



Navigating Talent Dynamics in Canada's Engineering Landscape

agilus.ca

agilus
Work Solutions

According to a report by IBIS World, Canada's dynamic engineering sector is the cornerstone of economic growth and innovation, and the market size of the Engineering Services in Canada has increased faster than the overall economy in the past few years.

Measured by revenue, the Canadian engineering sector market was valued at \$46.4bn[1], in 2023, marking an average increase of 5.9% per year between 2018 and 2023. The total national membership of engineers Canada[2] as of December 2022, was 319,023 members, marking an increase of 5.4% since 2021.

The Canadian engineering sector is at the center of the rapidly evolving technological landscape and increasing demand for sustainable solutions. Engineers Canada[3] predicts growth in most engineering disciplines through to 2025 with most of the growth expected to take place in the civil, mechanical and electrical engineering disciplines.

In this paper, we explore the current state of the engineering in Canada by delving into key trends, challenges, and opportunities that engineering professionals and businesses encounter in this dynamic sector. From advancements in renewable energy to the integration of Artificial Intelligence, the engineering workforce is expected to adapt and thrive in Canada's diverse and vibrant engineering landscape.

[1] IBIS World (<https://www.ibisworld.com/canada/market-size/engineering-services>)

[2] Engineers Canada (<https://engineerscanada.ca/reports/national-membership-report/2023-national-membership-information#-growth-in-the-engineering-profession>)

[3] Engineering in Canada (<https://www.we-ns.ca/engineering-in-canada/engineering-in-canada-statistics/>)



Key Trends in the Engineering Sector

The engineering profession is undergoing transformative changes propelled by Artificial Intelligence (AI), necessitating a focus on AI integration, talent acquisition, and upskilling for sustained relevance. Concurrently, sustainability, diversity and inclusion efforts, particularly addressing Indigenous and women's representation, are shaping the sector, while a crucial emphasis on reskilling ensures adaptability and competitiveness in the evolving job landscape.



Artificial Intelligence

The Engineering profession is not immune to the disruption caused by Artificial Intelligence. AI has not only brought transformative changes to traditional engineering practices but has also changed the course of its future. Whether it is manufacturing, electrical, automotive, civil or mechanical, AI and robotics have managed to change and improve automation, production and basic functions that were previously performed by humans or traditional machines. To stay relevant and thrive, engineering businesses will need to focus their attention to AI. This will not just mean leveraging the potential of AI and integrating it in products and services but also finding talent to support that scale and speed of innovation.

AI engineering skills are in high demand. [4] Businesses will need to invest in upskilling for their current engineering employees and look for this skill when hiring for future positions.

[4] Medium (<https://medium.com/@niteshdancharan2022/top-10-ai-engineer-skills-you-need-to-know-in-2024>)



A study by IBM Canada found that globally, AI adoption rates remained steady, but in Canada, they have increased from 34% in April 2023 to 37% in November 2023.

Same report suggests early adopters in Canada, comprising 35% of enterprises, are actively leveraging AI to boost investment, while 48% are still exploring its potential.

Diverse Workforce

In Canada, National Engineering Month is celebrated in March. 2024's theme is "There's a place for you in engineering". One of the key foci of the Canadian engineering sector is improving diversity and fostering inclusion.

In recommendations submitted by Engineers Canada in 2022 for budget 2023[5], one of the key recommendations is to enable facilitation of equity, diversity, and inclusion (EDI) initiatives across Canada. This includes initiatives that support employers to address discrimination, harassment, and improving EDI in the workplace for women, Indigenous Peoples, Black and other racialized people, LGBTQ2S+ persons, and persons with disabilities.

Another recommendation in this program also calls on the government to provide funding to support Indigenous Peoples' access programs to post-secondary engineering education programs across Canada.

[5] <https://engineerscanada.ca/news-and-events/news/engineers-canada-submits-recommendations-to-federal-government-for-2023-budget>






Sustainable Future

Given that engineering is a discipline that designs, builds, and improves infrastructure and systems, sustainability has emerged as a key theme. Engineering businesses are collaborating with environmental scientists, policymakers, stakeholders, and the public to develop and implement holistic solutions that will benefit the environment. They are focusing on renewable energy solutions, designing eco-friendly structures, and implementing efficient transportation systems.

Emerging engineering fields in Canada include renewable energy, biotechnology, robotics, as well as civil engineering to support Canada's need for infrastructure to accommodate population growth. To meet the expectations surrounding sustainability, engineering businesses are looking for qualified and experienced engineers, technicians, and other STEM (Science, Technology, Engineering, and Math) professionals who possess the necessary education, experience, and are informed about the latest advancements in sustainable technologies, regulations, and best practices.



