



NEWS & VIEWS

The Advantages of Strategic Recruiting

In the last 50 years, Canada's workforce grew by 200 per cent. But government forecasters say that without some radical changes, the workforce will only grow by 11 per cent in the next 50 years -- and that figure includes the effects of current levels of immigration.



Almost 70% of recruiters and HR managers in Canada believe recruiting now is harder than it used to be two years ago. There are already significant skill shortages in many industries, and this trend will continue and

intensify over the next decade. There are many potential solutions to this crisis. Each requires an innovative, strategic approach to workforce planning, recruitment, development, and retention – strategic recruitment.

Strategic recruitment works in a very different way from the traditional transactional recruitment models most people are used to. While transactional methods are only active when there is a position to be filled, strategic recruitment creates a plan for hiring throughout the entire year, examining both long and short-term needs.

Regardless of whether you have a position that needs to be filled right now, a strategic recruitment model will ensure that you have qualified candidates available. This way, when you are in a position to hire, the process becomes much more streamlined and cost efficient, ensuring that you can remain in a competitive position.

Whether you're having difficulties finding a qualified candidate today, or you want more control over your future, strategic recruitment is an excellent model to consider. An in-house recruitment partner, like ReCareer, can help you manage your strategic recruitment needs and ensure that you have the talent you need for today and the future.

The Conference Board of Canada

Already, more than 80 per cent of working-age Canadians have a job -- an all-time high.

- **Ontario faces a shortage of more than 360,000 skilled employees by 2025, and that could further escalate to a shortage of more than 560,000 skilled employees by 2030.**
- **British Columbia will be short 350,000 workers over the next 12 years.**
- **Alberta will require 100,000 workers over the next 10 years.**
- **Quebec will have 1.3 million job openings by 2016.**



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