

Building OUR Future

GreaterHalifax PARTNERSHIP

The ChronicleHerald

A business event series presented by the Greater Halifax Partnership and The Chronicle Herald

Little things hugely valued by young professionals

By donalee Moulton
Contributing Writer

Punching a time clock does not appeal to today's young professionals. They are looking for much more than simply clocking eight hours a day — and today's successful employers are providing them jobs, and workplaces, that offer much, much more.

There are some basic elements to successful attraction and retention, says Andrew Doyle, president of Extreme Group, one of Atlantic Canada's largest advertising and marketing agencies. "We're all about doing the simple things right. For us, it means paying what the market needs for the great talent then treating the team with respect."

At Extreme, that respect is reflected in the 13,000-square-foot office space where the company's 49 employees spend their days — and often their evenings.

"The workplace is built around collaboration. In the centre of every work area is common space where staff can gather and connect," says Doyle.

The space, he adds, also reflects the reality of how creative people work. "With the creative process, sometimes people need to get away. We make sure that's possible."

If what the staff person needs is a quiet space to think, write or contemplate concepts, there are break-out rooms where doors can be closed and silence descends.

On the other hand, if what's needed is a break from the work to clear the mind, Extreme's office in the Brewery Market in downtown Halifax, sports a full gym and a boardroom with deep-cushioned chairs and a 50-inch screen. Here employees host movie nights and have Xbox tournaments.

"We want our employees to know they are valued, and that means showing them they are valued," says Doyle.

Actively engaging employees in the company is key to demonstrating your commitment to them — and to retaining them, says Rod McCulloch, president of NovaScotian Crystal.

"We work very hard at making sure

School's in for companies recruiting next generation

By donalee Moulton
Contributing Writer

Attracting the next generation of employees means going to where that generation is today.

For Bell Aliant Regional Communications that means being part of campus life. It also means ensuring students from Primary to Grade 12 know about your company and other opportunities critical to the knowledge economy.

"If we're not in schools today helping youth see the opportunities, then we're never going to have the university and college graduates we need four or five years down the road," says Steven Ashton, director of organizational effectiveness with Bell Aliant in Halifax. "Canada must increase enrolments in science, engineering and IT to compete globally."

The national telecommunications company is actively engaged in helping high school students understand the many opportunities that lie ahead. One initiative it supports is Shad Valley, a four-week summer-enrichment pro-

gram for top students that focuses on sciences, technology and entrepreneurship.

Another is Junior Achievement, a world-recognized leader in the delivery of business education programs for junior high students.

"By the time many young people reach university, their career choice is made. It's important before they get there that they have an excellent understanding of their many options," says Ashton.

For university and college students, a helping hand is always appreciated.

At Bell Aliant, this help comes in many forms, including an ongoing partnership with the Nova Scotia Community College and through support of such innovative initiatives as You're Hired!, an interview competition for business students at Dalhousie that challenges them — and hones important job skills.

"As a member of the community, we want to support our young people," says Ashton. "As an employer, we are always looking to find the best and the brightest."

everybody in the business recognizes that we're all professionals. We're all valuable, and we all have something to contribute."

Feeling valued is critical to keeping employees. Kyla Giffen works with NovaScotian Crystal. In most companies, her job title would be Sales Associate.

But the company, she says, sees her role as far more important than that. At NovaScotian Crystal, Giffen and her colleagues are Educators, a reflection of the pivotal role they play with customers.

"One of our core values is unconditional

respect," says Mr. McCulloch. "Unconditional respect means we will respect each other because we are all professionals and all part of the same team. It means respecting someone even when they do things differently than we would."

Documenting those core values, as well as expectations and obligations, is important. At Extreme Group, each employee is given a copy of the Owner's Manual.

"It goes to the heart of practicing what



Contributed

Today's young professionals are looking for much more than simply clocking eight hours a day; and today's successful employers are providing them jobs and workplaces that offer much, much more.

you preach," says Doyle. "We have to live up to what's in the manual and so do employees. It gives people a sense of ownership, and it spells out accountability."

It also enables everyone to see the big picture, and that is an important vision for all employees, says Mr. McCulloch. "Employees need to understand what is going on with the organization, and why. This will help them develop the passion for their work. If they don't have that passion, they will be struggling."

There is a simple, yet critical, element to fueling that passion. It's listening.

Kieran Bowes, a crystal cutter, actually took a pay cut when he emigrated from Ireland to join the team at NovaScotian Crystal. He wanted to practice his craft, and Canada's only hands-on glassworks company gave him the opportunity.