“Responsible environmental management is an inherent part of duties undertaken by all engineers, regardless of discipline or role; whether as employees, employers, researchers, academics, consultants, regulators or managers.”

-Engineers Canada

Learning & Development

One of the most important themes dominating the existing engineering workforce is reskilling, learning and development. The pandemic forced several engineering businesses to curb their operations or pivot, leading to engineers switching or adapting new skill sets to stay employed. With the introduction of AI, machine learning, automation etc., reskilling and learning has become indispensable.

Reskilling enables engineering professionals to remain competitive and adaptable in today's rapidly evolving job landscape. It enhances their expertise, broadens their knowledge base and diversifies their skill sets, thus opening up opportunities for career growth, transitions into new roles and increased job security.

From a business perspective, prioritizing upskilling has enabled engineering businesses to realise profits from improved skillsets within their organization. Employers are able to adopt new technologies with their current retrained workforce, thus saving on hiring costs.





SPOTLIGHT

Calgary, Alberta: Engineering Talent & Energy Transition

Calgary, Alberta, is emerging as a dynamic hub, strategically addressing the skilled trades gap while transforming its energy-centric identity. Calgary's economic landscape stands resilient, with projections anticipating sustained growth, leveraging its strengths in the engineering and energy sectors.

» Addressing the skilled trades gap

In Calgary, a pressing challenge emerges with a widening skilled trades gap, particularly in engineering. Initiatives like Engineers Canada's recommendations for budget 2023 underscore the need for upskilling and investing in AI engineering skills, positioning Calgary's workforce for the future.

» Energy sector transformation

Calgary's resilience is prominently showcased in its response to the evolving energy landscape, where engineering professionals are at the forefront of transformative changes. Integrating AI and robotics into traditional energy practices, Calgary propels towards sustainable practices and renewable energy solutions, underlining its commitment to a greener future.

» Diversity and inclusion

Calgary's engineering sector actively fosters diversity through initiatives like the 30 by 30 initiative by Engineers Canada, which focuses on increasing the number of female-identifying licensed engineers. Additionally, the IndigeSTEAM initiative amplifies indigenous perspectives, enriching the cultural fabric of the engineering community in Calgary.

» Indigenization challenges & opportunities

While Calgary's engineering industry grapples with challenges such as the underrepresentation of Indigenous peoples, it is actively working towards "Indigenizing" engineering education. Collaborations with organizations like IndigeSTEAM signify Calgary's dedication to addressing diversity challenges and embracing indigenous knowledge in engineering practices.

» Upskilling for the future

Calgary's engineering workforce prioritizes learning and development amidst AI disruptions and technological advancements. Reskilling initiatives enable professionals to remain competitive and adaptable, aligning with the city's commitment to positioning its engineering workforce as innovators in solving complex challenges.

Calgary is proactively navigating challenges and seizing opportunities in the engineering and energy sectors, demonstrating resilience and forward-thinking leadership. By addressing the skilled trades gap, fostering diversity, and embracing technological advancements, Calgary continues to position itself as a resilient economic powerhouse poised for continued growth and innovation in the ever-evolving landscape of engineering and energy.

Sources:

- calgaryeconomicdevelopment.com
- Engineers Canada (<https://engineerscanada.ca/news-and-events/news/engineers-canada-submits-recommendations-to-federal-government-for-2023-budget>)
- Calgary Herald (<https://calgaryherald.com/business/local-business/alberta-budget-2024-skilled-workers-close-labour-gap>)

According to a report released by Engineers Canada in 2022, there were 302,549 members and 8,255 newly licensed engineers in 2021. Considering the expected retirement of baby boomers and the list of province-wide projected jobs for 'civil engineering' alone, it is evident that there is significant talent and experience gap within the industry for a foreseeable future.



Province	Industry	Average 2015-19	Average 2020-25
ONTARIO	Architectural, Engineering and Related Services	12279	12746
ALBERTA	Architectural, Engineering and Related Services	6890	7370
QUEBEC	Architectural, Engineering and Related Services	6146	6221
BRITISH COLUMBIA	Architectural, Engineering and Related Services	5445	5722
ONTARIO	Local municipal and regional public administration	1394	1480
ONTARIO	Heavy and Civil Engineering Construction	1039	1029
ONTARIO	Management, Scientific and Technical Consulting Services	866	900
MANITOBA	Architectural Engineering and Related Services	817	861
NOVA SCOTIA	Architectural Engineering and Related Services	771	765
SASKATCHEWAN	Architectural Engineering and Related Services	737	752
NEW BRUNSWICK	Architectural Engineering and Related Services	663	649
QUEBEC	Provincial and Territorial Public Administration	648	683
ONTARIO	Residential Building Construction	579	570
QUEBEC	Non-residential Building Construction	564	604
NEWFOUNDLAND AND LABRADOR	Architectural, Engineering and Related Services	560	566
ONTARIO	Provincial and Territorial Public Administration	551	575
ALBERTA	Local Municipal and regional public administration	539	588
ALBERTA	Heavy and Civil Engineering Construction	511	543
BRITISH COLUMBIA	Heavy and Civil Engineering Construction	497	459
ONTARIO	Federal government public administration	485	508
QUEBEC	Local Municipal and regional public administration	480	510
ONTARIO	Trade contracting	460	461
ALBERTA	Oil and gas extraction	446	380
ONTARIO	Utilities	438	446
ALBERTA	Non-residential Building Construction	434	508

