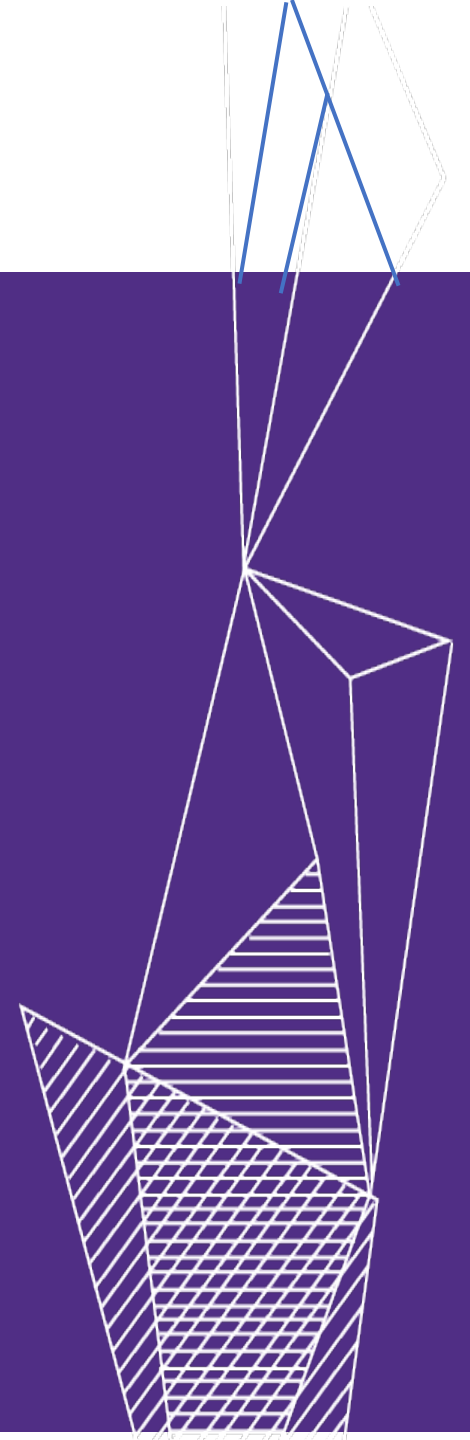




IMAGE CREDIT: UNSPLASH

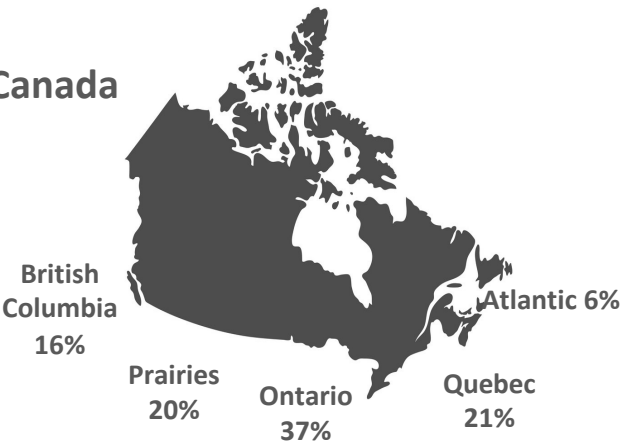
OBJECTIVES

National Business Survey: Career Development in the Canadian Workplace taps into employers' current views on:

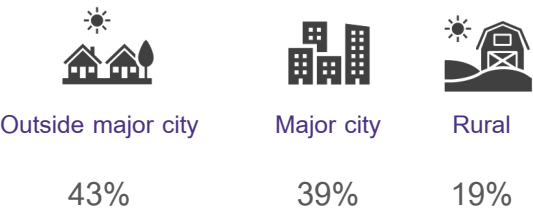
- Recruitment and retention in wake of “The Great Reshuffle”
- Current skills and talent gaps in the labour market
- Hiring underrepresented groups as part of DEI strategies
- Career management in the context of remote and hybrid work, and
- How employers perceive the services of career development professionals.

DEMOGRAPHICS | RESPONDENT PROFILE

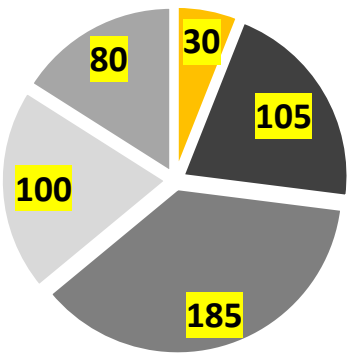
Region of Canada
(weighted)



Location

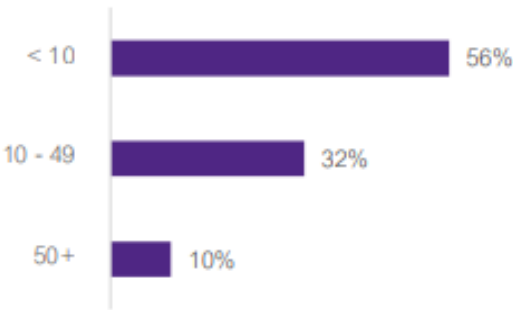


Number of respondents



- Atlantic Canada
- Quebec
- Ontario
- Prairies
- British Columbia

Number of employees



Survey conducted between November 18 and December 17, 2021

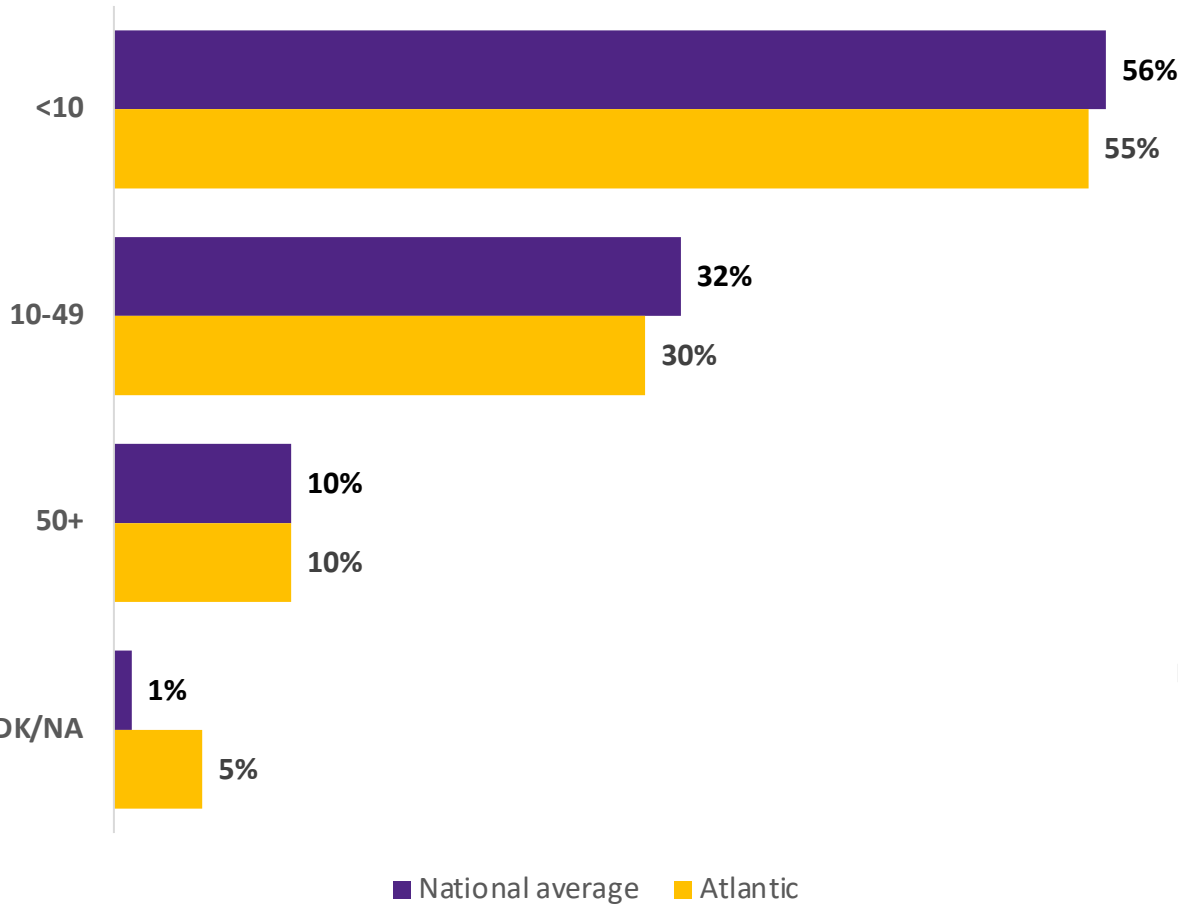
DEMOGRAPHICS | RESPONDENT PROFILE

Industry	National average	Atlantic
Service	24%	23%
Retail	13%	17%
Hospitality	9%	15%
Construction	9%	6%
Manufacturing	8%	5%
Non-profit	6%	9%
Health care	5%	2%
Education	4%	6%
Professional services	3%	3%
Transportation/Warehousing	3%	1%
Distribution	3%	-
Agriculture	2%	2%
Automotive (including repair)	2%	1%
Finance	2%	1%
Technology	2%	3%
Entertainment/Recreation	2%	2%
Natural resources	1%	-

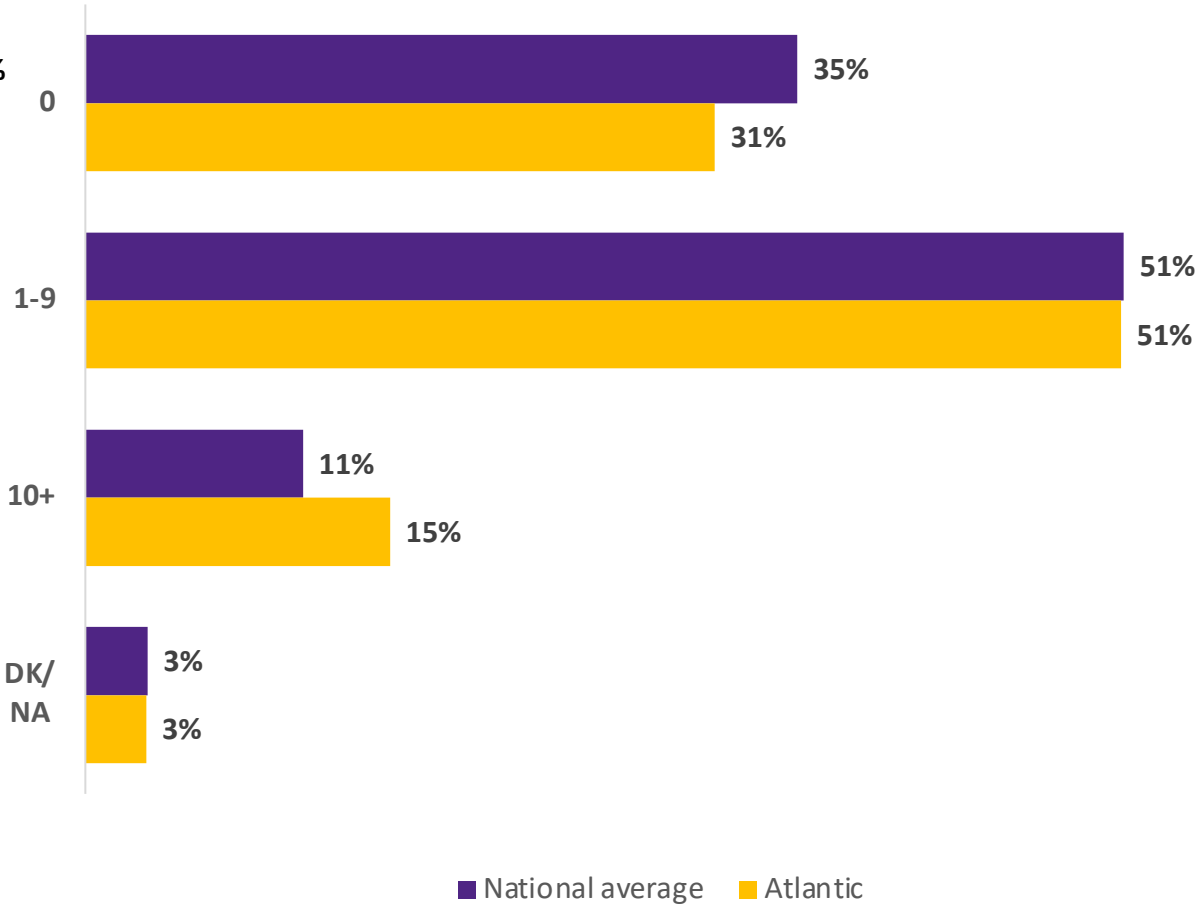
Title	% of sample
Chief Executive Officer (CEO) / President	25%
Owner	21%
General Manager	16%
Manager/administrator	11%
Plant/office/operations manager	7%
Director	8%
Chief Operating Officer (COO)	3%
Human resources	3%
Accounting/bookkeeping	1%
Executive Vice President	1%
Vice President	1%
Controller	1%
Senior Vice President	<1%
Other	2%

