SESSION A3:
THE NEW WORKFORCE: ATTRACTING, RETAINING, DEVELOPING AND ENGAGING FUTURE LEADERS

Moderator:
Michael Bacchus, CEO, Conroy Ross Partners Limited

Panel:
Krista Uggerslev, Applied Research Fellow JR Shaw School of Business, NAIT
Jared Smith, CEO, Incite Marketing
Angela Fong, Chief Corporate & Human Resources Officer, AIMCo
Ashif Mawji, CEO, Upside Software

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Speaker:
Krista Uggerslev
Applied Research Fellow JR Shaw School of Business
NAIT

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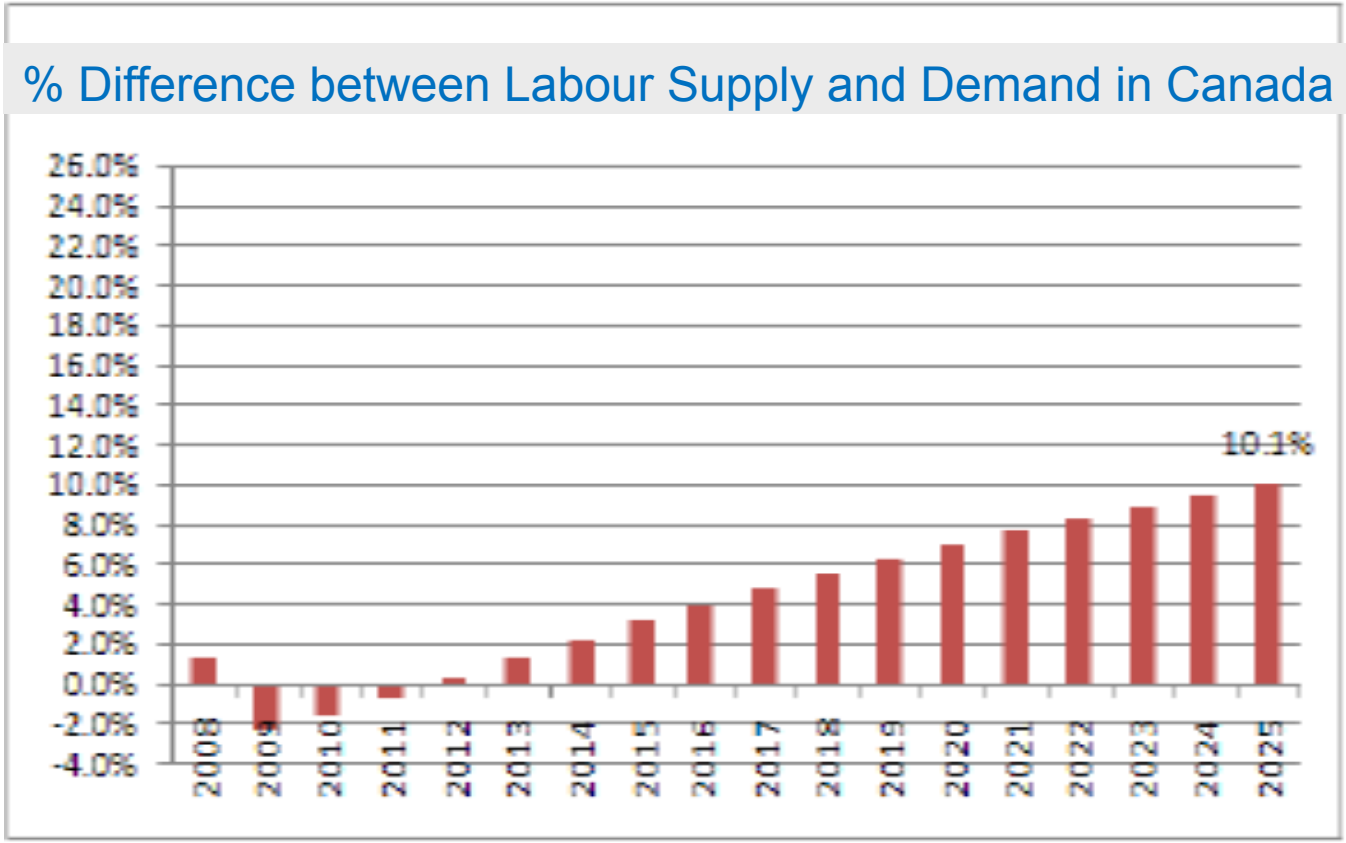
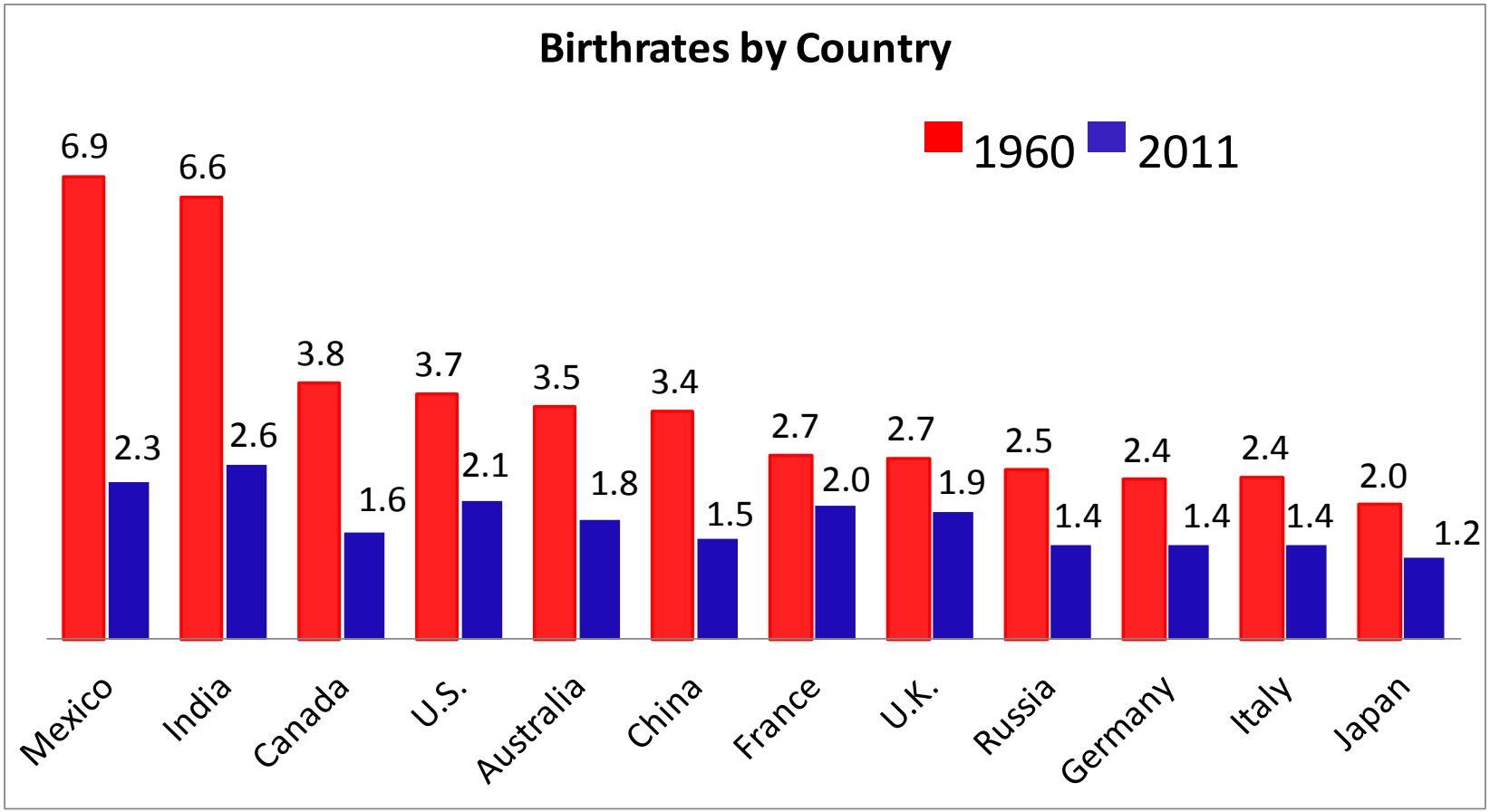
Growing Labour Shortage in Canada



