



# How To Maximize The Available Employee Pool In The Current Hiring Market

## Report on 2020 Survey Results

ABL Employment conducted a survey to understand the deciding factors that determine whether an employee would accept or stay at a position. With tightening employee markets across all areas, it is imperative that companies understand how their positions stack up against other opportunities available in the market, and what they can do to make their jobs more attractive to today's employees.



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## PROLOGUE: IN LIGHT OF THE COVID-19 PANDEMIC

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April 6<sup>th</sup>, 2020

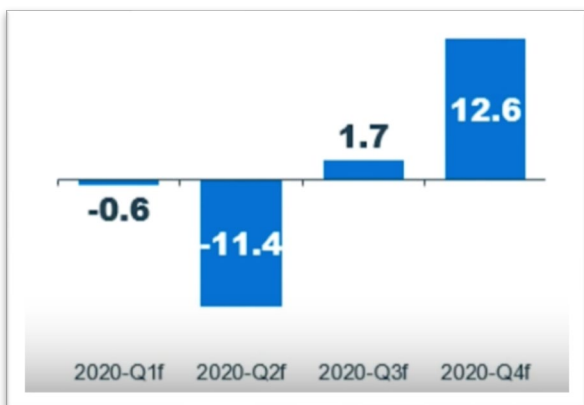
Dear reader,

This survey was conducted between January and March 2020 – and we had a wonderful response from our participants... then COVID-19 hit, and suddenly findings in our well-intentioned survey didn't seem to matter much at all.

I wrestled with the decision on whether to release the survey report anyway. I spoke with a number of people in our organization and presented my dilemma – would anyone care about a survey that speaks to “what makes an employee choose one job over another in today's market”, when there is very little market at all right now because of the impact of this pandemic?

After quite some discussion, I decided to publish the report. I believe that for those companies designated as essential businesses, and who remain operational during these difficult times (including ourselves in the staffing industry), this report holds some insights that can help us show our essential workers how much we value and respect them, and the efforts we are making to protect them and keep them safe while they're at work, so they can go home to their loved ones every night feeling good about their places of work.

BDC (Business Development Bank of Canada) released their economic outlook for 2020 and there looks to be a fierce recovery in 4<sup>th</sup> Quarter. At that point, you may find yourself competing with all the other businesses ramping up into high gear. It's my hope that this Survey Report will arm you with some great advice on how to attract **and retain** the best and brightest candidates for your operation when the floodgates finally reopen.



Source: Business Development Bank of Canada  
www.bdc.ca

It's our hope that these projections prove true, and that we can all look forward to a great recovery later this year.

In the meanwhile, please be well, take very good care, and work safe. We'll be here for you at the other side of this challenge.

Yours in service and safety,  
**The ABL Employment Team**

## THE TOP 5 THINGS THAT EMPLOYEES ARE LOOKING FOR WHEN CHOOSING A JOB:

- 1 = Positive Work Environment
- 2 = Competitive Pay Rate
- 3 = Opportunity To Be Hired
- 4 = Convenient Shift Times
- 5 = Training & Skill Enhancement Opportunities

### 1. Positive Work Environment: Put the right people in charge of new hires:

“Friendly & Supportive Supervisors”, “Positive Work Environment”, and an adverse reaction to “Micromanagement” all show up consistently on our employee surveys: so put your most positive and helpful people in charge of new hires so their learning experience is the best it can be and implement a lunch-buddy system to help new hires feel part of the work culture faster.

### 2. Competitive Pay Rates are important – but so are other incentives:

Know what your competitors are offering – are your wages and compensation packages competitive? Do whatever you can to bring your position in line: don’t be the first offer someone dismisses strictly because of wage differences. However, if it’s not in your control to increase wages, remember to mention other benefits that can be included in the compensation package, like additional training and skills development opportunities, performance bonuses, mileage reimbursement, extra days off with pay, etc. **Check out ABL’s [Market Analysis Page](#) on our website.**

#### What Employees Are Looking For When Choosing A Job:



### 3. Employees prioritize jobs with opportunity to be hired:

People consistently list “opportunity to be hired” as one of the fundamental factors considered when choosing between job opportunities. As you know, Millennials (born between approximately 1981 and 2000) make up the majority of the workforce in 2020. While they enjoy variety and flexibility in their work life, they are also in the stage of life where they are entering the home-owner market, raising children, and some are even beginning to take on care-taker roles for their parents. It’s therefore understandable that they would also prioritize opportunities that afford them some sense that the job has a future, and is taking them seriously. If you’re pleased with the temporary candidates you’re attracting, don’t waste time: start having those hiring discussions with them sooner than later, and draw up a plan for the milestones you’d like to see achieved in order to be considered for a full-time offer of employment. ABL offers a number of unique hiring solutions that give companies opportunities to hire our candidates in various cost-effective ways. We’d be happy to discuss them with you.