DEMOGRAPHICS | RESPONDENT PROFILE

Total number of employees



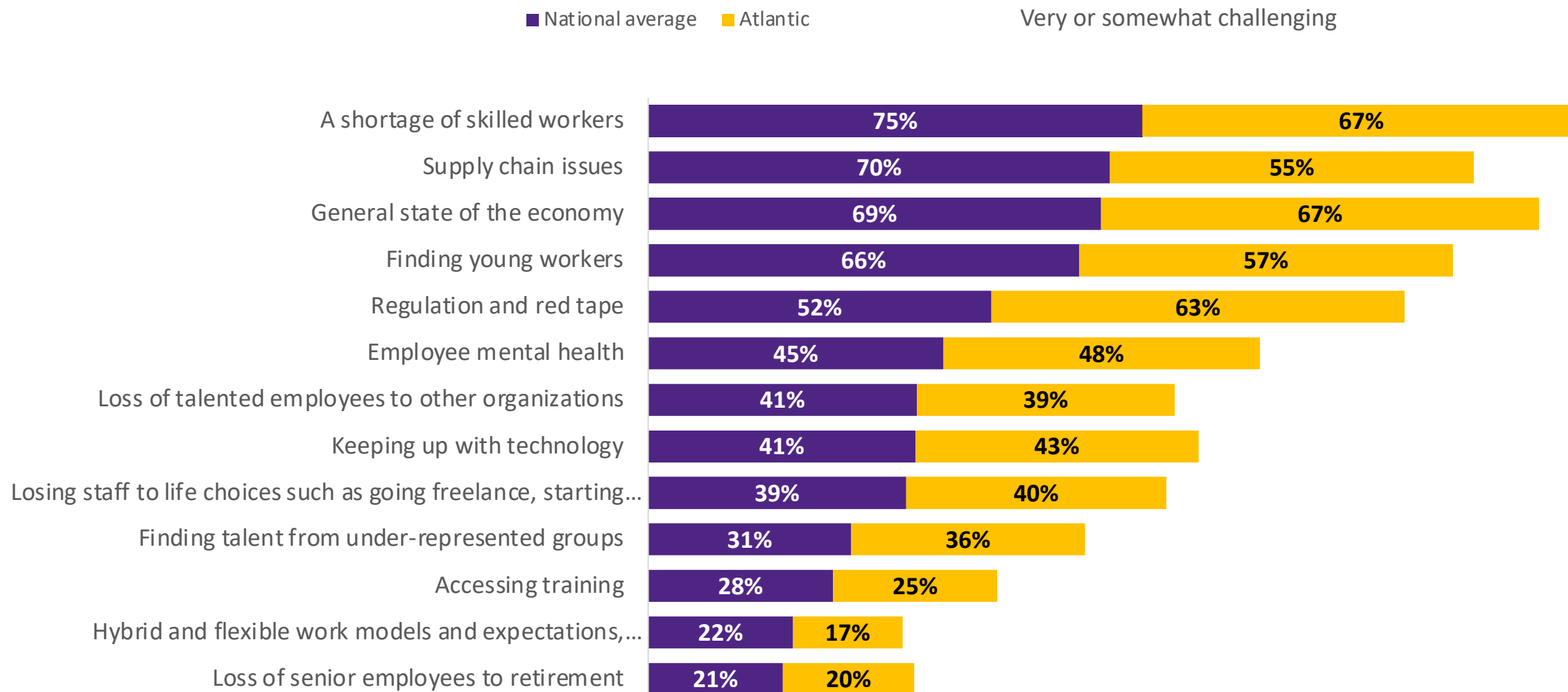
Number of new employees



CHALLENGES FOR CANADIAN BUSINESSES

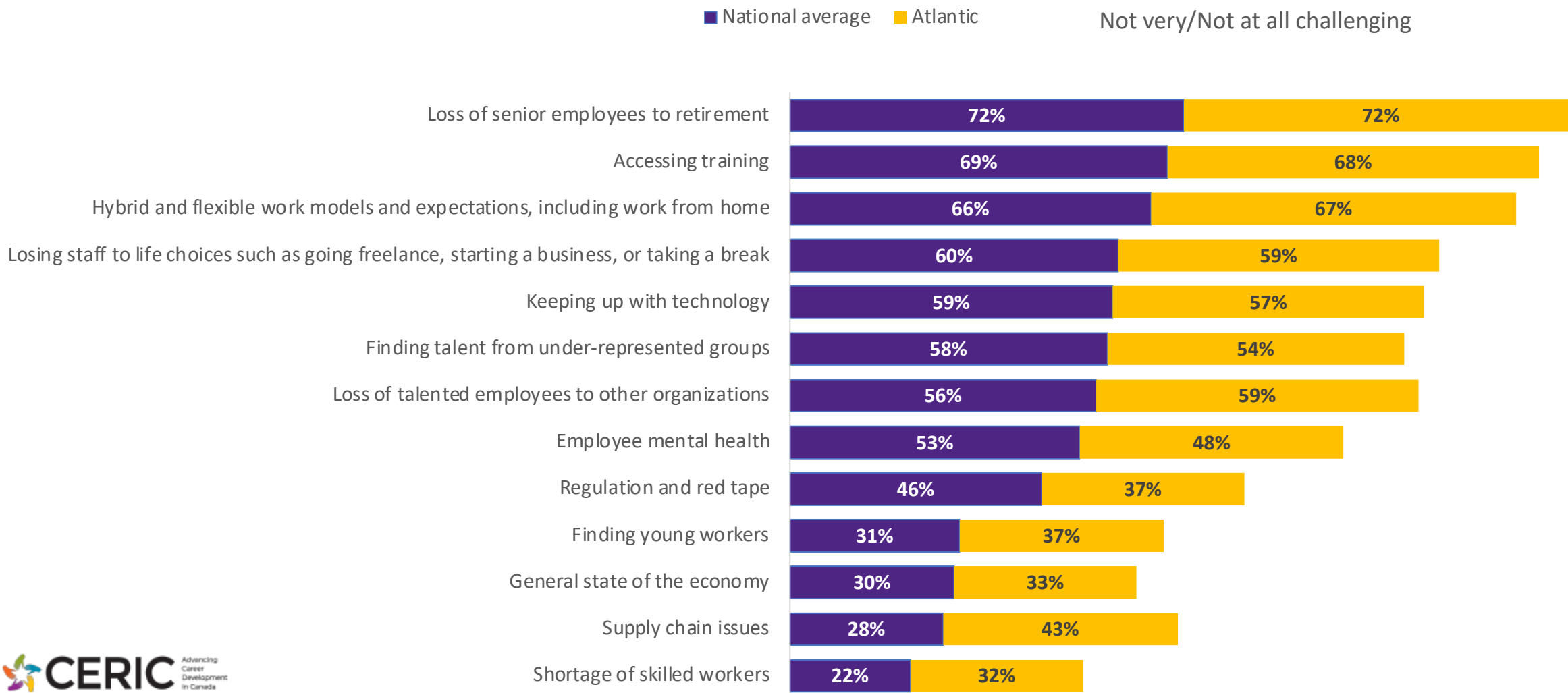
CHALLENGING | OVERALL

To what extent would you say that each of the following presents a challenge to your business right now? Starting with...(BASE: n=501)



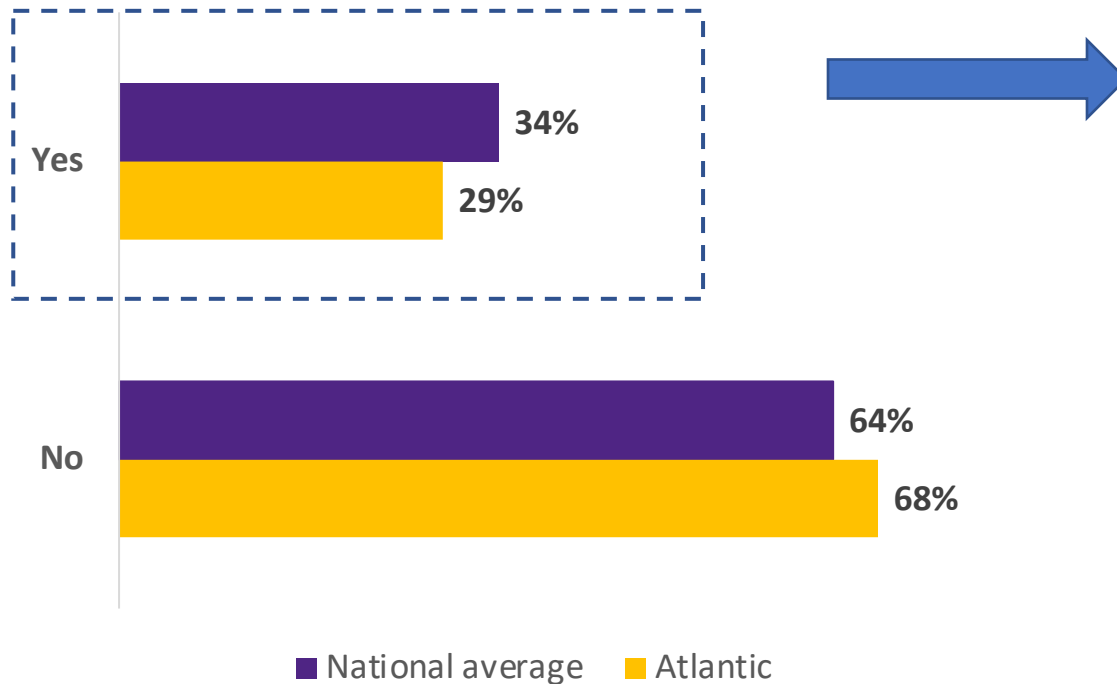
NOT CHALLENGING | OVERALL

To what extent would you say that each of the following presents a challenge to your business right now? Starting with...(BASE: n=501)

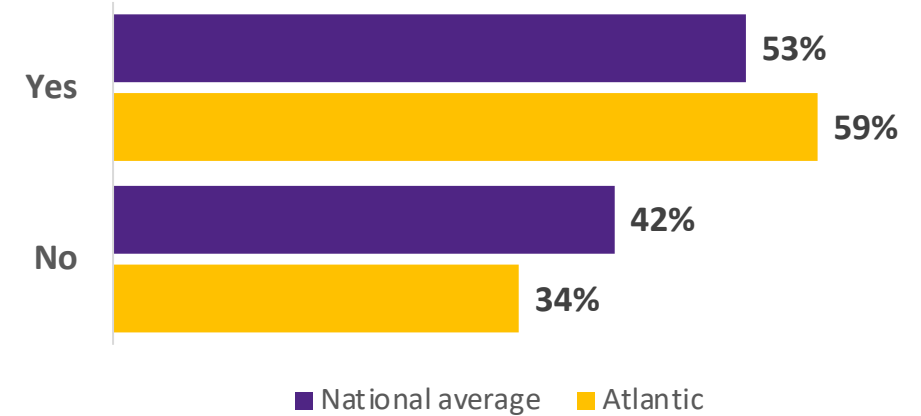


WORK FROM HOME | SUPPORT TO EMPLOYEES

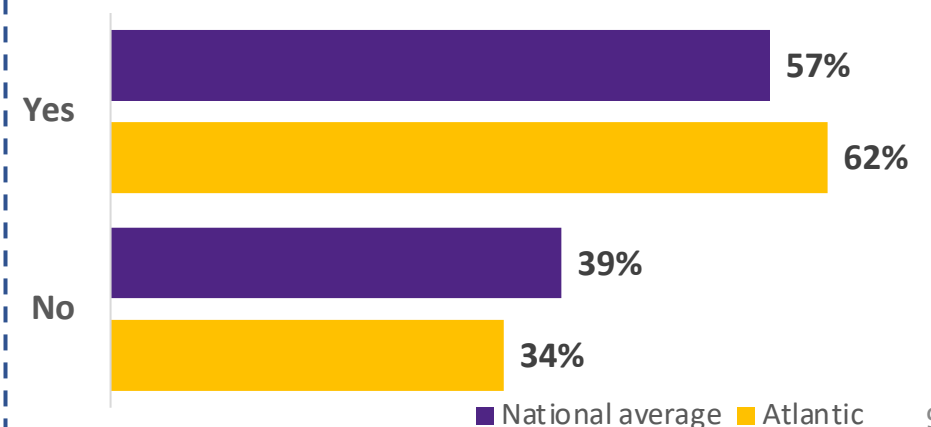
Do you have employees who work from home, either regularly or part of the time?



Do you provide career management support to employees who work from home?



Do you provide mental health support to employees who work from home?

