Attracting and Keeping the Best - High Quality Workplaces the Key

November 2, 2001 – Quality of work has always been an important concern to many workers.
Today, a number of pressures serve to make it everyone's concern.

An ageing workforce and the retirement of baby-boomers are raising the prospect of heightened competition for relatively scarce skilled workers. The challenges of recruitment and retention are more important than ever for employers.

Add to the demographic facts, the growing importance of "human capital" - skills, knowledge, creativity - to the modern economy, the fact that effective use of the new information technologies depend on appropriate design of jobs and workplaces, that continuous learning is both a necessity and a desired ingredient at work and, finally, that Canadians demand more of a job in terms of growth and satisfaction, and the importance of high quality workplaces to economic success is obvious.

In his keynote address to the "Recruiting in the Public Sector" conference in Ottawa on the 24th of October, the Director of CPRN's Work Network, Graham Lowe, describes the ingredients of a high quality work environment, examines the gap between what Canadian workers want in a job and what they get (the "job quality deficit"), and outlines strategies for improving the quality of work based on an understanding of the importance of employment relationships.

You can access or download a Powerpoint version of his remarks, entitled "High Quality Work Environments as the Key to Attracting, Retaining and Developing Top Talent", by clicking here.

Other news:

The first issue of "Reality Check: The Canadian Review of Wellbeing" - a quarterly documenting efforts across Canada "to measure the wellbeing of communities more accurately and comprehensively than our standard economic growth statistics" - is now available by free subscription. This issue features an article on CPRN's Quality of Life Indicators Project (QOLIP) and a review of indicator projects across Canada by CPRN researcher, Barbara Legowski.

"Reality Check" is a joint production of the Atkinson Charitable Foundation (an important sponsor of QOLIP) and GPI Atlantic.

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