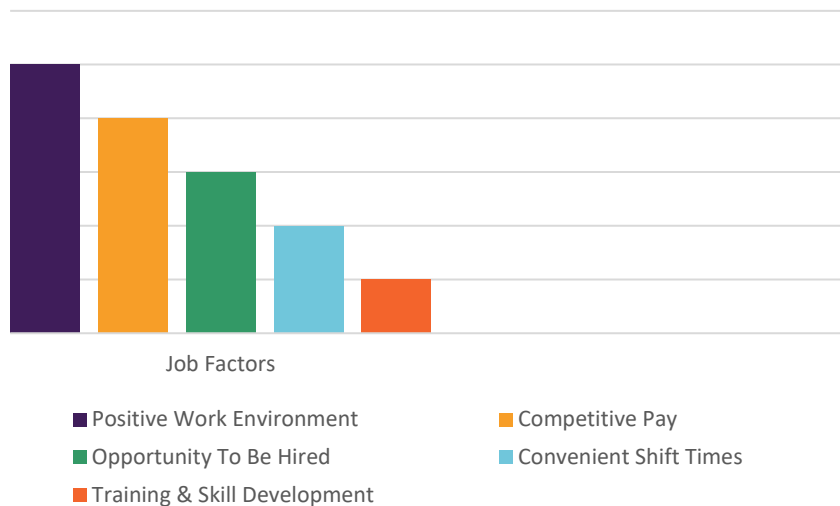
### 4. Tweak start and end times of shifts to match transportation schedules:

Around 1/3 of responses said that shifts starting before 7AM or finishing after 11PM were the most challenging to work around. This could be attributed to things like bus/transit schedules, arranging childcare, and existing employment or school commitments. Review whether tweaking shift start or end times can make a difference for your staff, which in turn reduces late and absentee events.

### 5. Offer opportunities to learn new skills and train in different areas:

Respondents were clear in their desire to grow and improve their skillsets and become more versatile in their roles. Embracing this approach goes a long way to appealing to the Millennial and Gen-Z demographics who desire variety and growth opportunities in their roles. By providing opportunities to cross-train in different departments, people will stay engaged & feel valued, while you gain bench-strength and a more flexible workforce!

Top 5 Things Employees Look For In A Job:



## WHAT ATTRACTS EMPLOYEES TO ABL EMPLOYMENT?

1 = Gain experience in a new field or industry

2 = Weekly pay

3 = Quick access to their earnings

4 = SkillPass Program

5 = Employee Recognition Programs: Referral Bonus & A Better Life Award initiative

What Attracts Employees To Staffing Firms Who Offer Temporary Or Temp-to-hire Work?



- Gain Experience In A New Field
- Weekly Pay Option
- Quick Access To Earnings



“Gain experience in a new field or industry”, “Weekly Pay”, and programs like ABL’s “Quick Start Pay Program” (that gives employees access to their first pay sooner), were the top 3 things people said drew them to using ABL Employment to find work.

These speak to a desire to be paid accurately and on-time, and for millennials (up to 40 years old in 2020) who make up the majority of today’s workforce in Canada, to embrace opportunities in the workplace to cross-train in different departments: all of these things will help people stay engaged & feel valued, while you gain bench-strength and a more flexible workforce!

Our **SkillPass Program** is a FREE skills training program offered to our assignment employees that provides online and in-person workshops and presentations on a myriad of topics, including health and safety, first aid certification through our own Red Cross certified trainer, on-the-job skills, overall wellness, and even general life skills. This program is being expanded on an almost-weekly basis. You can check it out on our [Youtube Channel!](https://www.youtube.com/ablemployment) [www.youtube.com/ablemployment](https://www.youtube.com/ablemployment)

Our **Referral Bonus** and **A Better Life Programs** offer an opportunity to make extra money through referring a friend to work with ABL, or through the Monthly and Annual components of our *A Better Life Award*, where we recognize the achievements both big and small, of our assignment employees as they go about making the world a better place for themselves, their families, and their places of work.

## ATTRACTION OPTIONS THAT HAVE MINIMAL COST AND MAXIMUM IMPACT:

Employees Really Appreciate When Companies...

