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**MEDIA RELEASE**

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## **Biggest HR challenges in 2012** *What will make a successful employer in 2012?*

**Vancouver, B.C.** – Good human resource management practices will be the difference between which companies succeed and which companies stumble in the New Year. That's according to the Certified Human Resource Professionals at the British Columbia Human Resource Management Association (BC HRMA).

By listening to the concerns of member companies that represent nearly every industry and sector across the province, the BC HRMA has identified the following workforce challenges that will determine the successful employers of 2012:

### **Workers are burned out and dissatisfied.**

A number of recent polls indicate as many as a third of Canadians are dissatisfied with their jobs and are looking for new work. What's more, workers are increasingly reporting work stress is bleeding over into their personal life.

In 2012, the best HR-minded employers will make a point of investing in and retaining key talent. That means making sure employees feel appreciated, rewarded and encouraged.

### **Companies need to spend more on training.**

Employers have a choice: spend time and money recruiting employees equipped with the right skills, or bite the bullet and do the training themselves. Certified Human Resources Professionals say training new hires is the more time and cost effective choice.

As it stands, companies in British Columbia spend less on training than their counterparts across Canada. Many companies are outsourcing to take advantage of under-employed skilled labour in other provinces or countries, but a company's managerial core should be well trained. Only with continuing investment in its in-house employees will companies be able to take advantage of outsourcing or off shoring.

### **Flexibility: breaking the vanilla silo.**

With three generations of employees in the workplace, companies are managing their most diverse workforce ever. Uniform policies, benefits, compensation won't work for everyone anymore, so Certified Human Resources Professionals need to come up with flexible and unique solutions. Staying with traditional expectations runs the risk of alienating the younger Generation Y workforce or the up-and-coming Generation X employees.

One of the first recommendations made by Certified Human Resources Professionals is to reconsider where and how work gets done. Working from home is more viable than ever, and with the continuing development of technologies like Skype, it's possible to rethink where employees physically need to be.

Some of British Columbia's forward thinking employers have transitioned to a results-only workplace when employees work when they want, but only get paid when they produce.

BC HRMA is a non-profit organization dedicated to advancing professional people practices through professional development opportunities such as conference, workshops, symposiums, and mentorship and volunteer programs. The association provides leadership to more than 5,200 members and 3,000 affiliates that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, BC HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia.

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