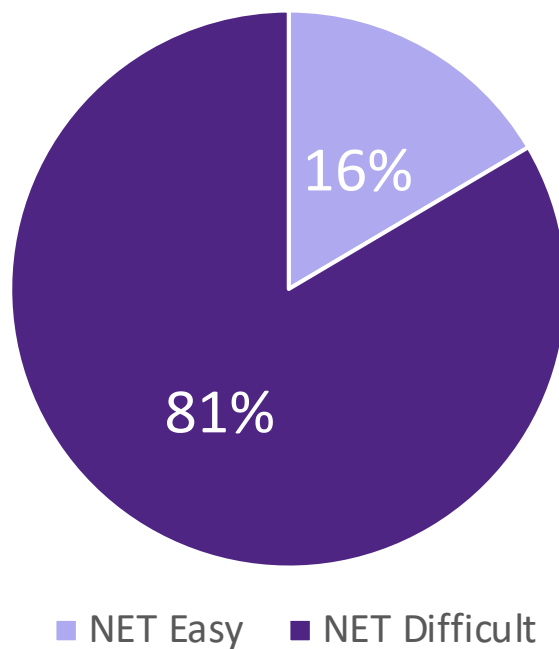


RECRUITMENT & RETENTION

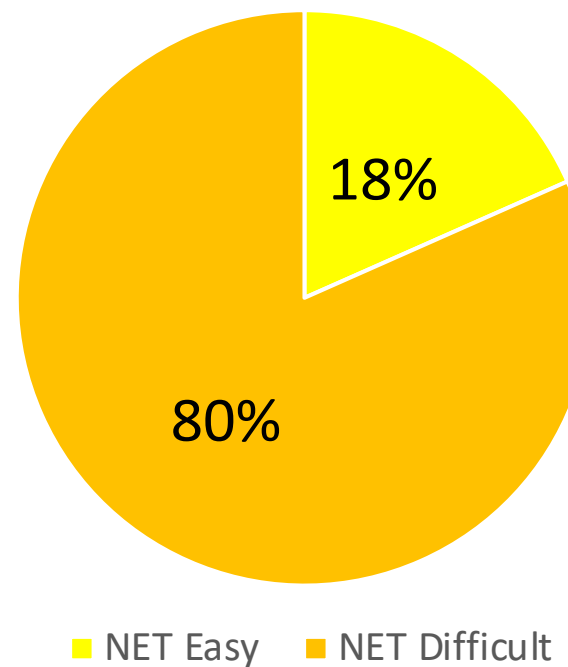
RECRUITING | DIFFICULTY

In general, how easy or difficult is it to find people with the right skill set to fill positions in your company? Is it...? (BASE: n = 501)

Perception of difficulty
National level

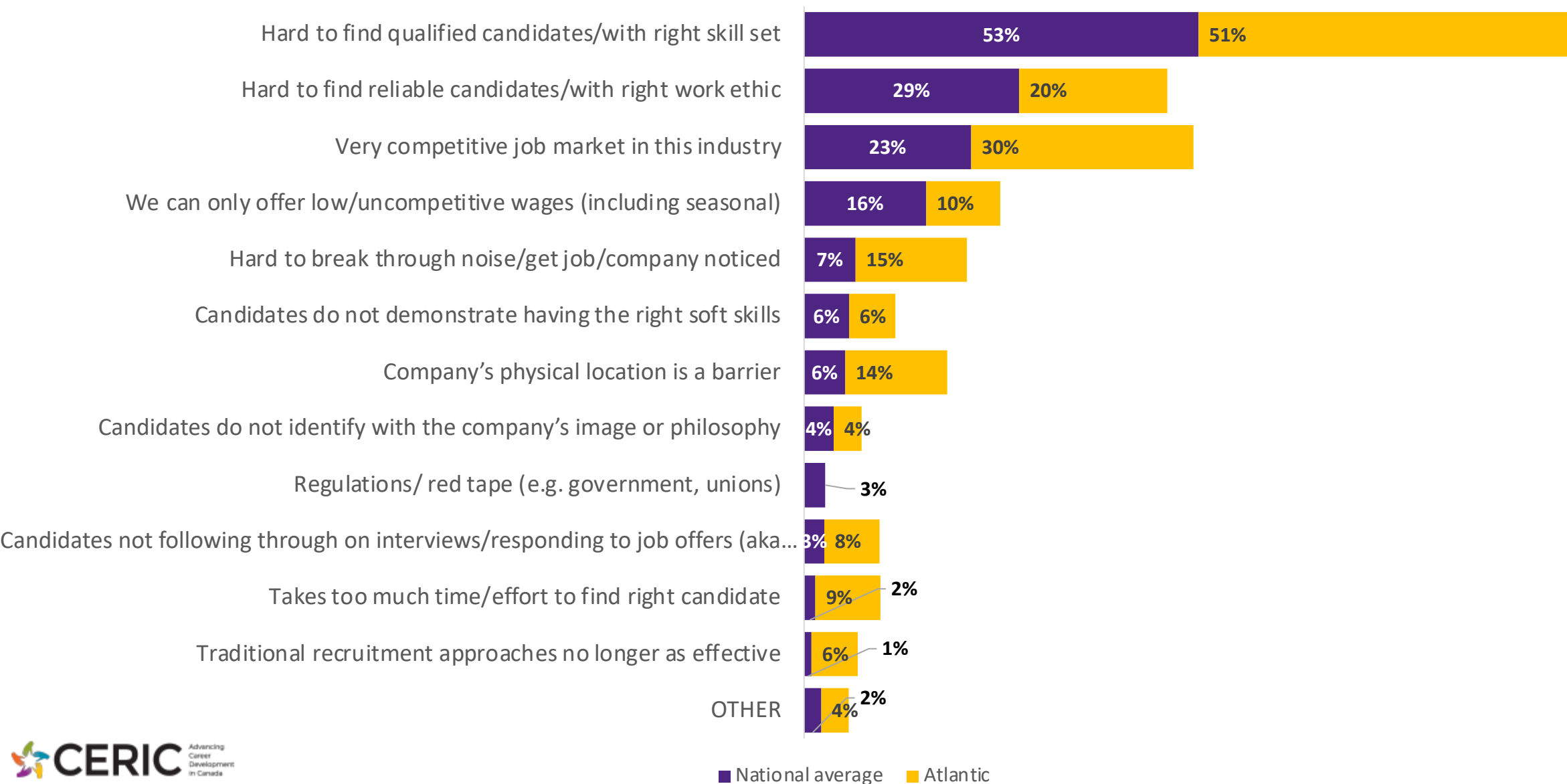


Perception of difficulty
Atlantic



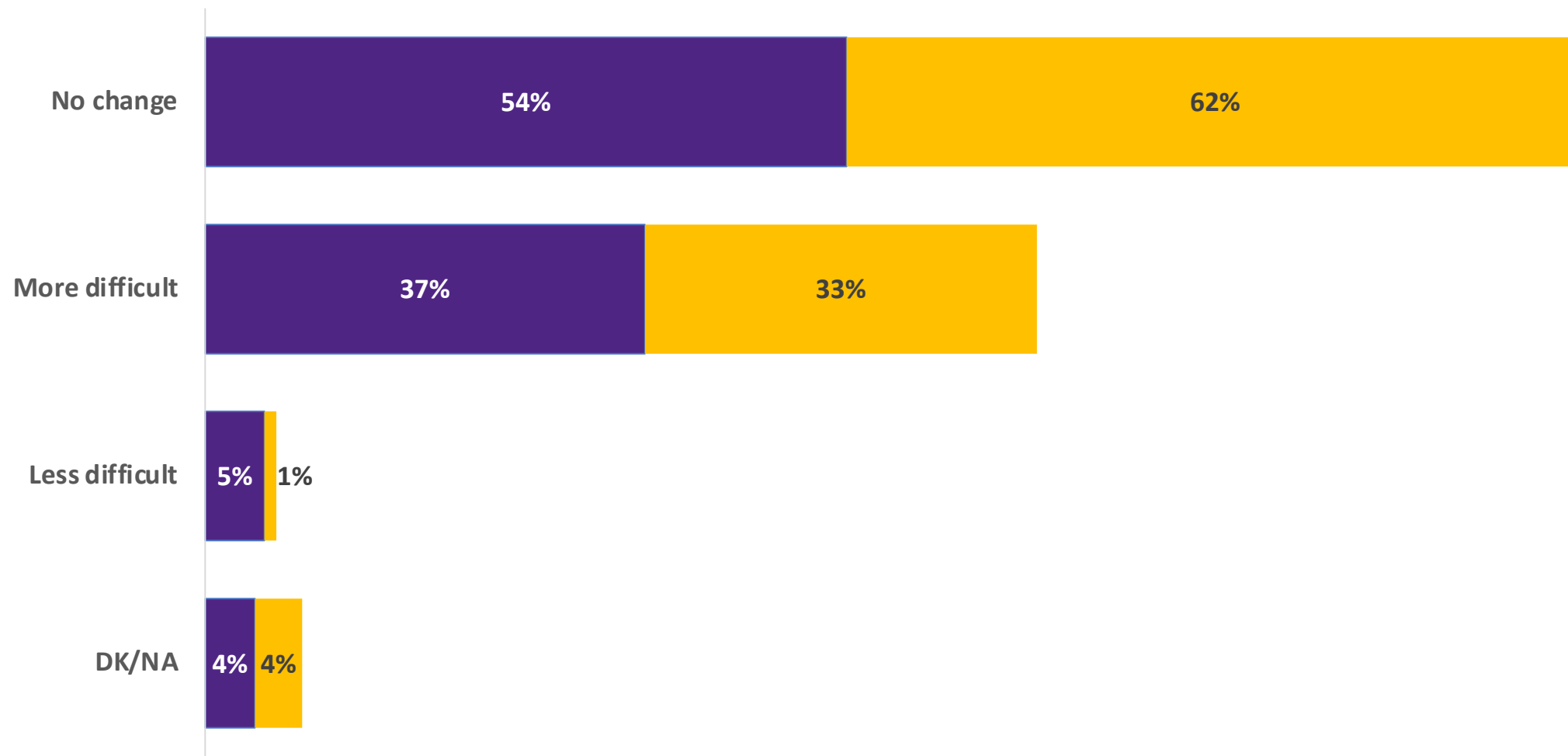
RECRUITING | REASONS FOR DIFFICULTY

What are the main reasons it is difficult to find the right candidates?



RETENTION OF EMPLOYEES | IMPACT OF PANDEMIC

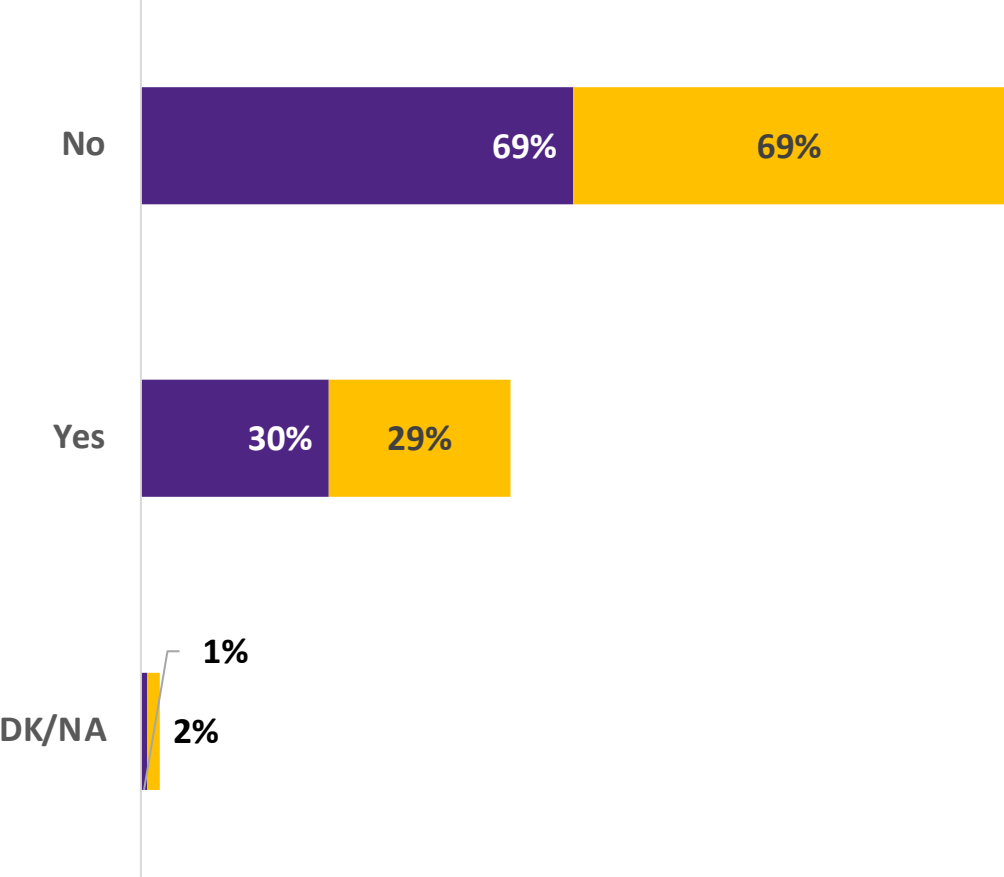
Compared to 2 years ago, before the pandemic, has retention of employees at your business become more difficult, less difficult or has there been no change? (BASE: n = 501)



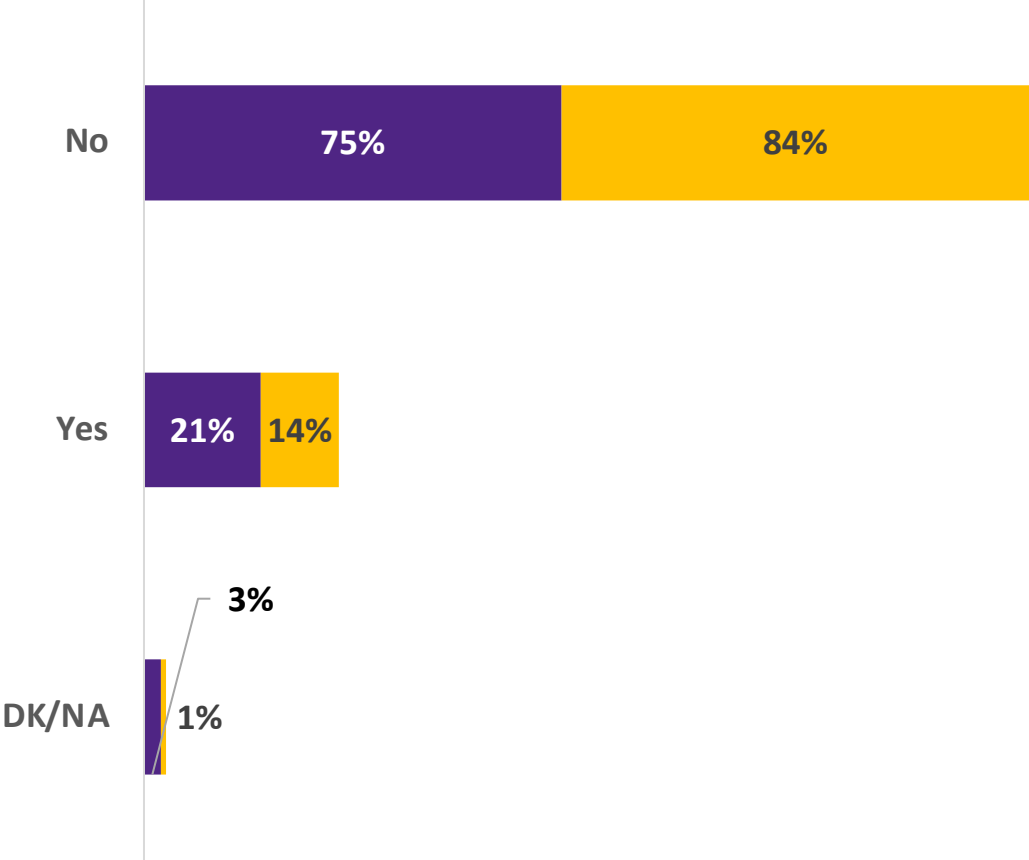
■ National average ■ Atlantic

RECRUITMENT| NEW POLICIES OR PRACTICES

Have you implemented any new policies or practices in the past 2 years in relation to recruitment?