- 1 = Create opportunities to earn extra money through part-time or weekend shifts
- 2 = Provide technique training, dollies, & handcarts etc. to make heavy lifting easier
- 3 = Provide supportive & friendly guidance, rather than heavy-handed micromanagement



### 1. Create opportunities to earn extra money with part time & weekend shifts:

Think about creating additional shifts offering part-time and weekend hours, so that you can access a substantial pool of candidates who are looking to supplement their income. This also gives you a pool of people to come in early or stay late to help fill in for absences or vacations. Also, even full-time people may be looking for opportunities to earn extra money, and giving existing staff the first chance to fill in is a convenient cost-saver.

### 2. Provide technique training, dollies, & handcarts etc.:

Heavy lifting can be managed well with the right support pieces in place: Provide instruction on effective techniques, and how to use “2 person lifts”. Provide dollies and hand trucks etc. to move heavy items safely and efficiently. This all helps to limit injuries, and minimizes damage to product, and downtime.

### 3. Provide supportive & friendly guidance:

Put the right people in charge of new hires - “Friendly & Supportive Supervisors”, “Positive Work Environment”, and an adverse reaction to “Micromanagement” all show up consistently on our employee surveys: so put your most positive and helpful people in charge of new hires so their learning experience is the best it can be, and implement a lunch-buddy system to help new hires feel part of the work culture faster.

## THE TOP 3 THINGS THAT WILL IMPROVE YOUR RETENTION RATE:

- 1= Hire on preferred people as soon as possible
- 2 = Pay a competitive wage
- 3 = Mitigate the difficulties around working shifts or casual jobs



### 1. Hire on preferred people as soon as possible:

Employees prioritize jobs with the “Opportunity To Be Hired”: At ABL, we consider it a badge of honour when our assignment employees are hired on by our client companies. We offer a number of unique hiring solutions that give companies opportunities to hire our candidates in various cost-effective ways, including temp-to-hire, direct hire, pre-hire screening, or custom hire solutions. Consider using the temporary to hire period through a staffing agency as a replacement for your “probation period”: it shows your temporary workforce that the right people for the job have a chance to be hired on at your company, and offers you a number of potential cost-saving benefits.

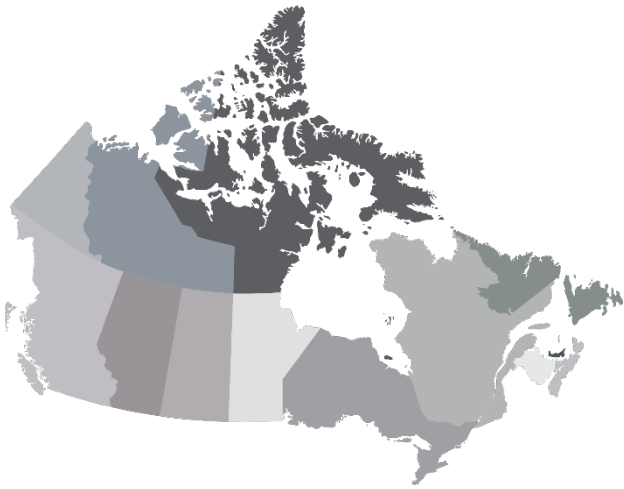
### 2. Competitive Pay Rates are important – but so are other incentives:

If you’re not sure how your current pay rate for a temporary or temp-to-hire position stacks up in the current market, ABL can help. We have our ears to the ground, constantly taking note of competitive information in our markets, so we can speak confidently to which rates are able to attract and retain the people you need to keep your operation running smoothly. Check out ABL’s [Market Analysis Page](#) on our website. We can help you find that delicate balance between what you can afford and what your ideal candidate can demand in the current economic market.

### 3. Mitigate the difficulties around working shifts or casual jobs:

Implement shift times that are predictable and align with transit system schedules. Even if you can’t offer full time hours – offering a consistent schedule allows employees to plan for supplemental work elsewhere, take classes to learn new skills, or pursue other personal goals, like play competitive sports, care for a dependent, pursue hobbies. Today’s Millennial workforce places high value on flexible, personalized work schedules. You can increase your available pool of candidates by running shifts that work well with public transportation schedules: this one factor often can offset the need for a huge wage increase, simply by making it easier for people to take transit instead of needing to pay for a car, insurance, parking etc. Plus – it is more environmentally responsible!





**Check Out Recommended Payrates  
In Your Area:**

<https://www.ablemployment.com/pay-rates-and-market-info/>

**Learn More About ABL's Various  
Hiring Solutions:**

<https://www.ablemployment.com/introduction-package/>

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