Source: Conference Board of Canada, 2009, State of the Labour Market: Forecasting the Outcome

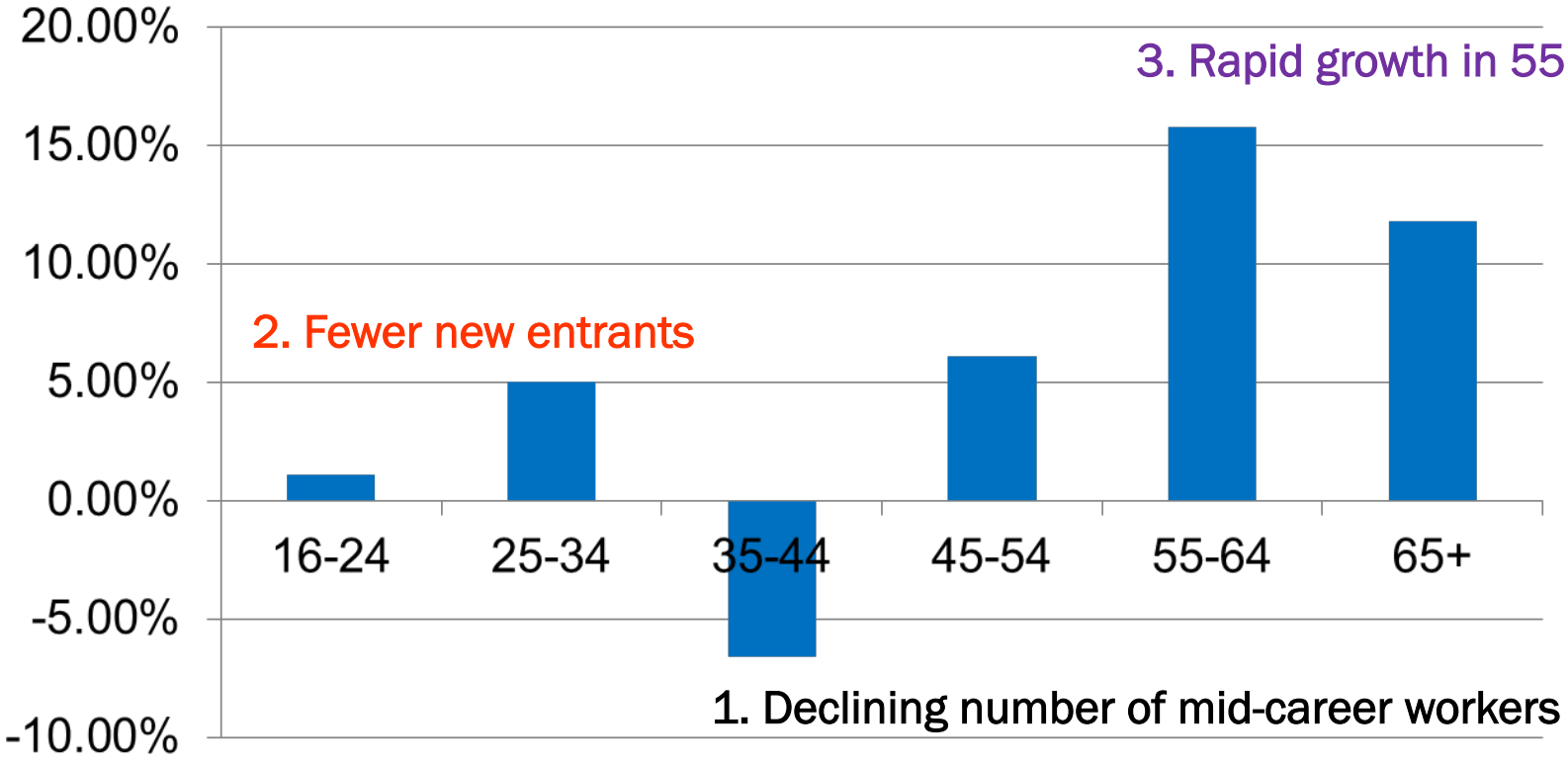
Declining Birthrates



Source: CIA: The World Factbook, 2012; Nationmaster.com, 1960.