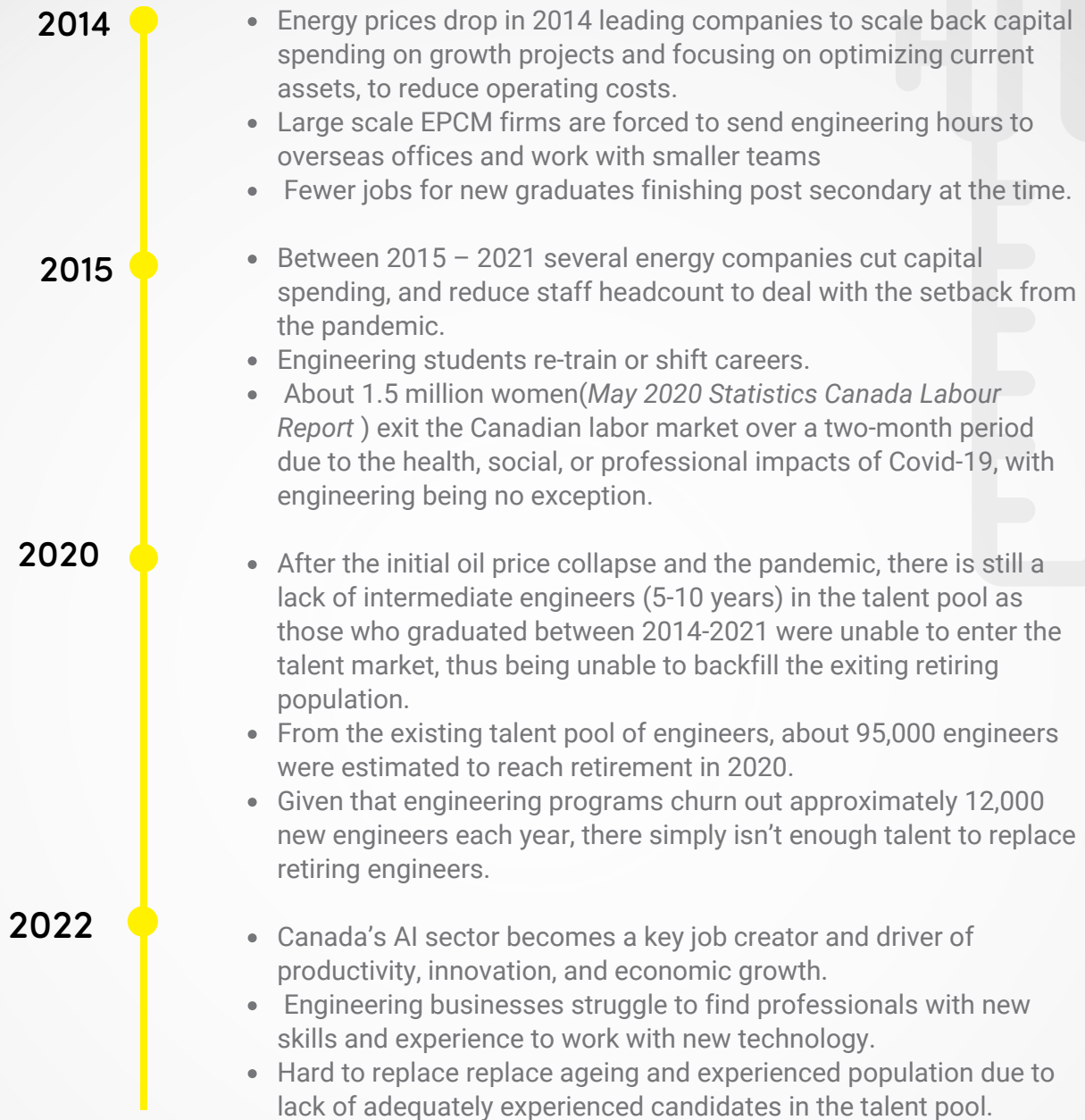


Challenges & opportunities in the engineering sector

The Canadian engineering sector is facing a dynamic future when it comes to labour. An underemployed and often overeducated workforce stands at the ready but a number of symptoms plague Canada, which boils down to the widening skills gap. These symptoms are not only challenges but also provide solutions.

