

October 2023

CHUKUNI
Communities Development Corporation



Serving the Red Lake
and Ear Falls Area of
Northwestern Ontario



Small Business Newsletter

Congratulations!
to the winners of the
2023 Chukuni Business Awards

2023 Chukuni Business Awards



BUSINESS CUSTOMER SERVICE EXCELLENCE AWARD
Michelle Grimes/Jamie Hamilton



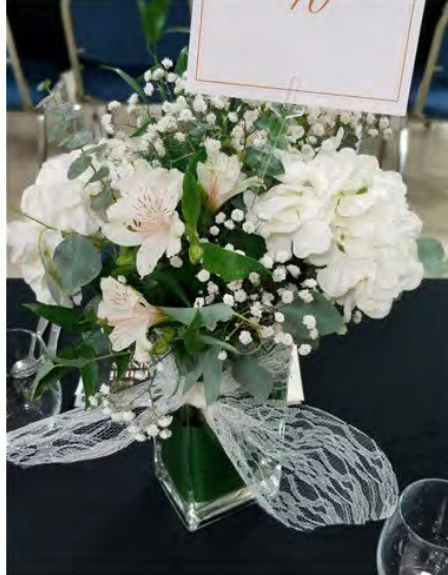
EMPLOYEE OF THE YEAR AWARD
Shirley Jette



CITIZEN OF THE YEAR AWARD
John Frostiak



HOME BASED BUSINESS OF THE YEAR AWARD
Colleen Clinie



BUSINESS SUPPORTING YOUTH AWARD
Red Lake IGA



GROUP OF THE YEAR AWARD
Ear Falls Fire Department



BUSINESS OF THE YEAR AWARD
Forever Green Gift Boutique



Hiring Strategies During a Labour Shortage

Are you having difficulty hiring enough workers? Statistics Canada reported last year that the unemployment-to-job vacancy ratio is at an historical low amid a record tight labour market. In 2023 things did not improve. If you are having difficulty hiring talent for your company adopting the following strategies might help make you more attractive to those who are looking for work.

Competitive Compensation: To make your job openings more appealing, offer competitive salaries and benefits packages. Research industry standards and adjust your compensation accordingly.

Flexible Work Arrangements: Consider offering flexible work arrangements, such as remote work or flexible hours, to attract a wider pool of candidates. Many people, especially younger candidates, value work-life balance over higher salaries.

Employee Development: Highlight opportunities for skill development and career growth within your organization. This will make your company more attractive to candidates looking for long-term career prospects – and these are the type of people you want working for you.

Strong Company Culture: Promote your company's values, mission, and culture to potential hires. A positive and inclusive culture can be a major draw for job seekers.

Employee Referral Programs: Encourage your current employees to refer qualified candidates. Employee referrals can be a powerful way to find new talent, as employees are likely to recommend people they trust.

Networking: Attend industry events, conferences, and online forums and network with potential candidates. Building relationships in your industry can help you identify and connect with talented professionals.

Partner with Educational Institutions: Collaborate with local colleges, universities, and vocational schools to establish internship programs or recruit recent graduates. This can be a great way to find entry-level talent.

Recruitment Marketing: Invest in targeted recruitment marketing strategies, such as online job postings, social media advertising, and partnerships with job boards. Ensure that your job listings are compelling and highlight the benefits of working for your company.

Streamlined Hiring Process: Simplify and expedite your hiring process to avoid losing top candidates to competitors. Long, cumbersome hiring processes can deter candidates, especially in a competitive job market. This will also demonstrate your professionalism.

Employee Value Proposition (EVP): Clearly define and communicate your Employee Value Proposition. Explain why your company is a great place to work and what sets it apart from competitors.

Talent Pools: Maintain a database of potential candidates who have shown interest in your company in the past. Reaching out to this talent pool when you have openings can yield quick results.

Retention Strategies: Focus on retaining your current employees by creating a positive work environment and offering opportunities for growth. High employee turnover can be costly in a tight job market.

Be Patient and Open-Minded: Recognize that finding the right candidate may take more time than usual. Be open to hiring individuals with transferable skills and a positive attitude who may not have a traditional background in your industry.

Consider Relocation: If it's feasible for your organization, consider hiring candidates willing to relocate to your area. This can expand your talent pool beyond your immediate region.

Seek Professional Assistance: If the shortage of talent is particularly acute and you need people urgently for senior positions, consider working with recruitment agencies or head-hunters who specialize in finding top talent for your industry.

Remember, in a competitive job market, your reputation as an employer and the way you treat candidates throughout the hiring process can significantly impact your ability to attract and retain top talent. Providing a positive candidate experience can make your organization more attractive to prospective employees, even in a challenging hiring environment.