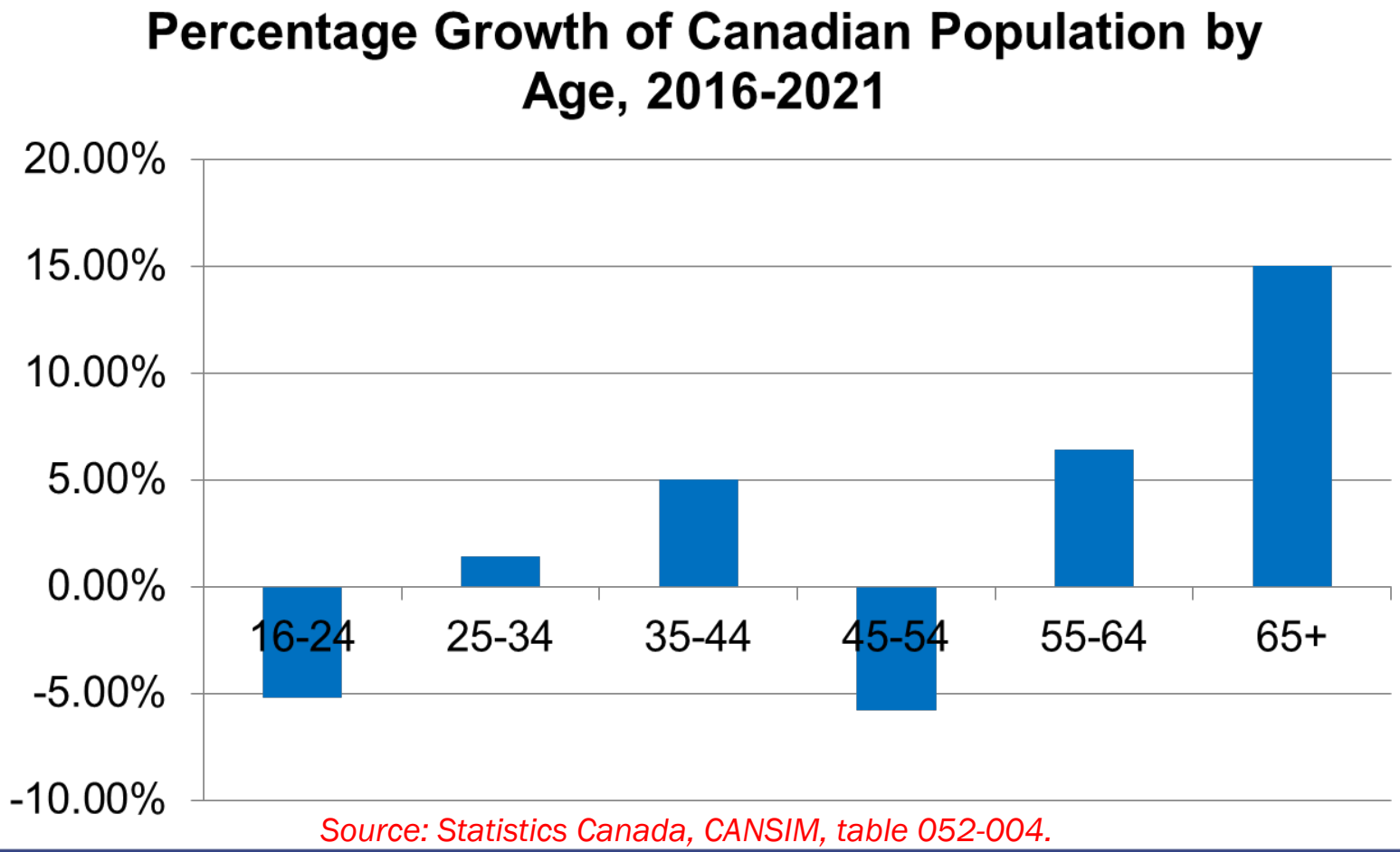
Dramatically Different Growth Patterns by Age