Are you considering any new policies or practices related to recruitment?

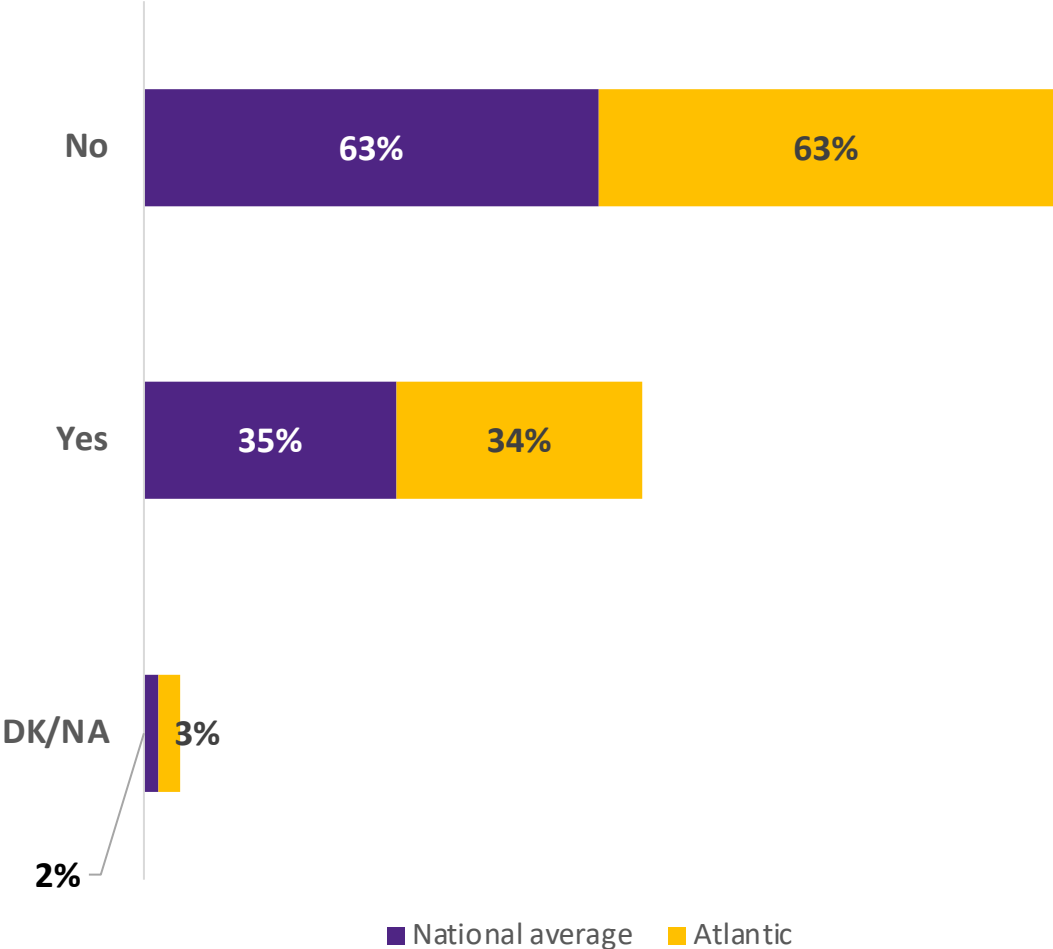


■ National average ■ Atlantic

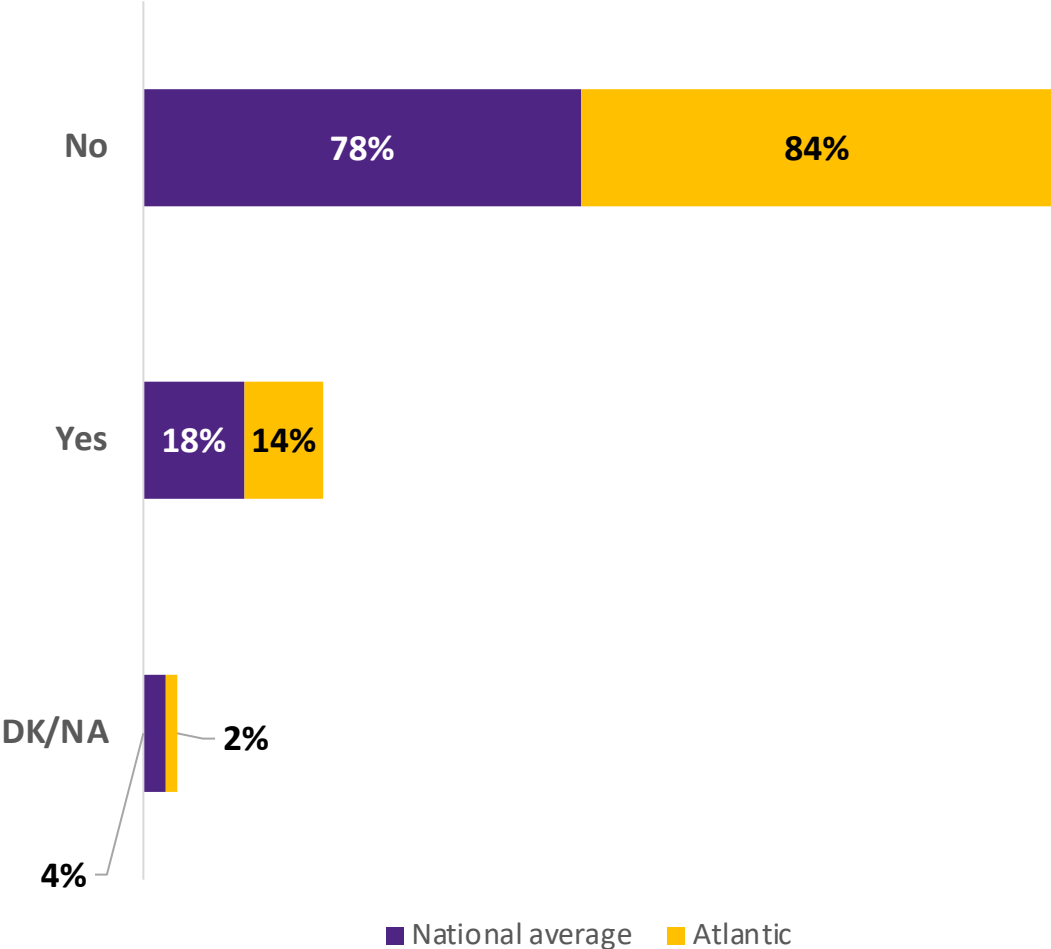
■ National average ■ Atlantic

RETENTION| NEW POLICIES OR PRACTICES

Have you implemented any new policies or practices in the past 2 years in relation to retention?

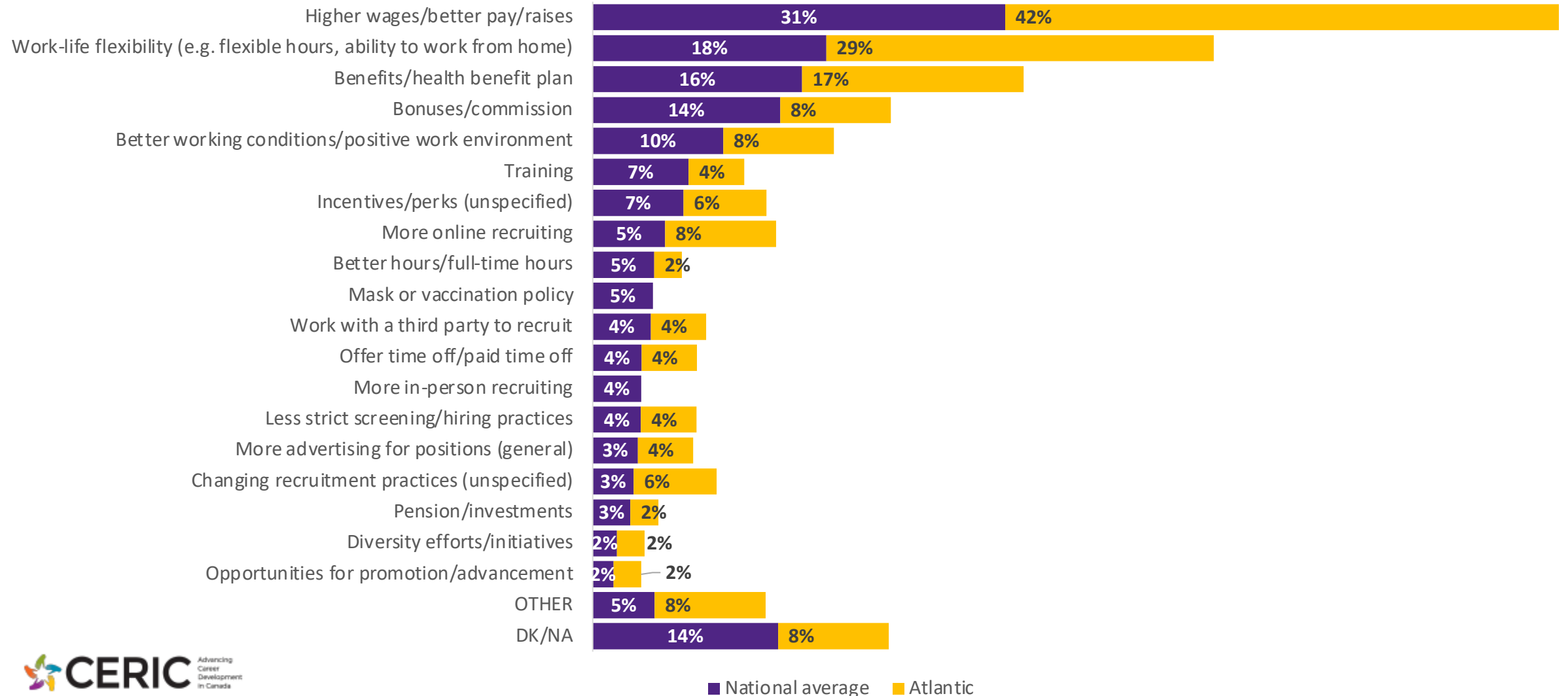


Are you considering any new policies or practices related to retention?