Get Your Ideas Across Effectively

Effectively communicating business ideas is crucial for garnering support, securing funding, motivating employees, and achieving success in the corporate world. You can adapt the following key strategies for both formal and informal presentations, be it an on-stage presentation to investors, or putting a new concept to your immediate team.

1. Understand Your Audience:
 - Before you start communicating your idea, understand your audience's needs, interests, and preferences. Tailor your message to resonate with them.
2. Create a Compelling Story:
 - Craft a narrative with examples that illustrate the problem your business idea solves, its potential impact, and the opportunities it presents. An interesting story will engage your audience and make your idea memorable.
3. Start with a Hook:
 - Begin with a powerful hook or attention-grabbing statement. Something that will pique interest and draw people in.
4. Keep It Simple:
 - Avoid jargon and complex terminology. Use simple and clear language to explain your idea. If it's too complicated to explain simply, it may be challenging to implement.
5. Visual Aids:
 - Use visual aids, such as slides, diagrams, videos, or infographics, to make complex ideas more understandable. Visuals can enhance your message and aid retention.
6. Use Analogies and Metaphors:
 - Comparing your business idea to something familiar will help your audience grasp the concept more easily. Analogies and metaphors simplify complex concepts.

7. Provide Evidence:
 - Back up your claims with data, statistics, case studies, or real-world examples. This builds credibility and shows the feasibility of your idea.
8. Be Passionate:
 - Show genuine enthusiasm and passion for your idea. Your enthusiasm can be contagious and inspire others to believe in your vision.
9. Address Concerns:
 - Anticipate potential questions or objections and be prepared to address them. Demonstrating that you've considered the challenges which lie ahead, and have solutions in place, will instill confidence.
10. Practice and Rehearse:
 - Practice your pitch or presentation multiple times to ensure you're comfortable and confident. Rehearsing will help you refine your delivery.
11. Engage in Two-Way Communication:
 - Encourage questions and feedback. Engaging in a dialogue with your audience can help clarify points and address any doubts or uncertainties.
12. Keep it Concise:
 - Respect your audience's time. Aim to be concise and focused in your communication. Avoid going off on tangents or providing too much information.
13. Show Your Unique Value:
 - Highlight what sets your business idea apart from competitors. Explain why it's a unique and valuable proposition.
14. Build a Strong Conclusion:
 - Summarize the key points, reiterate the major benefits, and end with a strong closing statement to leave a lasting impression.
15. Seek Feedback:
 - Before presenting to a larger audience, seek feedback from trusted colleagues, mentors, or advisors. Constructive criticism can help you refine your message.

Remember, effective communication is an ongoing process. Tailor your approach based on the specific context, audience, and goals of your communication. Adapt to the feedback and continually refine your message and you will increase the chance that people will understand your message and that they receive it positively.



Coach's Corner - Six Ways to Reflect and Recharge This Fall

As the autumn leaves paint the landscape with vibrant hues and the air grows crisp, fall provides an ideal opportunity to pause, reflect, and recharge. Here are six enriching ways to make the most of this season's tranquility:

1. **Nature Retreats:** Take advantage of the stunning fall scenery by embarking on a nature retreat. Whether it's a peaceful hike through colorful trails, a weekend camping trip, or a leisurely stroll in a nearby park, immersing yourself in nature can help you disconnect from daily stresses and gain fresh perspectives.
2. **Journaling and Gratitude:** Set aside time daily to journal your thoughts, feelings, and experiences. Reflect on your achievements, challenges, and aspirations. Practicing gratitude by noting what you're thankful for can cultivate a positive mindset and enhance your overall well-being.
3. **Mindfulness and Meditation:** Practice mindfulness and meditation to center yourself and cultivate inner peace. Find a quiet space, focus on your breath, and let go of racing thoughts. This practice can enhance self-awareness, reduce anxiety, and promote mental clarity.
4. **Digital Detox:** Unplug from the digital world for a designated period. Create tech-free zones or hours where you disconnect from your devices. This digital detox allows you to fully engage in present moments, fostering mindfulness and reducing stress from constant connectivity.
5. **Creative Pursuits:** Engage in creative activities that bring joy and stimulate imagination. Creative outlets can provide a refreshing escape and rejuvenate your mind, whether painting, writing, crafting, or playing a musical instrument.
6. **Culinary Adventures:** Embrace fall flavours by experimenting with seasonal recipes. Cooking or baking with autumnal ingredients like apples, pumpkins, and cinnamon can be a delightful and sensory-rich way to unwind.