Opportunities for businesses lie in hiring and training, emphasizing the identification and upskilling of existing talent and comprehensive training for new hires. Encouraging STEM participation, embracing diversity, and removing the Canadian experience barrier present avenues for building an ample, resilient workforce and fostering long-term success.

Global events demonstrate how easily factors outside of Canada's borders can impact the readiness, experience and shortage of engineering talent within the Canadian job market between 2014-2021.

- 
- 2014**
 - Energy prices drop in 2014 leading companies to scale back capital spending on growth projects and focusing on optimizing current assets, to reduce operating costs.
 - Large scale EPCM firms are forced to send engineering hours to overseas offices and work with smaller teams
 - Fewer jobs for new graduates finishing post secondary at the time.
 - 2015**
 - Between 2015 – 2021 several energy companies cut capital spending, and reduce staff headcount to deal with the setback from the pandemic.
 - Engineering students re-train or shift careers.
 - About 1.5 million women (*May 2020 Statistics Canada Labour Report*) exit the Canadian labor market over a two-month period due to the health, social, or professional impacts of Covid-19, with engineering being no exception.
 - 2020**
 - After the initial oil price collapse and the pandemic, there is still a lack of intermediate engineers (5-10 years) in the talent pool as those who graduated between 2014-2021 were unable to enter the talent market, thus being unable to backfill the exiting retiring population.
 - From the existing talent pool of engineers, about 95,000 engineers were estimated to reach retirement in 2020.
 - Given that engineering programs churn out approximately 12,000 new engineers each year, there simply isn't enough talent to replace retiring engineers.
 - 2022**
 - Canada's AI sector becomes a key job creator and driver of productivity, innovation, and economic growth.
 - Engineering businesses struggle to find professionals with new skills and experience to work with new technology.
 - Hard to replace ageing and experienced population due to lack of adequately experienced candidates in the talent pool.

Despite of significant long-term challenges, the Canadian engineering sector is pivoting to address the factors driving the skilled labour shortage. In the next pages we will tap into the challenges of this sector and also read how policy makers and business leaders are creating more opportunities to invite participation and increase the size of the engineering talent pool in Canada.



Canadian Experience Barrier

Combating the Canadian experience barrier is a challenge for this industry. Whether it is acquiring the engineering license or applying for a job in the engineering sector, regulatory bodies and employers are keen to have candidates that possess some experience of working within the Canadian industry. Unfortunately, this has created a cyclical problem, as experienced foreign credentialed engineers are unable to get their license due to lack of Canadian experience, lack of Canadian experience limits them from finding a job and Canadian projects stall and hamper productivity.

On November 4th 2023, the Government of Ontario introduced Bill 149, the Working for Workers Four Act, 2023 – legislation that would make it illegal for businesses to list “Canadian experience” as a requirement in job listings.[6]

Moreover, in the same year on May 23, Professional Engineers Ontario (PEO), the fourth largest regulated body of engineering profession in the province removed the Canadian experience requirement from their application criteria.[7] This meant that now internationally trained engineers could have access to the licensing without having to struggle to find employment and produce proof of experience to get certification. Both these ground breaking changes provided opportunities for qualified and experienced engineers to enter the engineering talent pool without barriers.

[6] Global News (<https://globalnews.ca/news/10119716/immigration-canada-work-experience/>)

[7] Canadian Immigrant (<https://canadianimmigrant.ca/careers-and-education/careers/game-changer-ontario-engineers-remove-canadian-work-experience-requirement-for-immigrants>)



Diversity & Inclusion

Diversity is no longer just a buzzword. A 2020 study [8] found that companies in the top quartile for both gender and ethnic diversity were 12% more likely to outperform all other companies in the data set. In addition, that number increases to a 36% higher profitability compared to those companies in the bottom quartile. To put it simply – greater representation leads to a higher likelihood of outperformance. Diversity has become a “must have” if businesses are eyeing long term success.

Diversity and Inclusion continues to be a top challenge for the engineering sector, typically, inclusion of women, Indigenous peoples and internationally educated professionals.