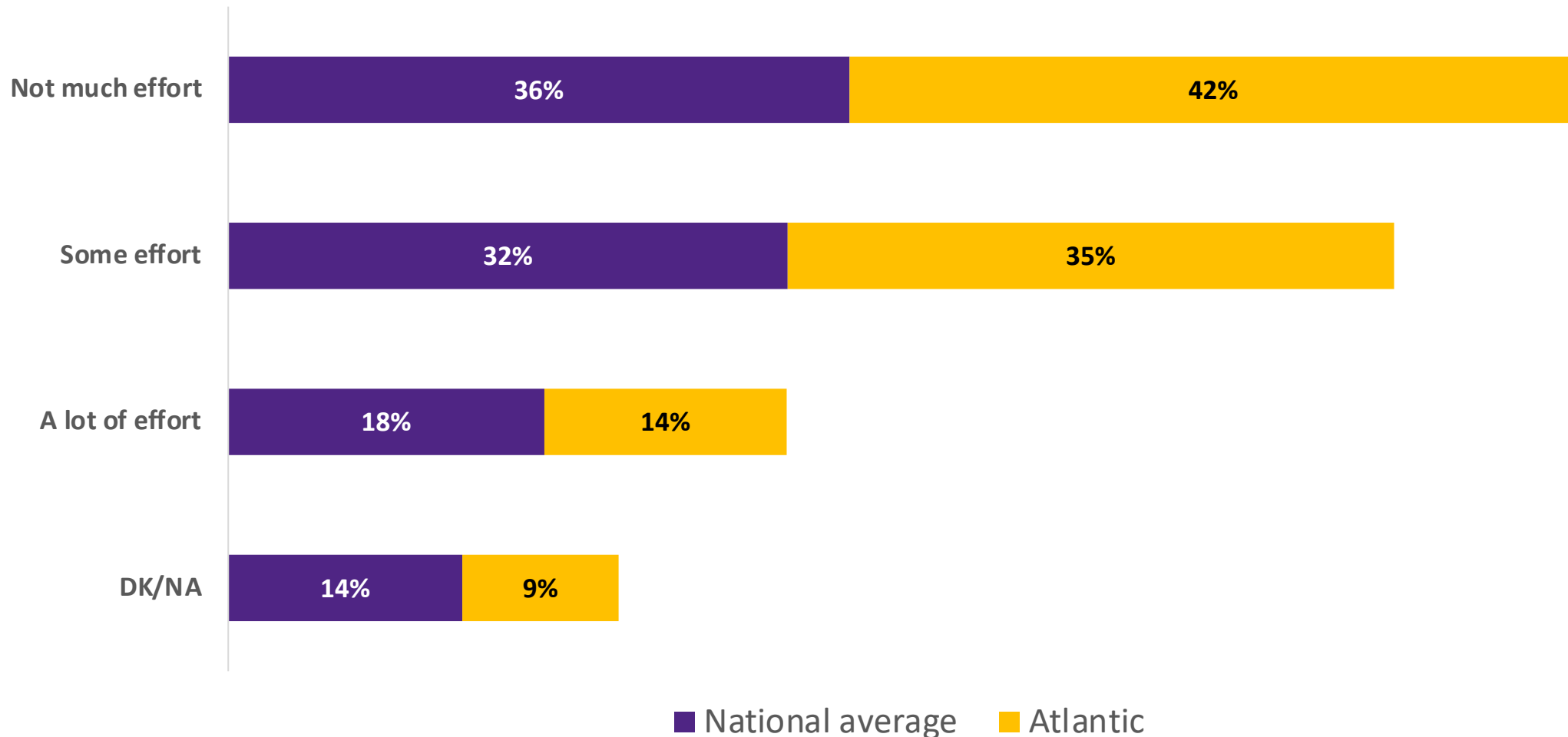
RECRUITMENT & RETENTION | NEW PRACTICES

What recruitment/retention practices have you implemented/are you considering? (Base= 274)



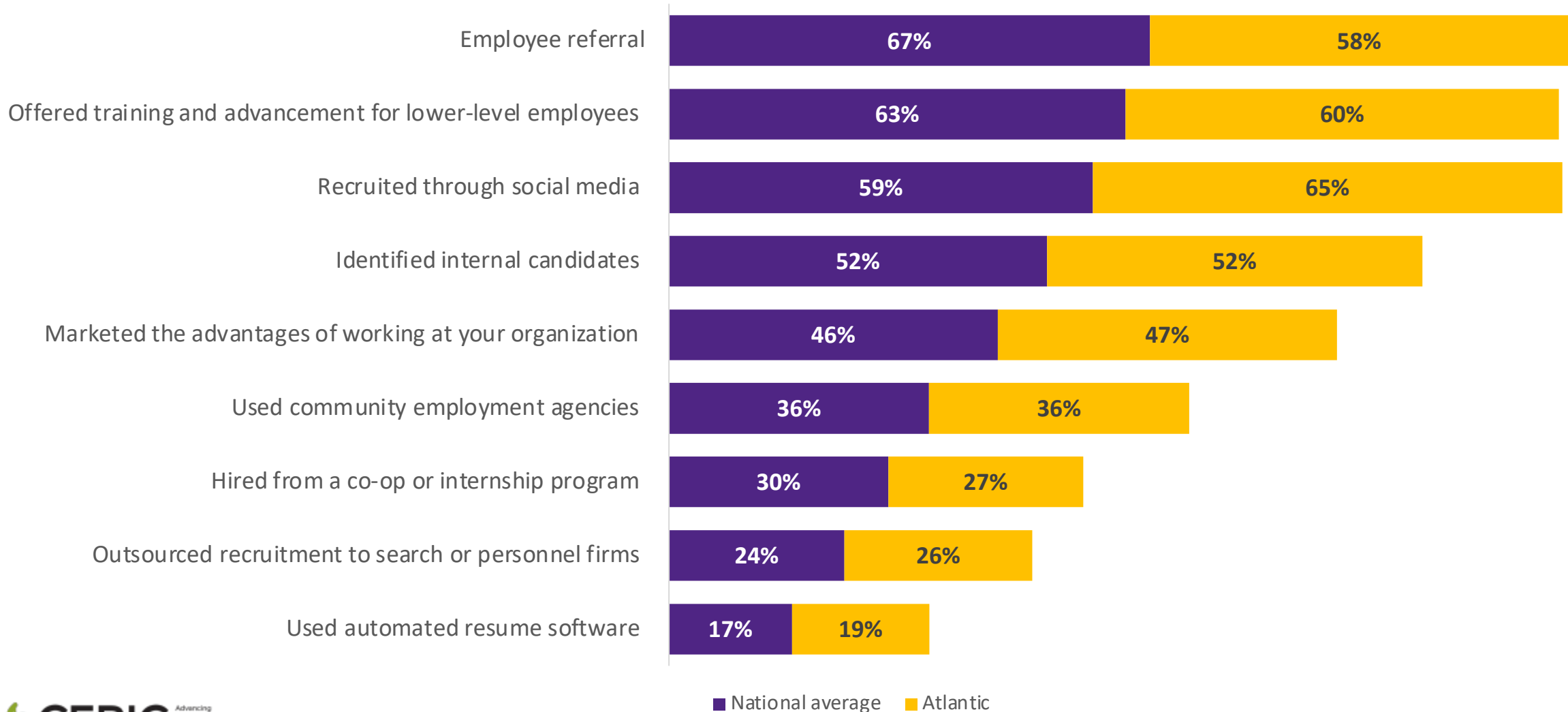
RECRUITMENT EFFORTS | UNDERREPRESENTED GROUPS

How much effort would you say your company puts into customizing the recruitment approach in order to reach and attract members of underrepresented groups such as women, LGBTQS2+, Indigenous people, persons with disabilities, members of visible minorities, youth and/or older workers? (BASE: n = 501)



FINDING SKILLED EMPLOYEES

Has your business done any of the following in the past 2-5 years in order to find skilled employees:



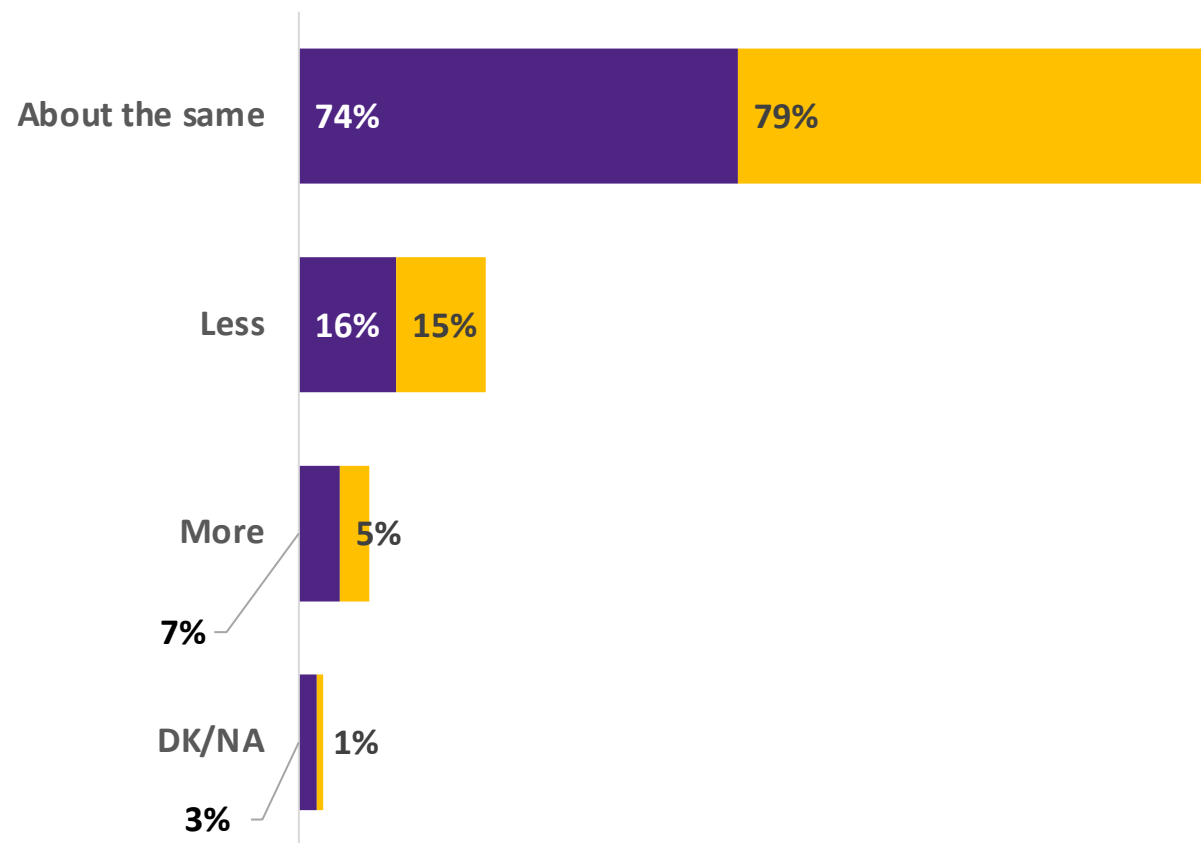
■ National average ■ Atlantic

SEARCHING FOR SKILLED EMPLOYEES | WHAT'S IMPORTANT?

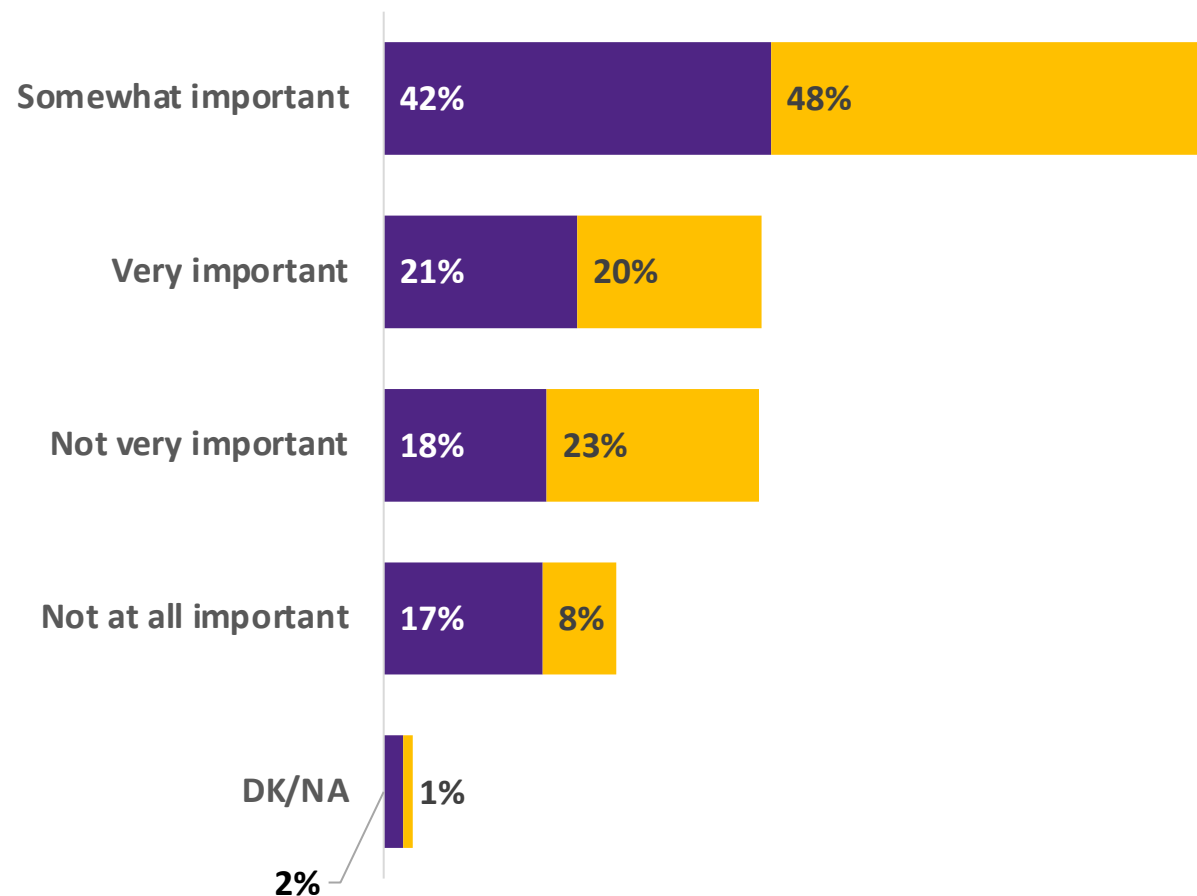
When searching for skilled employees, would you say that resumes matter more than in the past, less than in the past or about the same as always? (BASE: n = 501)

How important to you is a potential employee's online profile or footprint? Is it . . . ? (BASE: n = 501)

