



## WHY SHOULD EMPLOYERS GET INVOLVED IN SCHOOL-WORK PROGRAMS?

- ***Increases competitiveness and enhances a company's productivity*** – A large number of Canadian companies report shortages of skilled labour, which threatens their productivity and global competitiveness. As changing demographics place increased strain on the supply of skilled resources, school-work programs can help build the talent pool.
- ***The economy thrives in a labour market that supplies qualified workers*** – The ability to find qualified workers has a significant impact on the bottom line of all Canadian businesses. By participating in school-work programs, a company can help the next generation of workers make the transition into the labour market and develop critical employability skills.
- ***Reduces recruitment and training costs*** – Many companies report that expensive and time consuming recruitment processes sometimes result in valuable business opportunities being missed. School-work programs can provide new recruits while giving existing employees the opportunity to improve their own skills in communication, team work and management.
- ***As older workers retire, the need for younger skilled workers increases*** – Studies have predicted that one-third of Canada's workforce will be in a position to retire by the end of this decade, resulting in a shortage of skilled labour and decreases in productivity and competitiveness. School-work programs offer companies a cost-effective solution to recruiting, training and retaining younger workers.
- ***Increases public image and consumer loyalty*** – Studies show that companies committed to improving society increase customer and employee loyalty and boost their public image. Providing school-work opportunities is a key opportunity to demonstrate good corporate citizenship.