




PLACEMAKING 4G

greatness ⊕ greatness

Attracting tomorrow's talent



THE NEW GENERATION OF RECRUITING

—
We Attract, Retain and Invest
in Atlantic Canada

A New Generation of Entrepreneur

- Socially Conscious
- Value-alignment
- Community Impact
- Cultural Impact
- Atlantic Impact





A familiar story

- ▶ “A significant portion of our workforce is over 60...they could retire tomorrow. That is what keeps me up at night.”

▶ Nova Scotia Employer

We attract, retain and invest in Atlantic Canada

What We Do



ATTRACT:

We align the best young talent with established and emerging employers.



RETAIN:

A job is not enough!
Our vibrant East Coast communities are waiting for you to come home and make your mark.

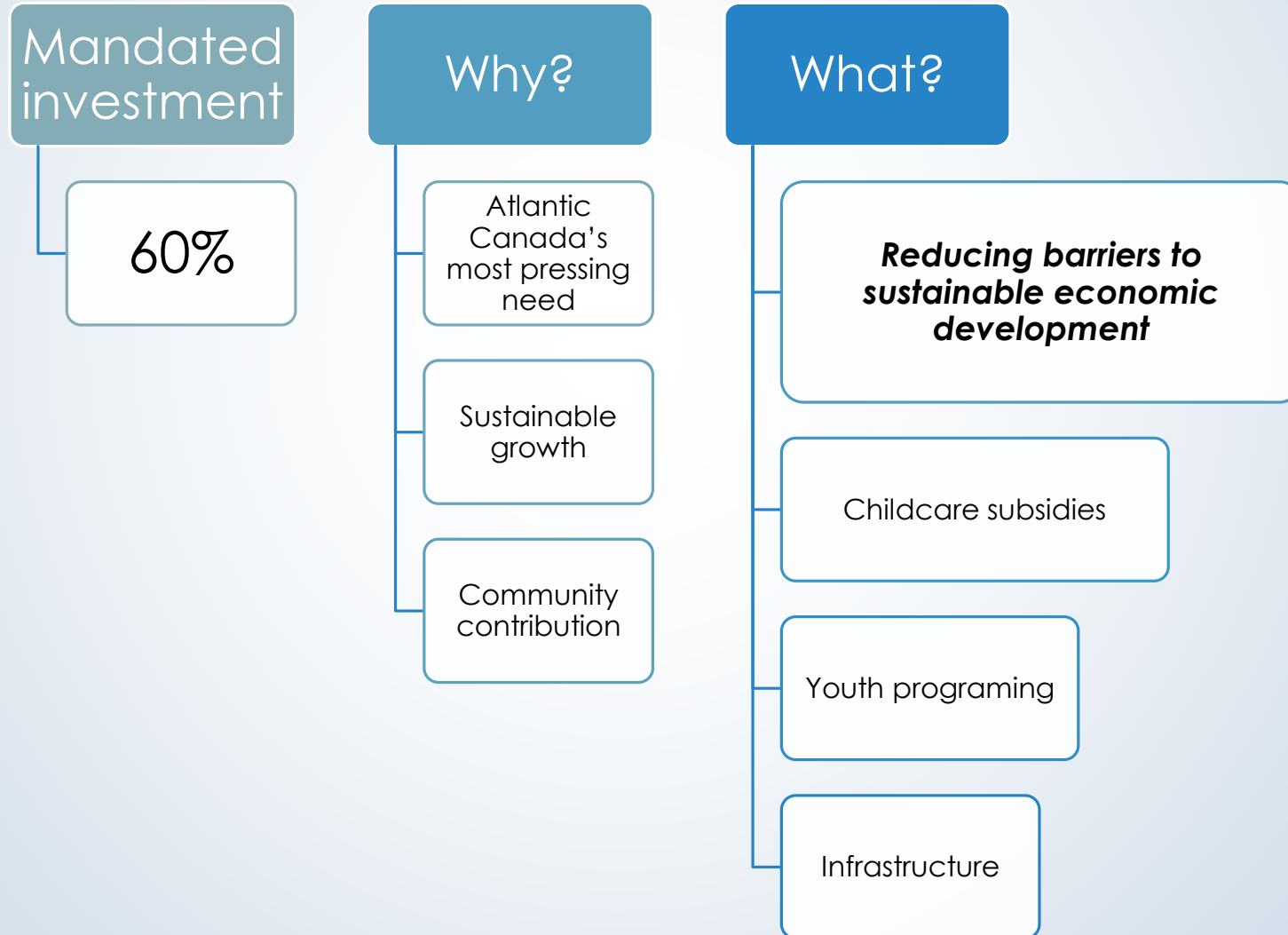


INVEST:

We believe in Atlantic Canada. We put our money where our mouth is and reinvest our profits right here at home.



Community Interest Company CIC



We deal in
Young Talent



Find the right person the first time

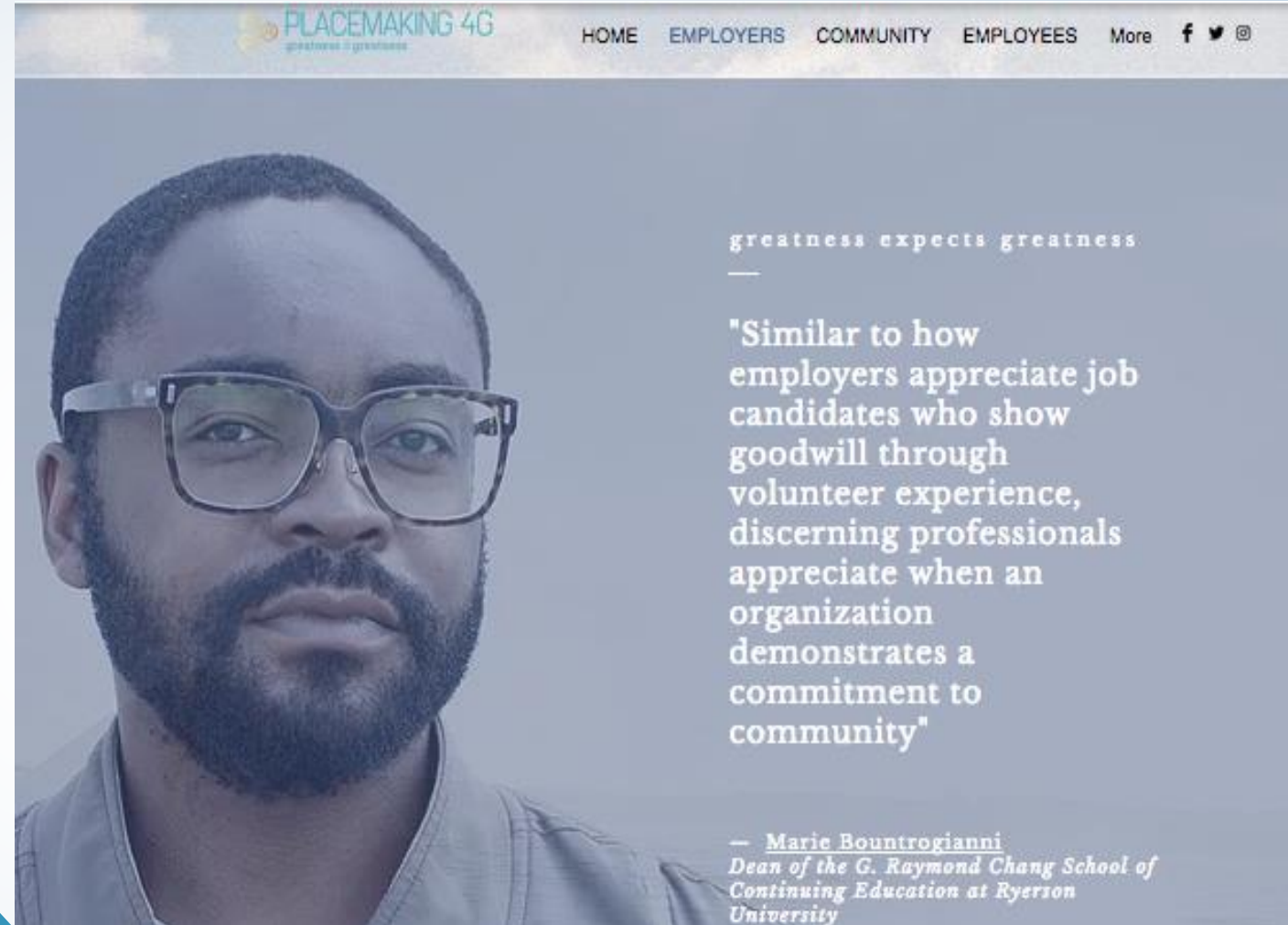
We focus on entry and mid-level positions.