Importance of resumes



Importance of online footprint



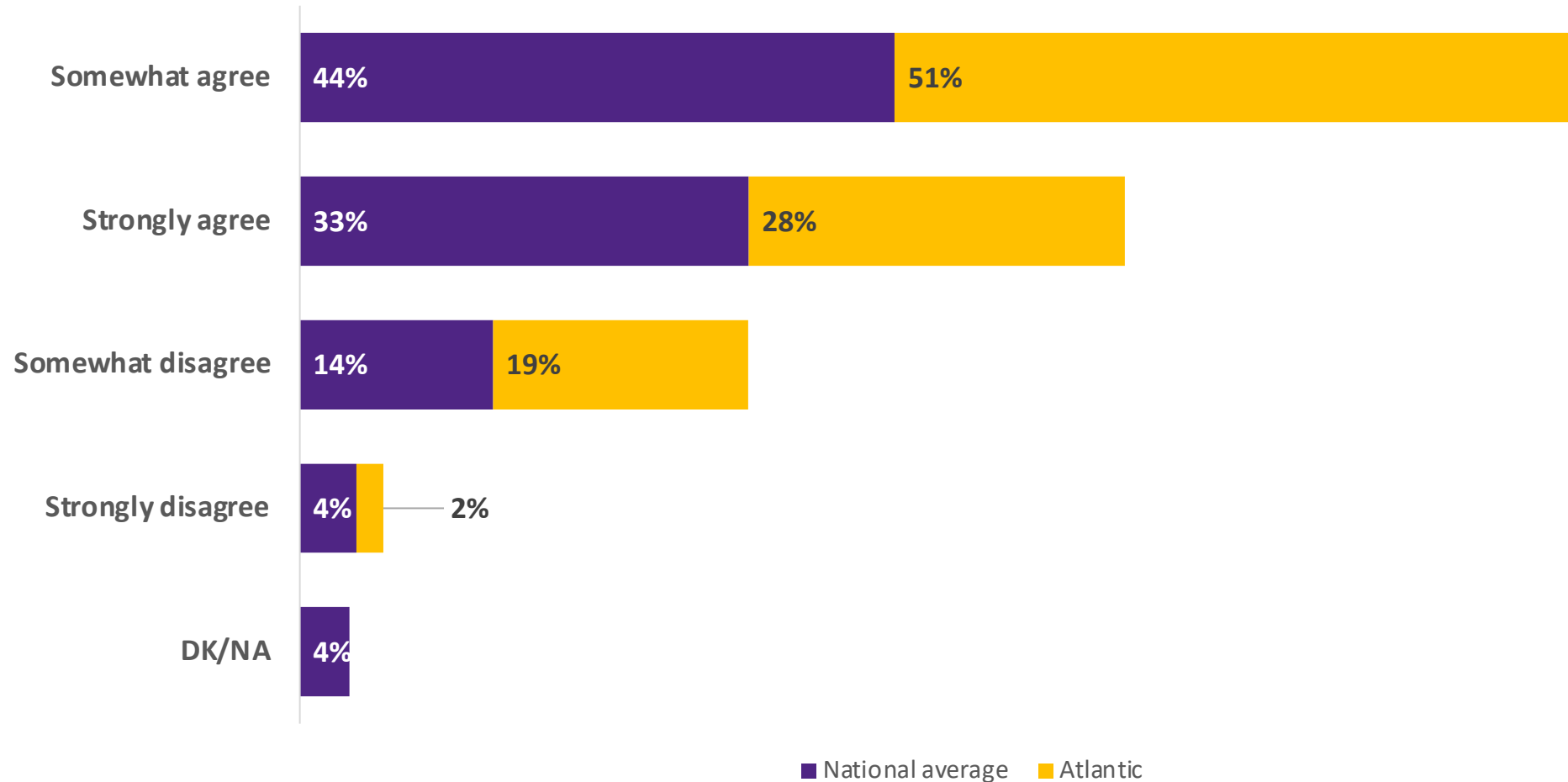
■ National average ■ Atlantic

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SKILLS GAP

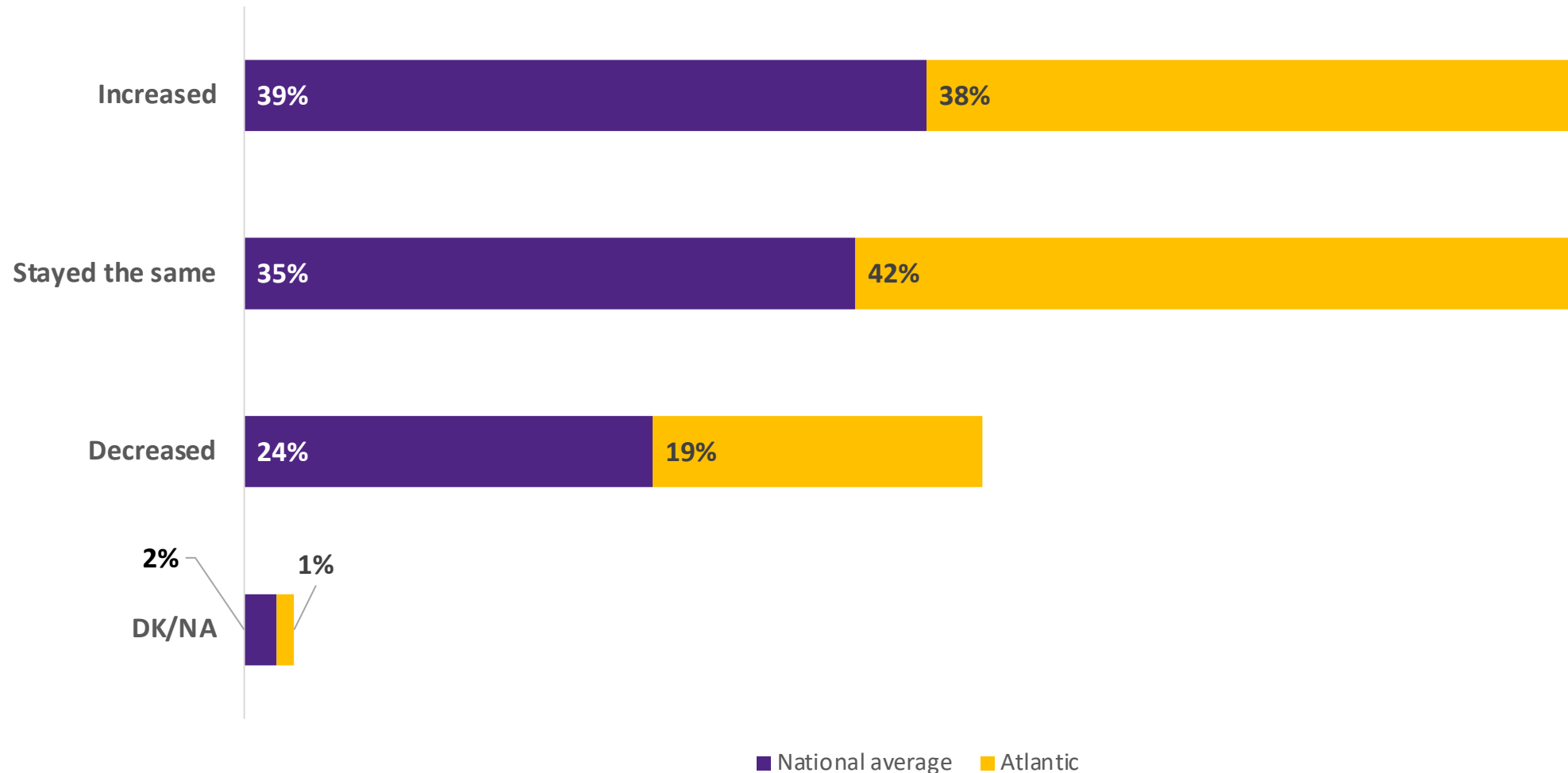
SKILLS GAP

Would you say that you agree/disagree with the following statement: There is a gap between the skill level and experience that prospective employees have, and what organizations in my industry are looking for.



SKILLS GAP | PERCEPTION OVER TIME

In the past five years, would you say that the skills gap in your industry has increased, decreased or stayed the same? (Subsample (agree there is a skills gap): n= 388)



■ National average ■ Atlantic

SKILLS GAP | PERSPECTIVE ON CLOSING THE GAP

Which of the following statements is closer to your own opinion?

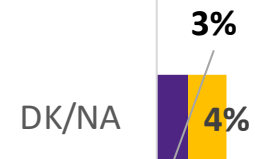
The best way to close the skills gap is for employers to offer more training for new employees.



The best way to close the skills gap is for prospective employees to better prepare themselves for the labour market



Both/combination of the two

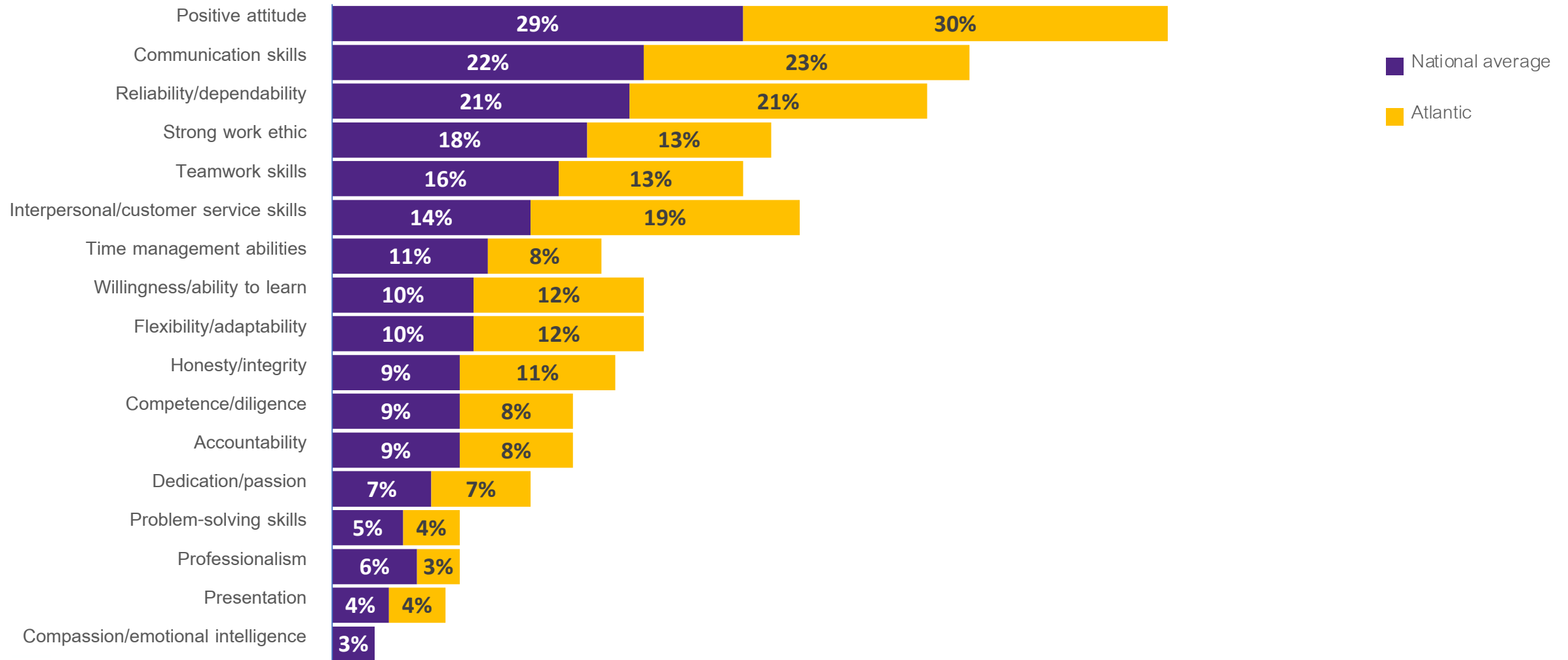


■ National average ■ Atlantic

SOFT SKILLS

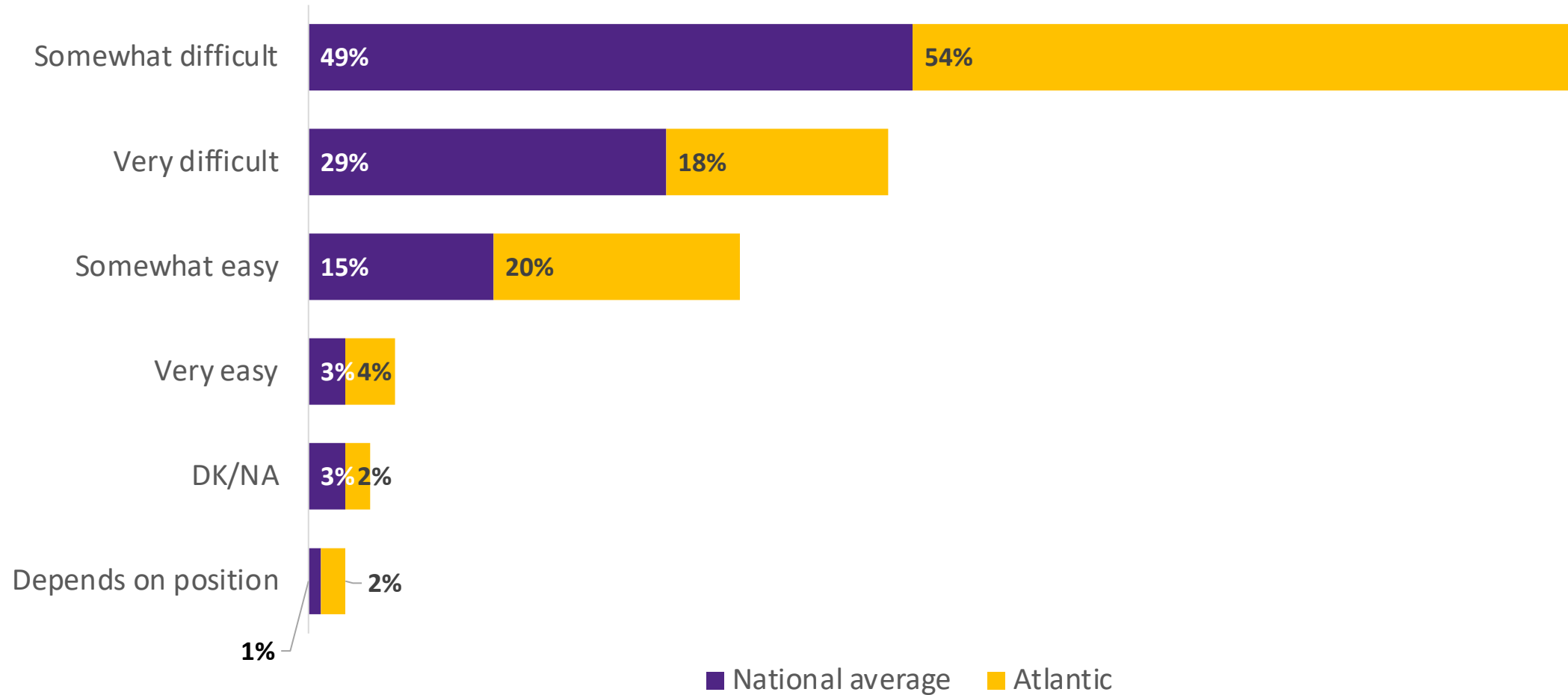
SOFT SKILLS | LEVEL OF IMPORTANCE

What soft skills are most important to you in an employee? (BASE: n = 501)