Percentage Growth of Canadian Population by Age, 2006-2011



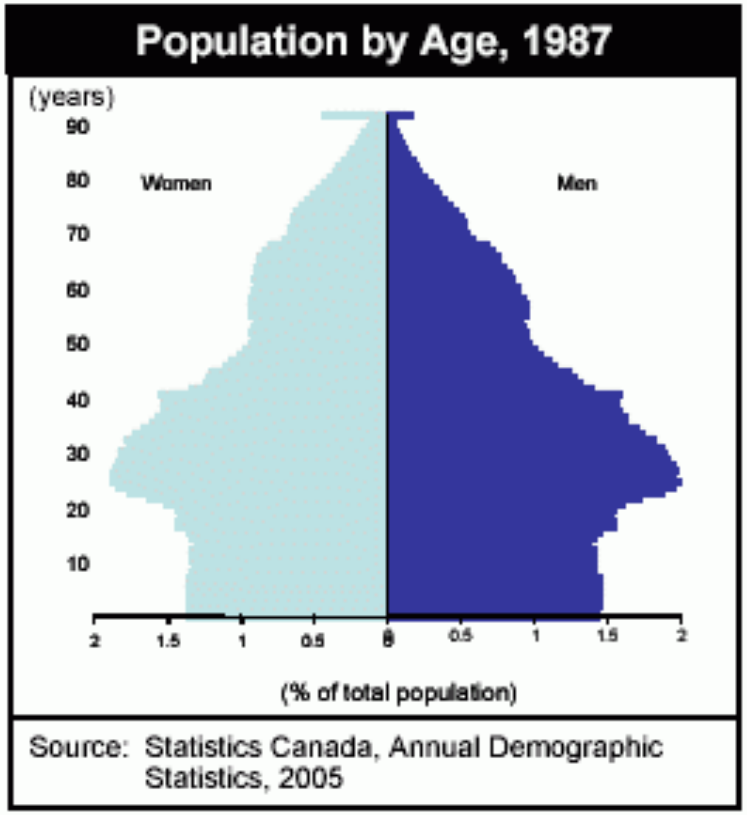
Source: Statistics Canada, CANSIM, table 052-004.

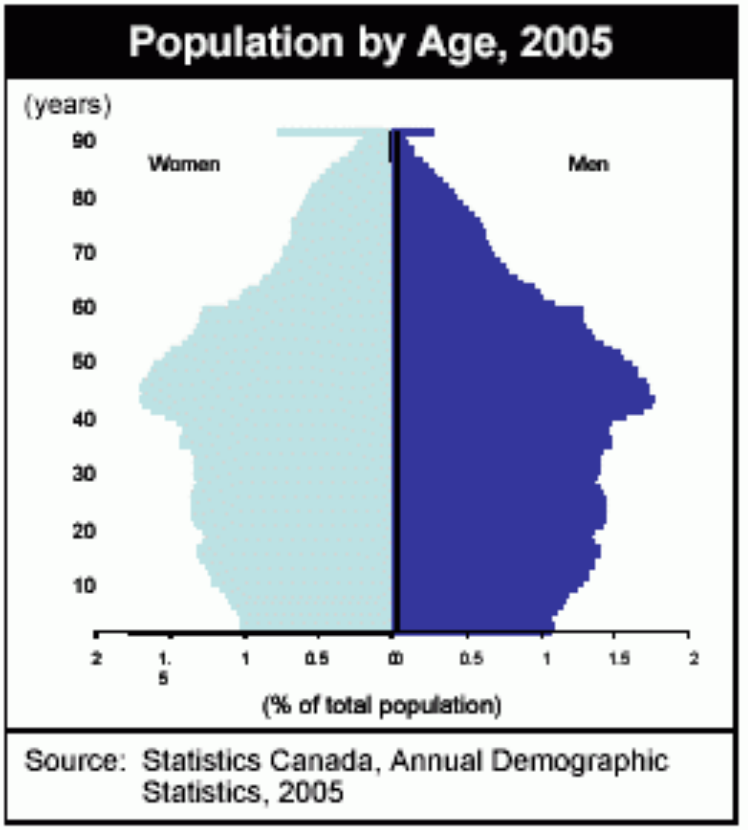
...and the Trend will Continue



Source: Statistics Canada, CANSIM, table 052-004.

