



For Immediate Release

December 17, 2012

## The Five Top Trends to Watch in the Workplace in 2013

**Vancouver, BC** – A skills shortage has taken hold in BC and elsewhere in Canada, and research shows one in every four CEO's is holding back on business initiatives because they cannot find the right person for the job...or enough people period.

Like the old saying goes, it's a matter of "being in the right place, at the right time."

This is one of five key trends that the BC Human Resources Management Association (BC HRMA) has identified for all BC employers and HR professionals to watch as we head into 2013.

Here are BC HRMA's top five trends for 2013 as identified by Ian Cook, Director of Research for the organization, which represents more than 8,500 people associated with the human resources profession in BC.

1. **There's a global war for talent, and Canada needs to step up its game** - Despite the month-to-month variations we see in the overall unemployment rate, there's one disturbing trend that's been getting steadily worse since 2009. The number of "skilled job" vacancies continues to rise across Canada, because we simply don't have enough skilled people to fill them.

A study by McKinsey and Company on "The State of Human Capital" describes it best as a "geographic and skills mismatch that finds many talented workers far from the job openings they are best suited to fill". This will get only worse in Canada as large natural resource focused projects come on stream, each one looking for thousands of workers. Your company's HR people are the front line in working to ensure your organization doesn't fall victim to this crisis.

Now is the time to create the skilled leaders of tomorrow, and keep them working here – and not in another country.

2. **Suddenly, everyone wants numbers** - Most people don't think of HR as a "data-heavy" discipline. That's changing heading into 2013. Business leaders demand more evidence and detailed analytics behind every spend and strategy within the business.

There is now an opportunity for social analytics on human resource issues to blend with an organization's financial data. HR professionals should get on this train now, and learn how to master this analytical opportunity that is about to lead the profession, and create competitive advantages for organizations that recognize the importance of this trend.

(more)

3. **Say goodbye to the desk and 9-to-5....if your skills are in demand** - The skills shortage described earlier means today's in-demand employees have more choice, and employers are more willing to make choices when it comes to employing them. The move to more flexible work arrangements, whether that be home-based or flexible hours, will accelerate further. Your HR personnel should take the lead in successfully driving through this change
4. **People cost money, and profits aren't rebounding just yet** - Salary and benefits account for more than 50 cents of every dollar an organization spends. With continuing pressure on profits going into 2013, your HR people will need to control the costs associated with people.

Restructuring benefits plans, managing absences and investing wisely in health initiatives that prevent both absences and benefits costs are the kinds of items that shouldn't be seen as separate initiatives, but deployed as a unified strategic program aimed at reining in costs.

5. **Make the best use of the talent you have, and be a productivity star** - The pressures of the economy are making productivity a priority, and HR people are no longer just the ones who "hire and fire", and make sure everyone follows the rules. HR people have to know "who" can do "what" in an organization, and maximize that. Those who do develop effective talent management systems - and show how they have increased productivity as a result - will gain both the credibility and resources to keep on enhancing this "strategic" side of HR.

### **About BC HRMA**

BC Human Resources Management Association is a non-profit organization dedicated to advancing professional people practices through professional development opportunities such as conference, workshops, symposiums, mentorship and volunteer programs.

The association provides leadership to more than 5,500 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.

[www.bchrma.org](http://www.bchrma.org)

-30-

Media contact:

Trevor Pancoust

604-646-3567

[tpancoust@pacegroup.com](mailto:tpancoust@pacegroup.com)