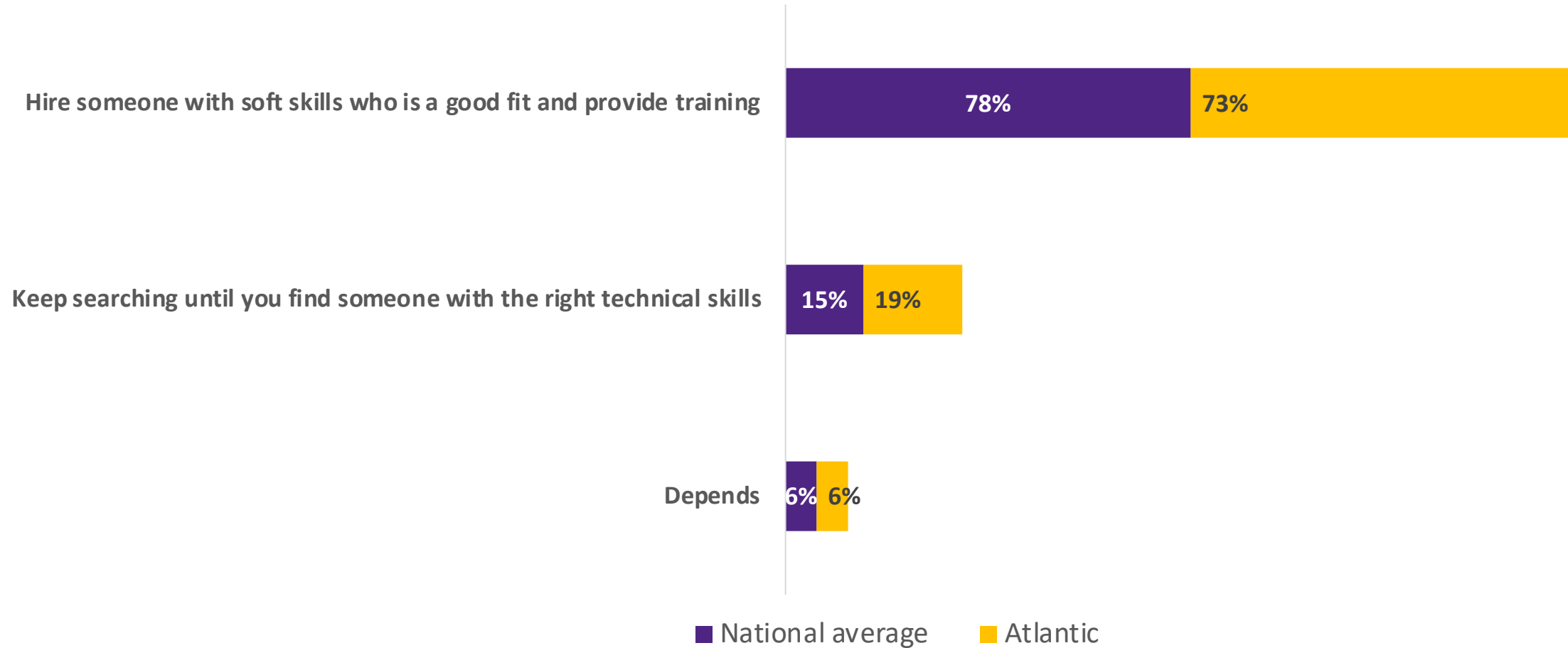
SOFT SKILLS | DIFFICULTY TO RECRUIT

How easy or difficult is it to find people with these soft skills?



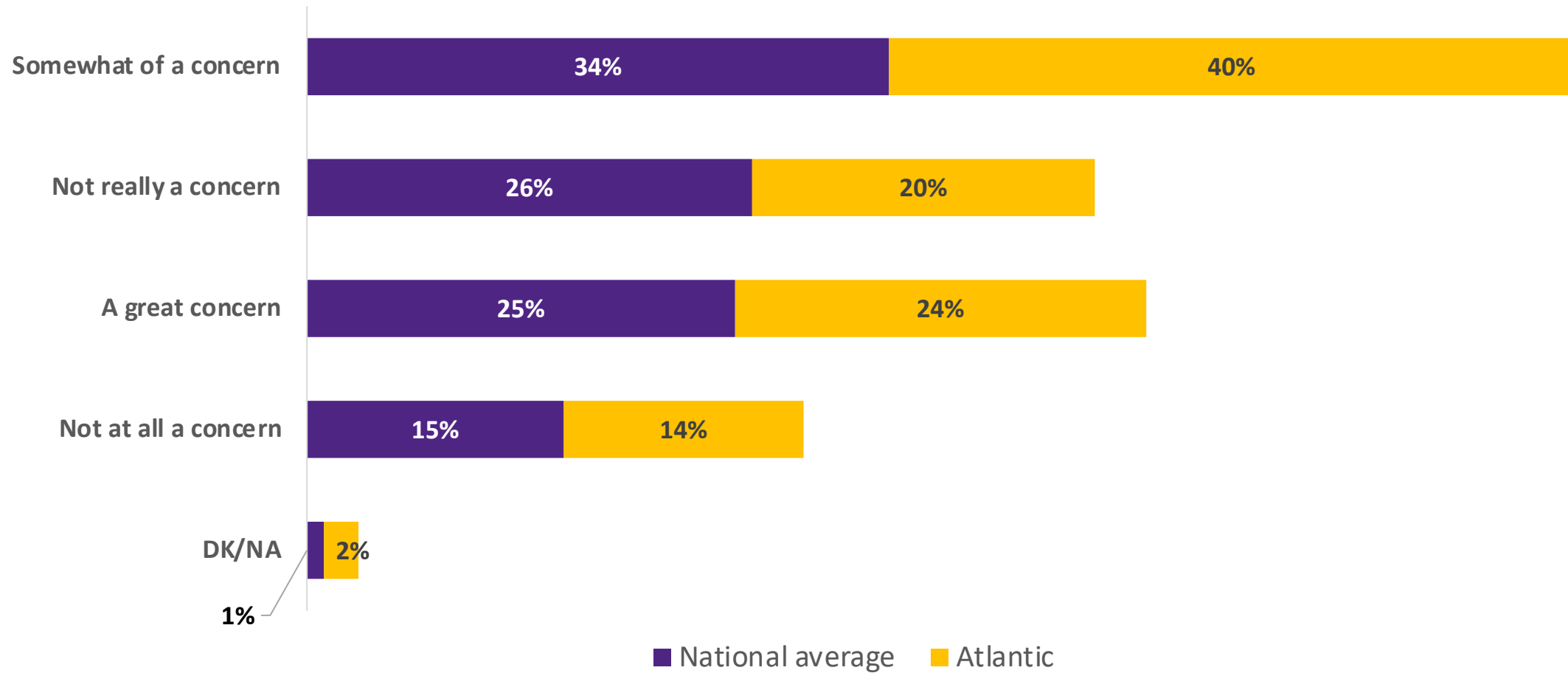
SKILLS GAP | FINDING TECHNICALLY SKILLED WORKERS

If you are having difficulty finding technically skilled workers, is your organization more likely to...



SKILLED EMPLOYEES | INVESTMENT IN TRAINING

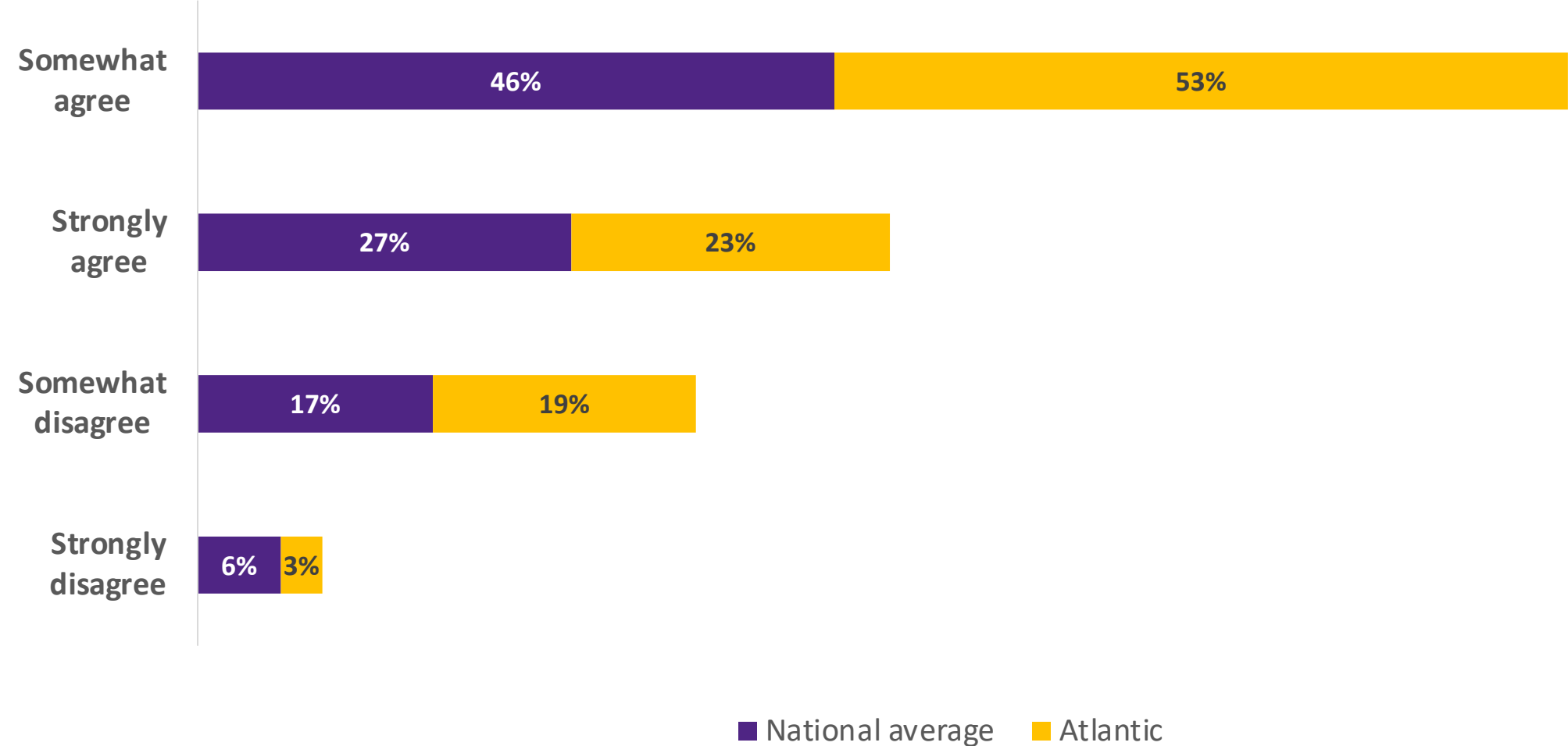
Would you say that losing skilled employees in which you have invested training to other organizations is...?