By incorporating these reflections and recharging practices into your fall routine, you can create a balanced and rejuvenating experience. Embrace the season's beauty and serenity as you take time for self-care and personal growth.

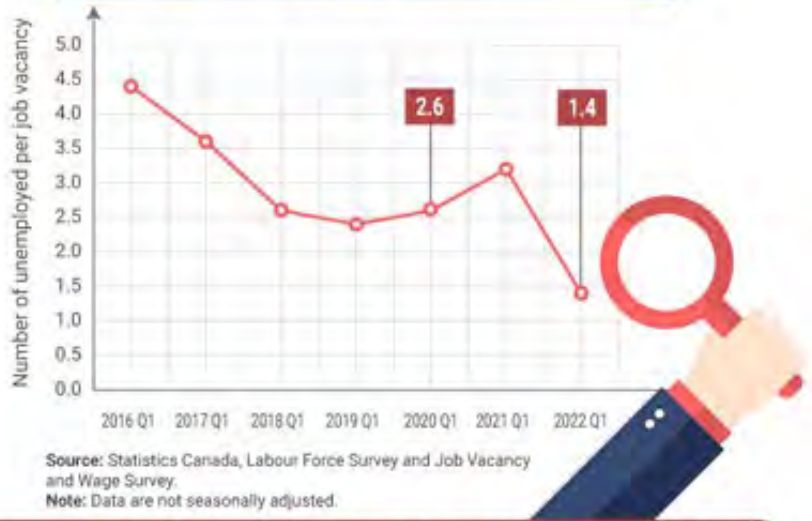
LABOUR SHORTAGE TRENDS

IN CANADA

The unemployment-to-job vacancy ratio in Canada is at a historical low, amid a record tight labour market.

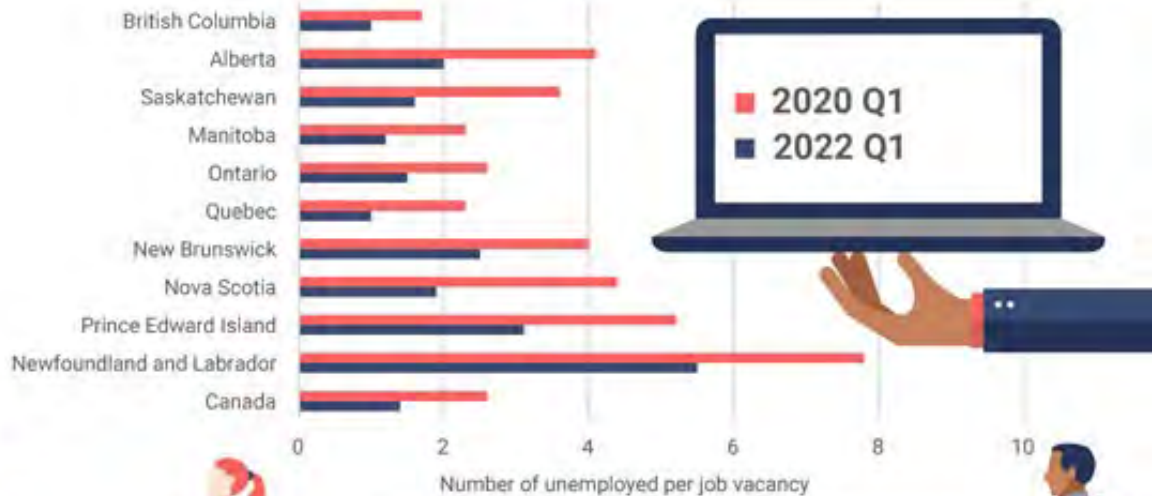


UNEMPLOYMENT-TO-JOB VACANCY RATIO



Source: Statistics Canada, Labour Force Survey and Job Vacancy and Wage Survey.
Note: Data are not seasonally adjusted.

THE UNEMPLOYMENT-TO-JOB VACANCY RATIO HAS DECREASED IN EVERY PROVINCE AND IS LOWEST IN QUEBEC AND BRITISH COLUMBIA

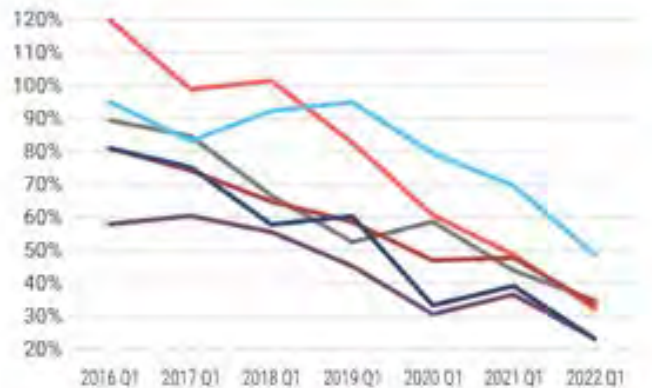


Source: Statistics Canada, Labour Force Survey and Job Vacancy and Wage Survey.
Note: Data are not seasonally adjusted.