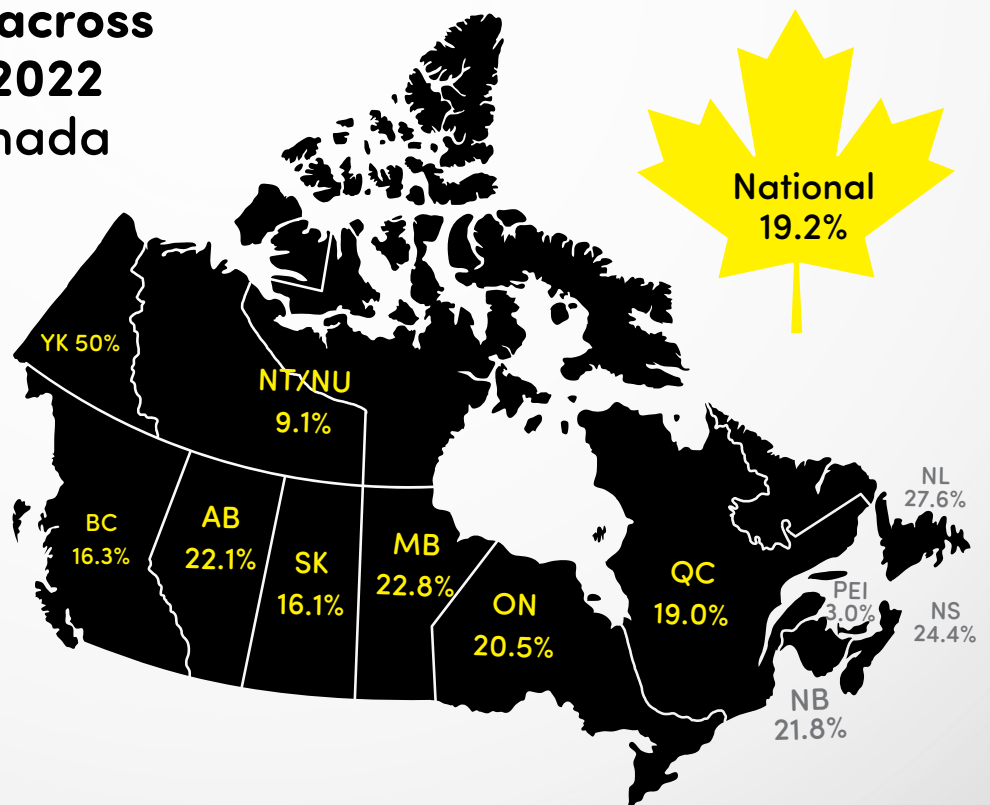
[8] McKinsey (<https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>)

Women's Participation

Women remain significantly underrepresented in engineering. In spite of recent programs that aim to attract more young women to engineering and STEM fields, men still dominate the industry. According to Harvard Business Review, women comprise only 20% of engineering graduates, and nearly 40% either quit or never enter the profession. Various factors such as gender-stereotypical treatment, mundane tasks, differential treatment, sexual harassment, lack of supportive networks, challenges related to maternity & childcare etc., deter women from pursuing engineering long-term.

Industry leaders and organizations such as Engineering Canada and The Society of Women Engineers (SWE) are actively pursuing programs aimed at improving women's representation and participation in engineering. For example, in 2015, Engineers Canada started their 30 by 30 program, an initiative to increase the number of female-identifying license engineers to 30% by the year 2030.

Percentage of newly licensed women across Canada as of 2022 -Engineers Canada



Approximately 40% of women who earn engineering degrees either quit or never enter the profession, according to a Harvard Business Review Report.

The same document reported that the main reason for this exodus is a hegemonic masculine culture of engineering, gender stereotyping in the workplace and failure to address the gender problem.

Source: <https://hbr.org/2016/08/why-do-so-many-women-who-study-engineering-leave-the-field>



» LGBTQ Community

A 2021 study^[9] in Science Advances highlights systemic inequalities for LGBTQ professionals in STEM, depicting how queer engineers feel isolated without dedicated communities or visible role models, and fear bias or discrimination if they come out at work. LGBTQ students face greater marginalization, devaluation, and health and wellness issues compared to their peers.^[10]

To advocate for diversity & inclusion in engineering, a student initiative called EngiQueers Canada was established in June 2013. This initiative with 31 chapters across 9 provinces aims to foster diversity in science, technology, engineering and mathematics (STEM). The Ontario Society of Professional Engineers calls for "creating a culture in which engineers feel safe being their true selves, and celebrate 2SLGBTQI+ role models who do come out to dispel the damaging effects of isolation and exclusion."

[9] Science.org (<https://www.science.org/doi/10.1126/sciadv.abe0933>)

[10] Campaign to End Loneliness (<https://www.campaigntoendloneliness.org/marginalization-and-loneliness-among-sexual-minorities-how-are-they-linked/>)

» Indigenization in Engineering

The underrepresentation of Indigenous peoples in STEM is one of the fundamental challenges in the Canadian engineering sector. Fueled by the Truth and Reconciliation Commission of Canada's report, there's a growing focus on "Indigenizing" engineering or incorporating Indigenous ways of knowing into education. Engineers Canada's 2019 Report to the House of Commons emphasized the importance of attracting Indigenous individuals to post-secondary engineering education to retain Indigenous talent in the profession.