PROFESSIONAL/CAREER DEVELOPMENT

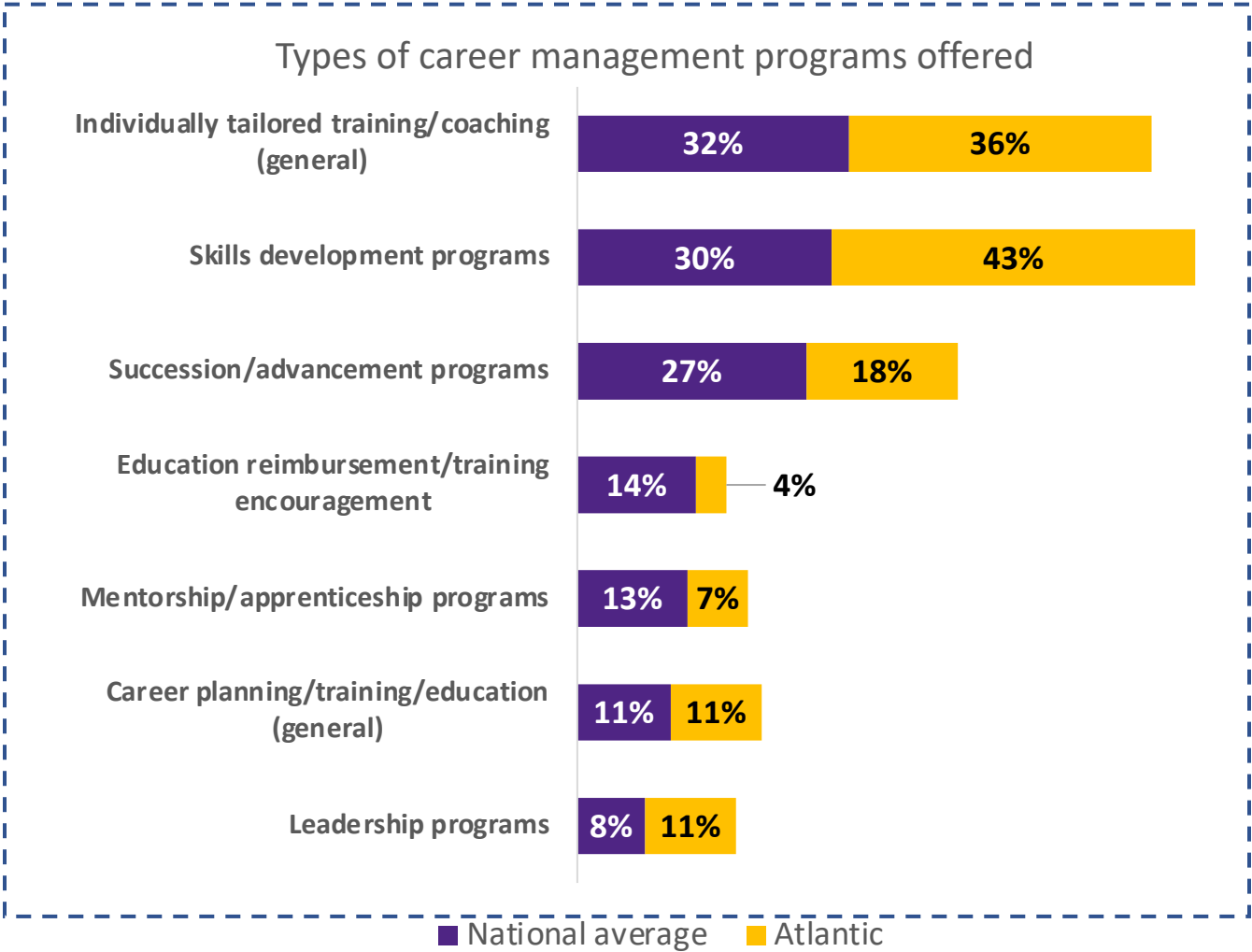
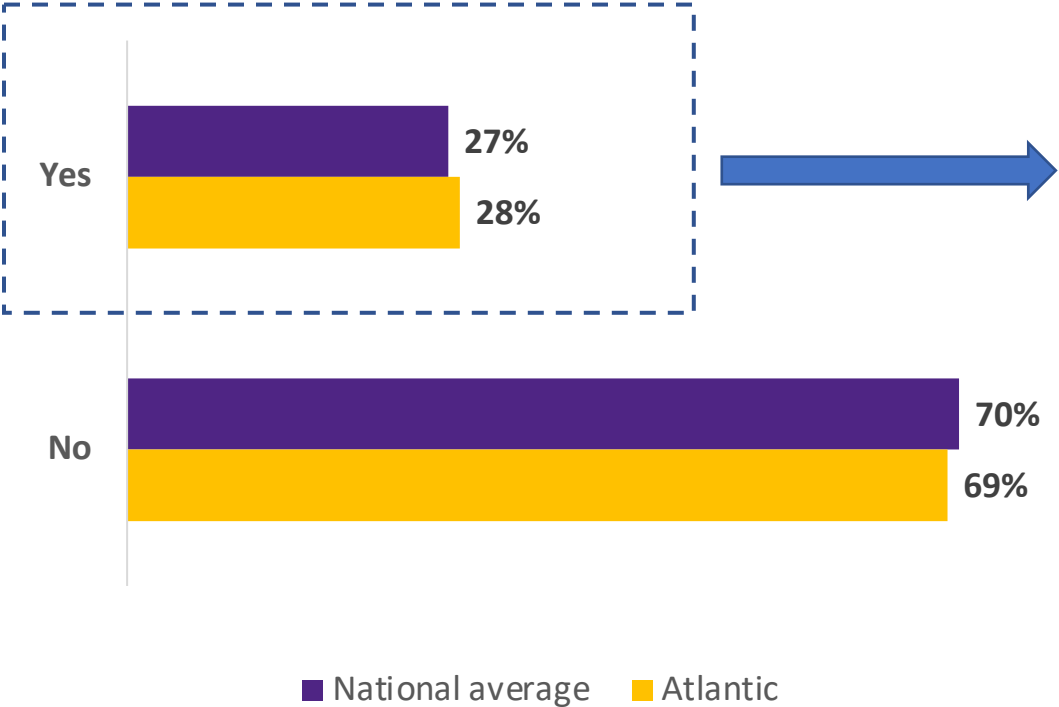
PROFESSIONAL DEVELOPMENT | EMPLOYER’S RESPONSIBILITY

Employers have a responsibility to provide career management programs for their employees



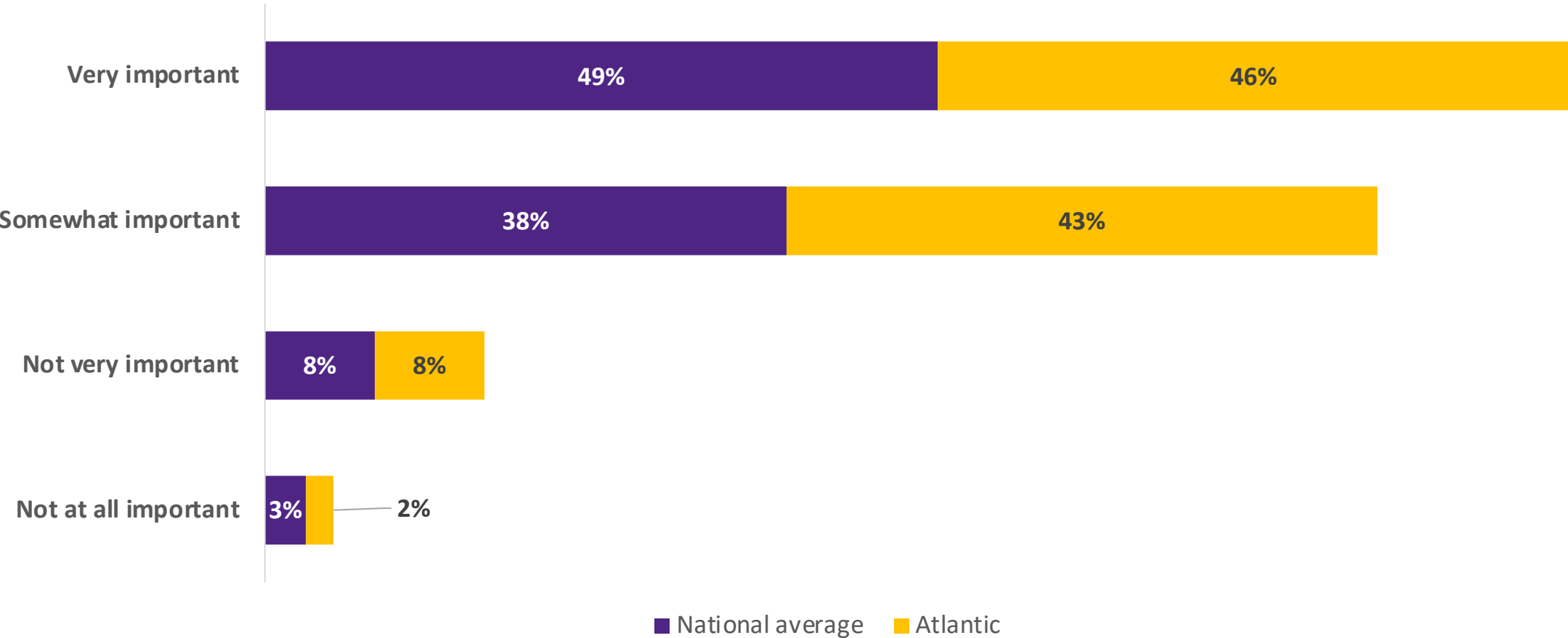
PROFESSIONAL DEVELOPMENT | PROGRAM OPPORTUNITIES

Does your organization have career management programs for employees?



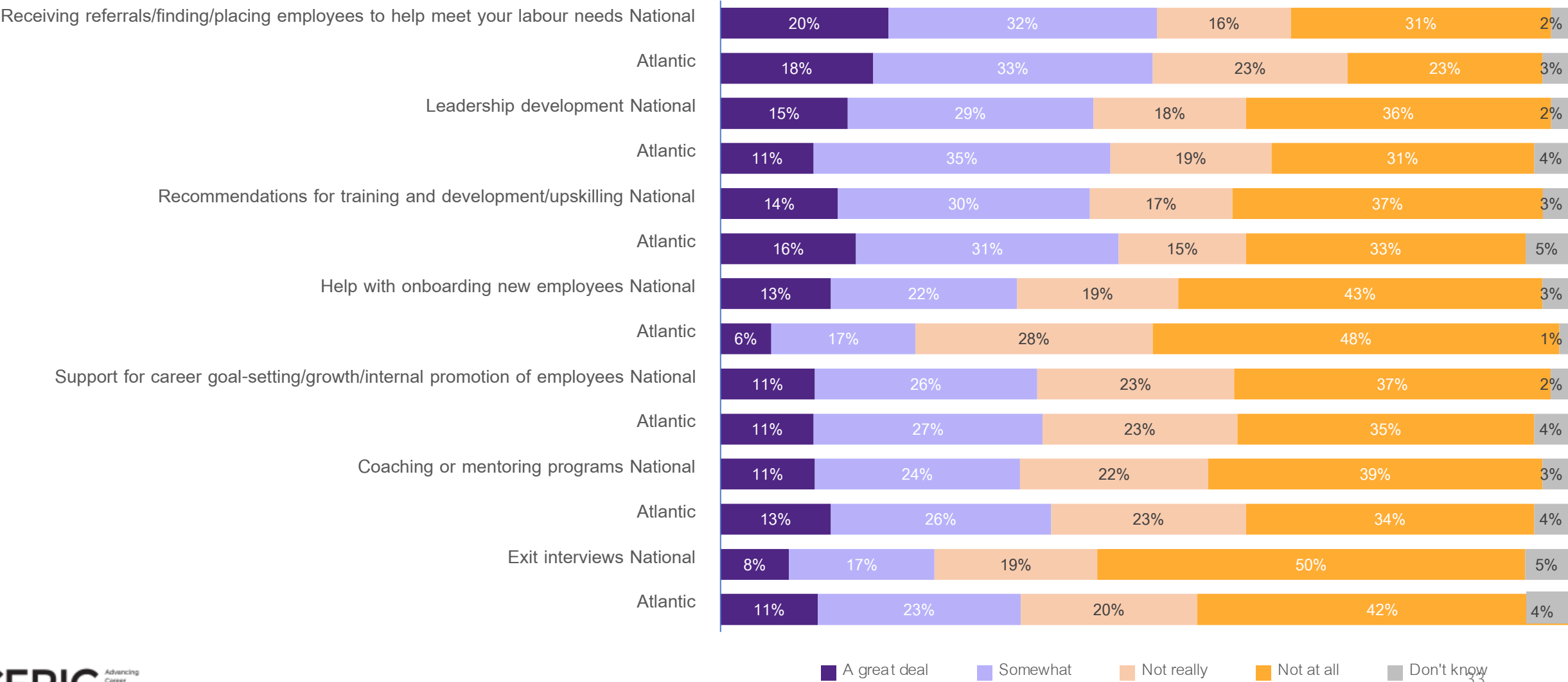
PROFESSIONAL DEVELOPMENT | PROVIDING OPPORTUNITIES

How important would you say it is to your organization to provide employees the opportunities to reach their own career goals?



PROFESSIONAL DEVELOPMENT | SUPPORT IN AREAS

To what extent does your company need career development support in each of the following areas? Starting with... (BASE: n = 501)



PROFESSIONAL DEVELOPMENT | EXPERIENCE WITH CDPs

Career development practitioners (CDPs), facilitate the ability of clients to take charge of their own career development by assisting them in the process of identifying and accessing resources, planning, and managing for their career-life development. This includes but is not limited to: career practitioners, career educators, career information specialists, career management consultants, work experience coordinators, placement coordinators, career coaches, and vocational rehabilitation workers. In your capacity as an employer, which of the following best describes your experience with CDPs :

I was not aware of career development professionals before now



I have heard of career development professionals but haven't worked with any



I was aware of and have worked with one or more career development practitioners in the past



■ National average ■ Atlantic

ADDITIONAL RESOURCES FROM THE NATIONAL BUSINESS SURVEY



- [National Business Survey Executive summary and infographic](#) (in English and French)
- In the media:
 - [Toronto Star](#)
 - [BNN Bloomberg](#)
 - [CBC Radio](#)
- [Building a bridge: How employers and CDPs can collaborate to address workforce needs in 2022](#)
- [Virtual Community Roundtables](#)