Why?

They have the *highest turnover* rates resulting in *additional costs of 30 - 150%* to replace them.

— Darius Fisher
Forbes

Want the best?
Be the best



PLACEMAKING 4G
greatness expects greatness

HOME EMPLOYERS COMMUNITY EMPLOYEES More [f](#) [t](#) [@](#)

greatness expects greatness

"Similar to how employers appreciate job candidates who show goodwill through volunteer experience, discerning professionals appreciate when an organization demonstrates a commitment to community"

— Marie Bountrogianni
Dean of the G. Raymond Chang School of Continuing Education at Ryerson University

Why do we focus on values, vision and culture?

84%

of consumers believe that companies should do more for society

-Ipsos Mori

75%

of millennials say they would take a pay cut to work for a more responsible company

-Cone Millennial Cause Group

82%

of millennials who's current organization's values align with that of their own stay with their organization for more than 5 years

-Deloitte Millennials Impact Report

86%

of workers believe it is important that their employer is responsible for society

-Ipsos Mori

50%

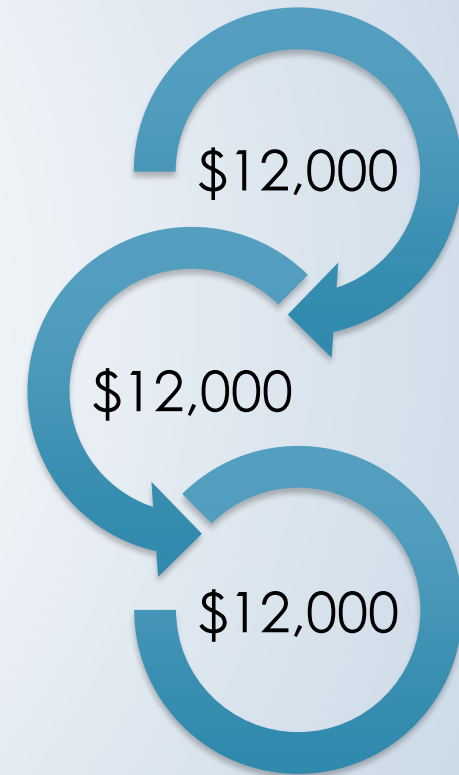
reduction in staff turnover by implementing Corporate Responsibility effectively.

-Babson Social Innovation Lab & IO Sustainability

New employee need – Scenario 1



Costs (estimated at 30%)



5 year cost = \$36,000

New employee – Scenario 2

Company x hires P4G to find a new communications person

Salary: \$40,000

Costs (recruiting fee 20%)



5 year cost = \$8,000

Placemaking makes financial sense

- ▶ Company X would save **\$28,000**, and likely have a 5-year tenured communications person in their ranks.