Employers are having difficulty filling vacant positions.



ACROSS THE FIVE PRIMARY SECTORS DRIVING TOTAL JOB VACANCIES, THE RATIO OF NEW HIRES TO VACANCIES HAS BEEN TRENDING DOWNWARD



— Total, all sectors — Construction
— Manufacturing — Retail trade
— Health care and social assistance — Accommodation and food services

Source: Statistics Canada, Labour Force Survey and Job Vacancy and Wage Survey.
 Notes: Data are not seasonally adjusted. The ratio of new hires to vacancies is the number of new hires as a proportion of vacant positions.

Labour challenges are impacting Canadian employers

Recruiting skilled employees was expected to be an obstacle over the next three months for nearly two-fifths (36.9%) of all businesses, led by those in construction (49.5%), manufacturing (47.4%), and accommodation and food services (46.3%).



36.9%
All businesses



49.5%
Construction



47.4%
Manufacturing



46.3%
Accommodation and food services

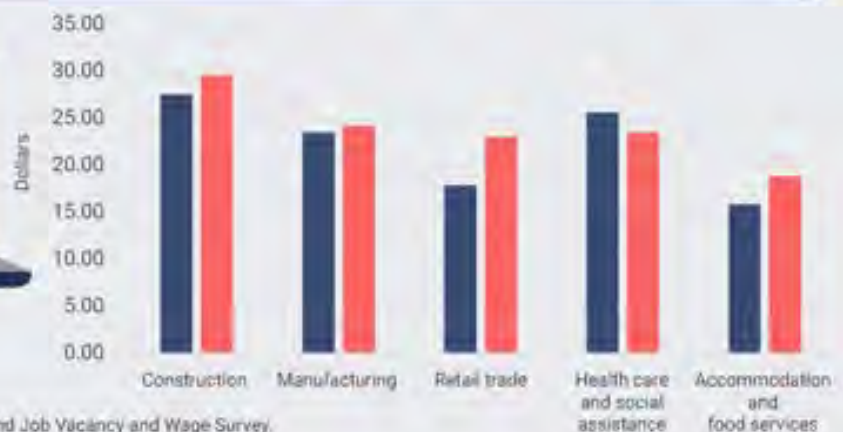
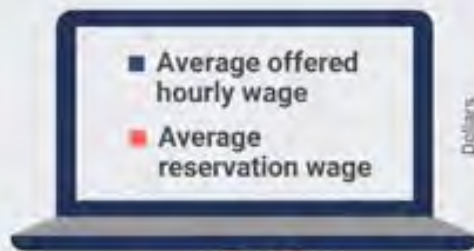
Source: Statistics Canada, Canadian Survey on Business Conditions.

In addition, shortage of labour force was expected to be an obstacle for over one-third (35.0%) of businesses, while retaining skilled employees was expected to be an obstacle for over one-quarter (27.6%).



Mismatches between the offered wage associated with vacancies and the reservation wage—the minimum hourly wage at which job seekers are willing to accept a position—may be contributing to the elevated level of job vacancies in certain sectors, particularly in retail trade and accommodation and food services. In sectors where the offered wage is above the reservation wage, such as in health care and social assistance, other factors may be at play to explain the labour shortage (e.g., population aging).

AVERAGE RESERVATION WAGE AND AVERAGE OFFERED HOURLY WAGE, FIRST QUARTER 2022



Source: Statistics Canada, Labour Force Survey and Job Vacancy and Wage Survey.
 Note: Data are not seasonally adjusted.

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Employer Registration
now OPEN to Ear Falls &
Red Lake - register now!



JOB FAIR 2023

DATE
Thursday, October 19th

TIME
2:00 pm - 6:00 pm

LOCATION
Red Lake Legion



To Register:
807-727-3275 or
info@chukuni.com



“In a labour shortage, ask yourself why some businesses don't seem to have difficulty hiring good people. What are they doing that you are not? Maybe consider asking them.”

- Mike Wicks (Author of How Not to Manage People)



Federal Economic Development
Agency for Northern Ontario

Agence fédérale de développement
économique pour le Nord de l'Ontario

Canada

Small Business Newsletter

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