

UNPACKING THE IMPACTS OF THE COVID-19 PANDEMIC

A series by Business + Higher Education Roundtable

RECRUITING SKILLED TALENT: A GROWING CHALLENGE

Finding qualified talent is a significant challenge for many Canadian businesses. Labour markets are changing and employers increasingly need workers with a different mix of skills and experiences, according to a 2019 survey by the Business + Higher Education Roundtable and Business Council of Canada. Not surprisingly, COVID-19 has only added to this burden. A recent 2020 Statistics Canada survey reported that businesses expect increased challenges in recruiting qualified workers and finding the time and resources to train new staff in the coming year. As the following data show, Canadian businesses are navigating a challenging and uncertain landscape.

On Talent Recruitment...

PRE-COVID-19

What skills do businesses struggle to find when acquiring & retaining talent?



Technical skills
by **42%**



Managerial / Leadership skills
by **24%**



Human skills
by **21%**

Length of time to fill an entry-level position



SO WHAT?

These numbers show that even before the COVID-19 pandemic, businesses struggled to find qualified talent with the right skill set, and in a timely manner. Businesses expect to continue facing recruitment challenges in 2020 as shown below.

MOVING TOWARDS A POST-COVID-19 RECOVERY

Extent of recruitment & training challenges facing businesses



High

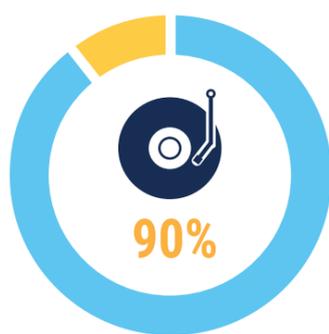
Medium

Low

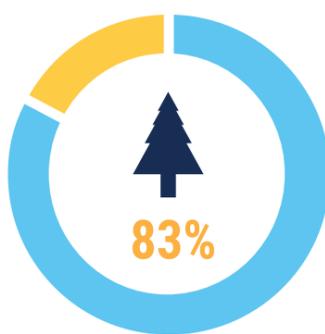
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On Layoffs...

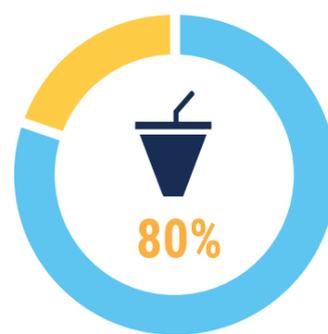
Sectors with the most businesses reporting 50%+ layoffs due to COVID-19



Arts, Entertainment and Recreation



Agriculture, Forestry, Fishing and Hunting



Accommodation and Food Services

LOOKING AHEAD

The COVID-19 pandemic has reinforced existing labour market challenges related to talent recruitment, training and retention. Automation and digitization continue to transform traditional jobs – and Canadians impacted by pandemic-related layoffs will need different skills to successfully transition to new jobs and sectors. What can be done?

- Invest in collaborative upskilling and reskilling programs, especially to support the diverse Canadian sectors experiencing drastic layoffs
- Build microcredentialing and other innovative training programs
- Create tools and resources to support employers in hiring more students for Work-Integrated Learning (WIL) opportunities to better prepare them for a changing labour market.

Learn more about WIL at bher.ca

The pre-COVID-19 statistics illustrated above were taken from the national 'Skills Survey', conducted by the Business + Higher Education Roundtable and the Business Council of Canada between July and September 2019. In total, 86 companies employing more than 850,000 Canadians across a wide range of industries and regions completed the survey. The post-COVID-19 statistics above were taken from the 'Canadian Survey on Business Conditions' by Statistics Canada using a stratified sample methodology, from May 29 to July 3 2020.

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This infographic is part of a mini-series illustrating the impacts of COVID-19 on businesses across Canada. Check out <http://bher.ca> for more.