The Baby Boom Pattern





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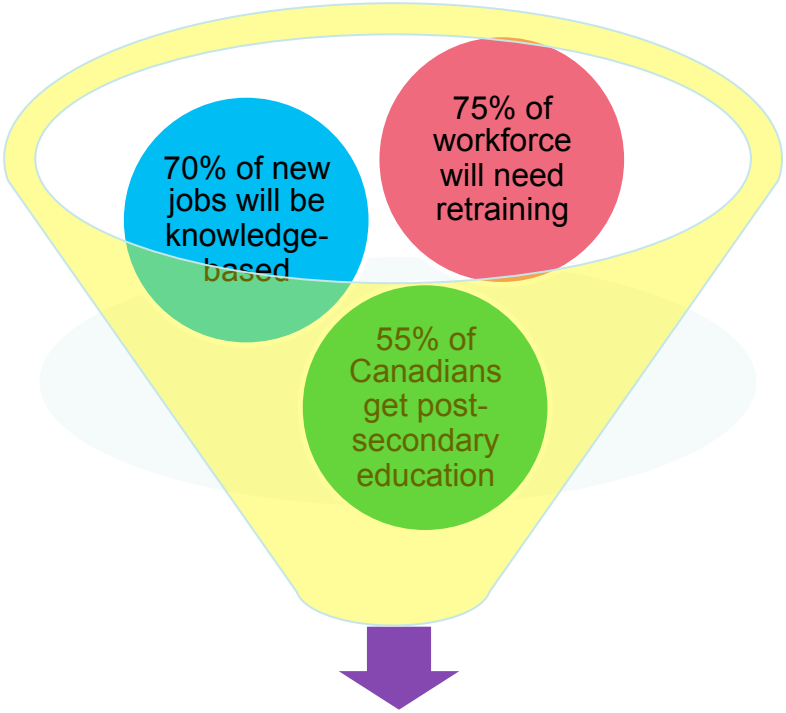
Skill Mismatch for Jobs in the Next Decade



Source: Human Resources and Skills Development Canada, 2007, Looking ahead in Canada.

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Alberta and Edmonton

In Alberta:

- High(er) birthrate
- 3rd largest receiver of immigrants to Canada
- Historical migration from other Canadian provinces
- Fewer elderly dependents
- Aboriginal population of 6%
- Fewer university graduates

In Edmonton:

- Greater proportion of Gen Ys
- Also growth from rural to urban

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Workplace Realities

- 70% of jobs don't exist today
- 66-69 targeted age of retirement for Baby Boomers
- We are linked to work 24/7
- The office is where we say it is
- Real company/virtual location
- Contingent workforce is critical

Ten Engagement Commitments

1. Use a profiling system when recruiting

2. Clearly defined accountability and deliverables

3. Two days to make your impression

4. Train your leadership team –
   - 70% will leave them
   - Eliminate 67% of your “performance issues”

5. Recognize Generational Differences

Generation	Born	Traits/Values	Communication Style
Traditionalists ***2%** of workforce*	1928-1945	• Work over family • Faith in institutions • Consistency/conformity • Put $ away, pay in cash	• Face to face • Hand written notes • Bulletin boards
Baby Boomers ***37%** of workforce*	1946-1964	• Title and status matters • Will question change • Competitive • Buy now, pay later	• Phone calls • Meetings • Memos
Generation X ***33%** of workforce*	1965-1979	• Anti-institution/anti-corporate • Work/life balance • Information rich • Skeptical	• Cell phone • Email • Intranet
Generation Y ***28%** of workforce*	1980-2000	• Impatient • Desire for immediate input • Globally connected • Earn to spend	• Text • Social media • Internet

5. Recognize Generational Differences

Generation	Career Statement
Traditionalists	• Build a Legacy
Baby Boomers	• Build a Stellar Career
Generation X	• Build a Portable Career
Generation Y	• Build Parallel Careers