In addressing this challenge, initiatives like the Conference Board of Canada's Report on incorporating Indigenous cultures into STEM education and IndigeSTEAM's promotion of "Two-Eyed Seeing" aim to bridge the gap. The former underscores the positive impact of culturally responsive curricula, while the latter, based on Mi'kmaq Elder Albert Marshall's concept, encourages learning from both Indigenous and Western knowledge, recognizing the strength in combining diverse perspectives. As the industry seeks to enhance talent diversity and retention, acknowledging and actively addressing the underrepresentation of Indigenous peoples in engineering programs is pivotal for fostering a more inclusive and robust future for Canadian engineering.



While enrollment in engineering programs is on the rise, Indigenous representation remains disproportionately low, constituting only 0.6% of reported undergraduate students. - Engineers Canada

In recommendations submitted by Engineers Canada in 2022 for budget 2023[11], one of the key recommendations is to enable facilitation of equity, diversity, and inclusion (EDI) initiatives across Canada. This includes initiatives that support employers to address discrimination, harassment, and improving EDI in the workplace for women, Indigenous, Black and other racialized people, LGBTQ2S+ persons, and persons with disabilities.

Diversity and inclusion within the engineering workforce brings numerous significant benefits to Canadians. These benefits are outlined by Engineers Canada:

- Delivering a solution to overcoming skills shortages
- Increasing innovation capacity
- Providing a greater return on human resource investment

[11] Engineers Canada (<https://engineerscanada.ca/sites/default/files/government-submissions/2023%20Federal%20Budget%20Analysis.pdf>)



Hiring & Training

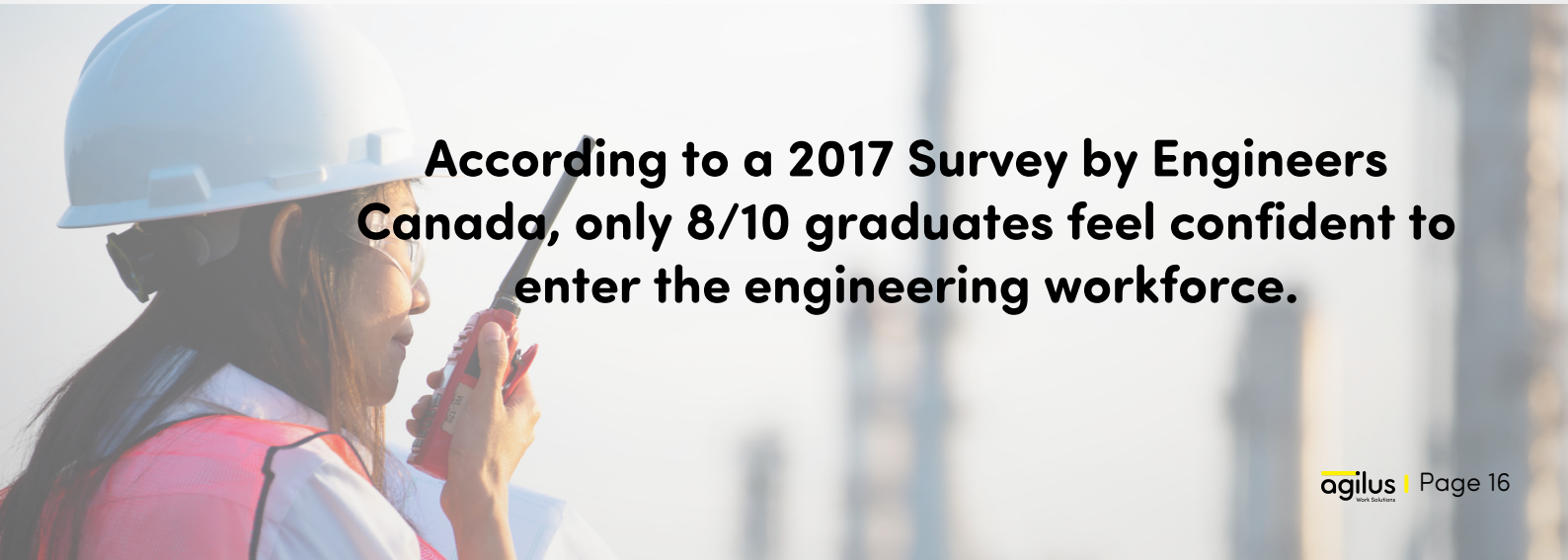
One of the biggest opportunities in Engineering sector lies in hiring competitively and retraining existing talent. Technological advances, resource constraints and global events are going to continue to dominate the future of work. If companies desire to build a solid talent pool within their organization, they will need to identify and train credible candidates within the organization. For instance, engineering and geoscientists are now upskilling their technology proficiency to keep up with pervasive technology in core engineering & geoscience functions. Businesses should also consider in-depth training for new hires at the outset. New workers get exposed to continuous learning through full-time learning programs, vendor-led bootcamps, and cloud certification programs.