Once here, Mr. Bowes discovered the company also gave him a great place to work. "There are regular meetings, for example, where all the staff come together and chat with the owner," he says. "We get to hear about progress, and we get to ask questions."

"And we're listened to."

GREATER HALIFAX PARTNERSHIP INVESTORS

Leading the Smart Growth of Greater Halifax

... Investing in the success of our business community

PARTNER LEVEL

97.9 Halifax Information Radio
Air Canada Jazz
Airfire Telephone & Data Inc.
Aliant Directory Services
Aliant Inc.
Atlantic Business Magazine
Atlantic Canada Opportunities Agency
BMO Financial Group
CBS Outdoor
CTV
Cenex Inc.
The Chronicle Herald
Chum Radio
Clearwater Seafood Limited Partnership
Colour
Corporate Research Associates
Cox & Palmer
Credit Union Atlantic

Cresco
Cushman & Wakefield LePage
Dalhousie University
Deloitte
Delta Hotels Barrington & Halifax
Ergoworks Atlantic
Export Development Canada
Extreme Group
Floors Plus
Gerald Walsh Associates Inc.
Global Maritimes
The Globe and Mail
Halifax International Airport Authority
Halifax Marriott Harbourfront
Halifax Port Authority
Halifax Regional Municipality
Helly Hansen Canada Ltd.
IBM Canada Ltd.
ING Insurance Company of Canada

ISL
IT Interactive Services Inc.
IWK Health Centre
immediaC Worldwide Inc.
Integrated People Solutions
International Trade Canada
Ledgell, The Corporate Learning Centre Inc.
Linx Strategies
MT&L Public Relations Limited
Manulife Financial
Maple Trade Finance
Metro Guide Publishing
Mount Saint Vincent University
NRC Institute for Marine Biosciences
Newcap Radio / Kool 96.5
News 95.7
Nova Scotia Community College
Nova Scotia Gaming Corporation
Nova Scotia Power Inc., An Emera Company

NovaScotian Crystal
Ocean Resources
Office Interiors
Pattison Outdoor Advertising
Progress
Province of Nova Scotia
Purdy's Wharf / GWL Realty Advisors
RBC Financial Group
Saint Mary's University
Sandler Sales Institute
Scotiabank
ShiftCentral
Stewart McKelvey
Tiger Lily Coaching Services Inc.
Trade Centre Limited
Transcontinental Inc.
The Westin Nova Scotian
xwave

INVESTOR LEVEL

AML Communications
AVW-TELAV
Advanced Systems
Aecon Atlantic Group
Agenda Managers Inc.
The Armour Group Limited
Ashburn Golf Club
Atlantic Digital Reproductions Inc.
Atlantic Film Festival
Black Business Initiative
Bluteau DeVenney & Company
Boyne Clarke
Bristol
Burgess Transfer & Storage Limited
Business Development Bank of Canada
CGI Group Inc.
CIBC
Clear Picture Corporation
Colliers International (Atlantic) Inc.

Convergys
DownEast Communications
East Port Properties Limited
Enterprise Rent-A-Car
Ernst & Young LLP
ExxonMobil Canada
Four Points by Sheraton Halifax
Fraser & Hoyt Insurance Ltd.
GrantThornton LLP
Halifax Business Parks
Halifax Chamber of Commerce
Halifax Mooseheads Hockey Club
Hoyt's Moving & Storage Ltd.
i.e. design inc.
InNOVAcorp
Jacques Whitford
Junior Achievement of Nova Scotia
KPMG LLP
Kerr & Nadeau

Kim Squared
MacTara Limited
MariNova Consulting Ltd.
Maritime Digital Colour Inc.
Maritime Travel
Maritimes & Northeast Pipeline
McInnes Cooper
Medavie Blue Cross
Membertou Corporate Division
Municipal Group
Neocon International
Neptune Theatre
Nova Scotia Business Inc.
Nova Scotia Health Research Foundation
Nova Scotia Liquor Corporation
NSCAD University
PCL Constructors Canada Inc.
Peapell & Associates / Supertemp
Pier 21 Society

The People Bank
The Prince George Hotel
Purrolator Courier
RCR Hospitality Group
Robertson Surette
Scanwood Canada Limited
Secunda Marine Services Limited
The Shaw Group
SolutionInc Limited
Southwest Properties
Symphony Nova Scotia
TD Bank Financial Group
Terrain Group Inc.
Time & Space Media Limited
WBLI Chartered Accountants
Waterfront Development Corporation Limited
Workers' Compensation Board of Nova Scotia