*company X's community would also benefit from a \$2,000 community re-investment

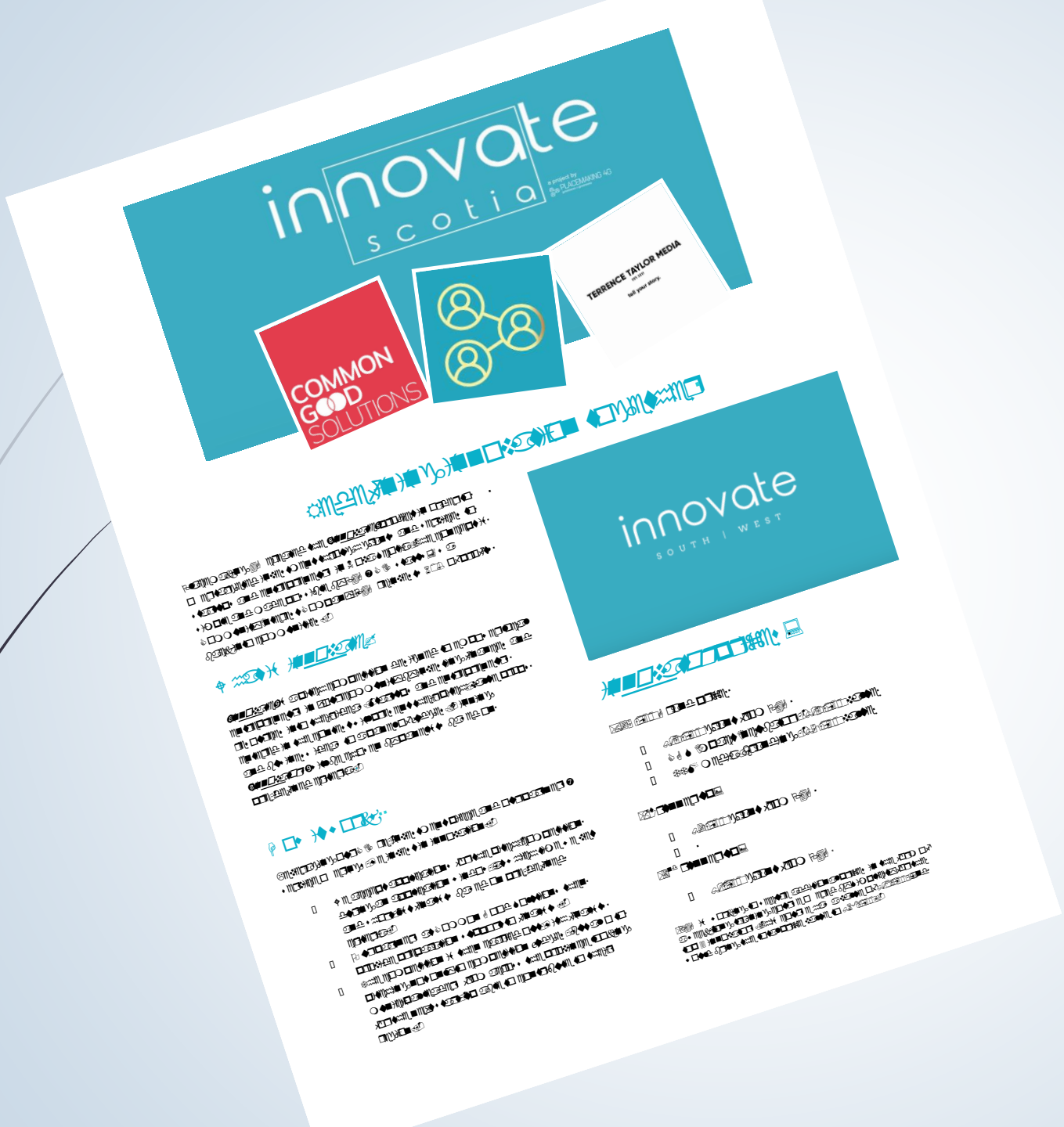
What's Next?

- ▶ #WhyHere
- ▶ Placemaking
- ▶ Cluster Employment pilot
- ▶ Student Engagement Tour

innovate
scotia

powered by
the PLACEMAKING 40





What can we do together?

- Inspire

- Innovate

- Invest

What can't we do together?

Thank
You



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