Participation in STEM

The goal to build a resilient and thriving workforce for the future of engineering is to make engineering education accessible, inviting and relevant. Fortunately, Canada is a leader when it comes to engineering education, especially civil engineering.[12] It ranks 17th out of 167 countries on the aggregate logistics performance index. Engineers Canada [13] plays an empowering role in the engagement of youth STEM fields. Each year the organization holds 500 plus national level events to engage with young minds to let them know how rewarding engineering career can be. Programs such as Future City Competition and DiscoverE have enabled them to work closely with educators across Canada to spark interest among school age kids and youth.

[12] Yahooocom (<https://finance.yahoo.com/news/15-countries-produce-best-engineers-025053687.html>)

[13] Engineers Canada (<https://engineerscanada.ca/diversity/youth-engagement-in-stem>)



According to a 2017 Survey by Engineers Canada, only 8/10 graduates feel confident to enter the engineering workforce.



SPOTLIGHT

Windsor Ontario: Engineering Talent, EV Revolution, & Bridging Borders

Windsor, Ontario, stands as a vibrant economic hub, strategically navigating the burgeoning electric vehicle (EV) industry while bolstering the auto industry, overseeing an international bridge project, and addressing the critical skilled trades gap, particularly in engineering fields.

» Filling the skilled trades gap

Windsor's economic revival hinges on tackling the widening skilled trades gap, especially in engineering. Initiatives like the Canadian Apprenticeship Strategy's Union Training and Innovation Program (UTIP) allocate over \$7.3 million to fortify the workforce, vital for shaping Windsor's economic landscape.

» Driving the EV revolution

Windsor's ascendancy in the EV sector receives a substantial boost with Korean electric vehicle parts manufacturer Bobaek America selecting the city for a transformative project, creating 214 jobs and positioning Windsor as a key player in the EV battery supply chain.

» Strategic location and government support

Government programs inject \$1.5 million into the EV and battery supply chain, affirming Windsor's commitment to creating an ecosystem conducive to innovation. Ontario's broader efforts, with \$27 billion invested in electric vehicles over the past three years, further solidify Windsor's position.

» Bridging borders with the Gordie Howe International Bridge

The completion of the Gordie Howe International Bridge, anticipated in September 2025, will further connect Windsor and Detroit, enhancing trade and transportation links between Canada and the United States. Named after a hockey legend, this bridge will serve as a significant infrastructure milestone, reinforcing Windsor's status as a vital economic hub. However, the demand for engineering talent to support such large-scale projects puts pressure on Windsor's limited talent pool.

» Investing in skills for the future

The Government of Canada's commitment to investing over \$7.3 million in skilled trades resonates with Windsor's strategic approach, acknowledging the indispensable role skilled trade workers play in shaping the city's future.

Windsor's focus on addressing the skilled trades gap, capitalizing on EV investments, and bridging borders with the Gordie Howe International Bridge positions the city for sustained growth. By nurturing a diverse and skilled workforce, Windsor drives innovation in engineering and solidifies its place in the evolving landscape of clean technology. As the city pioneers initiatives to propel advancements in the EV sector, Windsor stands as a beacon for economic resilience and future-forward thinking.

Sources:

- <https://windsorstar.com/news/local-news/windsor-lands-another-big-battery-supply-chain-investment>
- <https://www.investwindsorsex.com/en/news/windsor-forecast-to-lead-nation-in-economic-growth-rate>
- <https://www.cbc.ca/news/canada/windsor/windsor-tech-industry-1.6904994>



Building forward and filling gaps in your skilled workforce along the way

In the face of economic uncertainties and short-term hiring freezes, the demand for talent among Canadian CEOs remains unwavering, with 89% anticipating an increase in headcounts over the next three years according to a 2022 KPMG report. As the engineering industry grapples with a persistent skilled labor shortage, implementing recommended strategies is crucial. Focusing on skill-based hiring, fostering inclusivity, and investing in professional development ensures businesses retain critical knowledge and skills for future success. Now is the opportune time to give the skilled workforce compelling reasons to work in the engineering sector, ensuring a robust workforce and maintaining competitiveness in the evolving landscape.

Strategic Immigration Programs

Leverage immigration programs to attract skilled workers. Collaborate with government initiatives that target immigrants with STEM backgrounds. Provide support for seamless integration, addressing challenges such as language barriers and credential recognition.

Competitive Compensation

Offer competitive and attractive compensation packages to entice skilled professionals. Consider benefits, flexible work arrangements, and professional development opportunities as part of the overall package.

