

Cumberland Business CONNECTOR

ISSUE 04 | MARCH 2022



IT'S AN EMPLOYEE'S LABOUR MARKET: EMPLOYERS MUST ADAPT TO BE COMPETITIVE

In the Cumberland region, there are more than 5,000 people between the ages of 60 and 69 years old, many of whom are now retired or are planning to retire soon. This is compounded by less people entering the workforce and Canadian job vacancies hitting record highs. This has created a perfect labour market storm, unlike ever before. Employers will need to be proactive in navigating this crisis.

While many things are out of the hands of local employers, there are strategies that can be implemented to leverage the things they can control. The Cumberland Business Connector has programs to assist employers who are looking to become more competitive and creative in their recruitment and retention efforts. Please contact melissa@cumberlandbusinessconnector.ca to learn more.

If you are struggling to fill positions, consider the following:

- Encourage applications from under-utilized labour pools, such as minorities, marginalized populations, retirees, parents, students, etc.
- Can you change up your schedule and/or working environment to make your work more accessible to potential applicants? Varied start times, split shifts, job sharing, and assistive technologies can all be strategies to make work more accessible.
- Focus on enhancing employee satisfaction among existing employees; happy employees are not only more productive, but also aid in attracting new talent.
- Consider non-financial perks; give potential applicants a reason to choose you over the competition down the road.
- Use a variety of recruitment channels - online job postings are great, but sometimes mixing in more traditional methods such as job boards, radio ads, or even a "hiring" sign out front can have better reach.
- Review your application and interviewing process to see if it can be simplified. Are all of the required qualifications listed really necessary for the position?

IMMIGRATION NAVIGATION SUPPORT FOR EMPLOYERS

Our Employer Immigration Navigation Program supports Cumberland businesses who are experiencing labour market shortages and are interested in learning how immigration can be part of their solution. We take a customized one-on-one approach to understand the particular needs of a business.

From there, we are able to provide navigation of the Nova Scotia Nomination Program (NSNP) and the new permanent Atlantic Immigration Program (AIP) to assist businesses in hiring international talent.

The new Atlantic Immigration Program is open and we are available to help answer any questions you may have about getting started! Visit: <https://novascotiaimmigration.com/help-for-employers/atlantic-immigration-program/>. For more information, or to receive program support, please contact: becky@cumberlandbusinessconnector.ca.

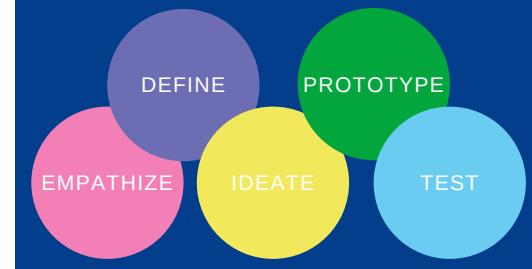
LIMITED SPACE! DESIGN THINKING: A DIFFERENT APPROACH TO RECRUITMENT & RETENTION

On April 28, 2022 the Cumberland Business Connector is hosting Design Thinking, an in-person, full day interactive session facilitated by Acadia Entrepreneurship Centre.

Design Thinking is a problem-solving method used by companies, non-profits and governments around the world. Whether you want to understand what your customers want, find the right marketing language, improve the customer experience, or solve a staffing shortage problem, Design Thinking can help by offering new perspectives and out-of-the-box thinking.

The workshop, which would normally cost \$300+, has 30 seats available, free of charge, for businesses in the Cumberland geographic region.

Register online to reserve your spot: cumberlandbusinessconnector.ca



The Municipality of the County of Cumberland, the Towns of Amherst and Oxford, and the Business Connector have completed a **Joint Community Economic Development Strategy**.

This will guide the region's Economic Development work for the next five years. You can download a pdf copy of the strategy from our website.

- @cumberlandbusinessconnector
 @cumberlandbusinessconnector
 www.cumberlandbusinessconnector.ca

We are located on the 2nd floor of the [Community Credit Union Business Innovation Centre](#), 5 Ratchford St., Amherst, NS

Open Monday - Friday, 8:30am - 4:30pm

T: 902-614-7214

E: contact@cumberlandbusinessconnector.ca

NORTHERN CONNECTOR PROGRAM: BECOME A CONNECTOR OR CONNECTEE TODAY!

The labour force shortage is the largest barrier to business growth, and in some cases, business survival, in Northern Nova Scotia. While the Covid-19 pandemic has led some individuals to drop out of the workforce entirely, the largest underlying cause of the current labour crisis is an aging population. The Northern Connector Program plays a key role in helping the region navigate the labour crisis by directly supporting recent graduates and individuals who are new to the region.

How it Works:

Match: The Connector Program matches pre-qualified international and local work-ready individuals (Connectees) with employers, community members, and business leaders, who are involved in the program as Connectors. The Connectee and Connector are matched based on industry experience, professional backgrounds, or the Connectee's expressed interest in a specific sector.

Connect: Once the program coordinator has made the match, the Connector and the Connectee meet for 30-45 minutes, face-to-face, to discuss different topics such as:

- Industry backgrounds
- Skills and areas of expertise
- Industry related news
- Current market demands
- Job opportunities to explore in Northern Nova Scotia

Refer: Connectors are asked to refer the Connectee to a minimum of three people in their network, and then each of those connections are asked to then refer three more people. As a result, the Connectees get to meet a number of professionals on the same career path, significantly grow their networks. This ultimately increases their chances of finding a suitable career opportunity in the region. Referrals may be potential employers, contacts within a particular industry, or other people who will benefit from meeting with a skilled professional.

Connectors are people in Northern Nova Scotia who: are professionals who know a large number of people through social, cultural, professional, and/or economic circles; have a talent for bringing people together; and, are active listeners who offer support and commit to referring Connectees.

Connectors benefit from the program by: having direct access to emerging local talent; having an opportunity to increase awareness and promotion about their organizations and industries; knowing they are opening doors for people to help them succeed and create their own opportunities for growth in Nova Scotia. This makes Northern Nova Scotia a more welcoming and diverse place to live and work.

Connectees are international and local work-ready professionals, who: currently live in Canada; have valid permission to work in Canada (i.e. work permit or permanent resident card); have sufficient English and/or French language skills; and, are ready to work.

Connectees benefit from the program by: learning about the local job market; enhancing their networking skills; building local professional networks; and, significantly improving their likelihood of finding relevant and meaningful employment.

For more information, or to become involved with the Northern Connector Program as a Connector or Connectee, please contact: mberrigan@northnsconnector.ca.

BUSINESS SPOTLIGHT VIDEOS

In the Cumberland region, there are many unique businesses offering a diverse variety of products, services, career paths and opportunities.

Check out the videos on the Business Spotlight section of our website, including our two most recent featured below, to learn more: www.cumberlandbusinessconnector.ca/business-spotlight.html



SCAN TO SIGN UP

Do you want to be in the know with what's happening at the Cumberland Business Connector?

Scan this QR code to sign up for our emails regarding programs and more!