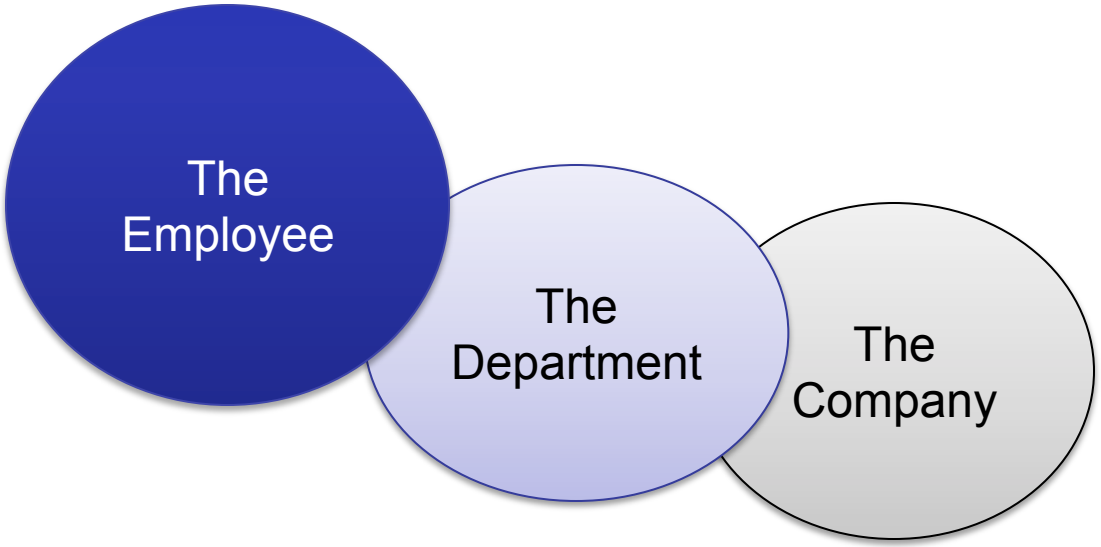
6.Force rank your talent, understand motivational needs of A and B players

7.Define career potential

8.Organizational Culture

9.Executive credibility and clear Vision

10. Communication Priorities



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Speaker:
Ashif Mawji, CEO, Upside Software

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Attracting, Retaining and Fostering Talent – The Upside way

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Product & Company Information

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About Upside Software

Profitable company with Strong revenue growth

160 employees & growing

Comprehensive product suite

Rated #1 by Gartner/AMR and Forrester

> 20% of revenues go to R & D

About 400 customers in virtually every industry and in 180 countries

Community Involvement - over $150K/year is donated

Global enterprise deployment expertise

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A few of our Customers

financial & services

health care / pharma

retail / consumer

transportation / logistics

manufacturing

public sector

education

high tech / telco

oil / gas, mining and utilities

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Product Overview

UpsideRFX → UpsideContract → UpsideContract -Office → UpsideBilling → UpsideForms

Sourcing & Procurement
- Create RFPs, RFIs, RFQs
- Manage both vendor & supplier activities

Enterprise Contract Management
- Manage buy and sell side contracts
- Manage entire lifecycle from start to finish

For Microsoft® Office
- Native MS Word integration
- Offline contract creation & document editing

Invoicing & Billing
- Validate incoming/outgoing invoices
- Invoices tied to contract/PO

Configurable & Integrated Forms
- Ability to capture any type of data
- Flexible and can be integrated with other Upside solutions

✔ Flexible ✔ User-Friendly ✔ Scalable ✔ Web-Based ✔ Zero Footprint

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Our SaaS / Cloud Offering

UpsideLive

- Comprehensive functionality of UpsideContract
- Pre-configured and ready to use
- Training offered as an option
- Various configuration options also available
- Starts at around $150/month

UpsideLive LITE

- Scaled down functionality geared towards day-to-day contracting
- Very, very, very easy to use
- Pre-configured and ready to use
- Runs on our robust enterprise grade platform
- Starts around $19.99/month

SAS 70 Type II Certified

Options available for hosting on dedicated servers

Choice in location of hosting also available as an option (e.g. USA, Canada, UK, etc.)

State of the art hosting facilities by a provider focused solely on hosting

Start using it within 2 days

upsidelive for Salesforce

Now here

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Why did we pick Edmonton (initially)?

- Access to new & quality talent (new grads)
- Lower operational costs than US high-tech cities
- Favorable overall tax regime
- Great place to raise a family
- Easy to get around / commute (low traffic)
- Lower competition for staff in our specialty
- We can operate from anywhere there's Internet connectivity
- Witnessed other successful high-tech ventures based here
- Access to knowledgebase of serial entrepreneurs

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How do we attract, nurture and retain talent

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Thank you

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