Promote Inclusive Workplaces

Create an inclusive and diverse work environment. Implement policies that promote equal opportunities, support underrepresented groups, and foster a culture of inclusion. This can contribute to a positive employer brand and attract a wider talent pool.

Skill-Based Hiring Practices

Consider shifting towards skill-based hiring practices rather than focusing solely on formal education. Evaluate candidates based on their practical skills, experiences, and potential contributions to the organization. This approach can broaden the talent pipeline.

Collaborate with Educational Institutions

Establish partnerships with universities, colleges, and technical schools. Engage in co-op programs, internships, and industry collaborations to identify and nurture emerging talent. Provide mentorship programs to bridge the gap between academic knowledge and industry requirements.

Promote Professional Development

Emphasize continuous learning and professional development within the organization. Offer training programs, certifications, and opportunities for employees to enhance their skills and stay updated with industry advancements.

Highlight Corporate Social Responsibility

Showcase the organization's commitment to social responsibility, sustainability, and community engagement. Many skilled professionals, especially in younger generations, value employers with a strong commitment to making a positive impact.

Utilize Technology for Recruitment

Leverage digital platforms and technology for recruitment efforts. Utilize social media, online job boards, and recruitment software to streamline the hiring process and reach a broader audience.

Understand your Market

Stay up to date, not only salaries and benefits but what are your competitors offering in terms of work culture, ESG, EVP and values. How are they pitching their company and the opportunities to work with them? Stay informed.

Showcase Project Success

Highlight successful projects and innovations the organization has been involved in. A track record of impactful projects can attract skilled workers who are motivated by the opportunity to contribute to meaningful and innovative work.

Foster Inclusion

Build a welcoming workplace and culture for women and other visible minorities. Where possible, allow for flexibility in role development, include flexible work hours, job sharing and asynchronistic work. Offer women returning from leaves additional supports like onboarding, professional development and work from home options.

Identify yourself as a Steward of the Environment

Unlike any other sector, engineering is under intense scrutiny of consumers and candidates for the impact they make on the environment. Whether it is oil sands, mining or a congested downtown building complex, candidates want to work for an organization that cares about the environment and building a sustainable future.

Audit your Online Profiles

Many online job board and social media channels are collecting reviews from your present and past employees. Review your ranking on Glassdoor, Indeed and LinkedIn and those of your competitors for talent. Ensure that your employer pages are up to date with your current values, ESG and incentives/benefits.

Promote your Employee Value Proposition (EVP)

Research and promote what makes your company different from your competitors from a potential candidate's perspective. Can you articulate your EVP in a few sentences? Review your career pages so it clearly communicates "what's in it for them"?

The Power of Storytelling in Recruitment

Crafting a compelling Employee Value Proposition (EVP) transcends a list of common benefits; it's about creating an engaging story that resonates with potential hires. Much like a Unique Selling Proposition (USP) for customers, your EVP should ignite enthusiasm in employees to contribute their skills and talents. Today's candidates expect their values to align with your company values. An authentic EVP that reflects your company's vision and culture is a valuable tool for attraction and retention. Authenticity is crucial, with 21% of job seekers citing shared values with a company's mission as a key factor in decision making[14]. An effective EVP includes a positive work environment, career development, and pride-inducing culture. Surveys and exit interviews with employees help you tailor your EVP to stay relevant, contributing to both attraction and retention.

As per a 2022 KPMG report, 61% of Canadian CEOs anticipate the importance of talent retention efforts amidst economic pressures[15]. Effective storytelling within the EVP program strategically attracts both active and passive candidates. Treat your EVP as your company's story, and communicate this narrative effectively through various channels like job descriptions, career web pages, job boards' employer pages and social media. Today, it's not just about the job; it's about authentically sharing your company's story with job seekers..

[14] <https://www.indeed.com/hire/c/info/employee-value-proposition>

[15] <https://kpmg.com/ca/en/home/insights/2022/11/canadian-ceos-and-the-workforce-evolution.html>



For 48 years, Agilus has served our candidate and employer networks, connecting qualified and experienced job seekers with meaningful opportunities. We place nearly 10,000 job seekers in roles every year in Engineering, Technology, Professional/Office, and Light Industrial roles.

Agilus delivers specialized recruitment services for engineering, technical and technical sales roles across Canada in diverse fields. Our engineering recruitment team fulfils your talent needs in a timely, organized and efficient manner.

The future of engineering is here. As engineers and employers create a better world for future generations, Agilus, Canada's largest engineering recruitment firm, is proud to support their efforts.

Let's get to work.

hello@agilus.ca | agilus.ca
1.855.622.1200



Platinum member

agilus
Work Solutions