

Ignoring issues leads to failure

Roneta is a leading Calgary-based firm specializing in the sourcing, recruitment and placement of Intermediate through executive accounting, financial and legal services professionals.

Mike Buckner, managing partner, Roneta Professional Search Inc., spoke on recruiting for the city's hot job market.

Q. Is your organization hiring? What areas are in demand? Are we in a labour shortage?

A. Because of the nature of our business, we're always in, the talent-acquisition mode and yes, we are in a labour shortage situation. The areas we find most in demand are in the five to 15 years of experience range.

Q. What perks do you use to attract new employees?

A. When attracting new employees, the first thing to understand is what generation you (are) dealing with. If you're trying to attract a baby boomer, you need to concentrate on seniority, succession and allowing them influence over business decisions. With Generation Xs, the quality of work-life balance is the key factor. Millennials are looking for an environment that respects skills, creativity and entrepreneurial flair, and they want access to up-to-date technology and state-of-the-art training.

Q. Has the boom had any

other adverse affects on staffing issues (morale, over-worked employees, etc.)?

A. If companies ignore the supply-and-demand issues with labour that currently exist in Calgary, they're setting themselves up for failure. They will have overworked, unhappy employees prone to more mistakes. Smart companies are now in a position where they need to turn away work because they don't have the labour to service their clients properly.

Q. Is there raiding going on?

A. Employers are naïve if they think their people aren't being called.

Q. What are your retention strategies?

A. You need to keep your key people happy! You need to understand what their motivators are.

Q. What is the outlook as the boomers retire?

A. One of the trends this has created is bringing back retired employees on (a) part-time, consultative basis so employers don't lose the intellectual capital completely.

Q. Where will your sector find the next generation of employees?

A. We've been quite successful in bringing people in from other provinces in the past, and that seems to be continuing despite the increased cost of living in Calgary.