

How the Ontario Electrical League (OEL) has jumped ahead of their hiring targets while also breaking down gender and diversity barriers.

Fit First Technologies International Inc. released statistics from their partner, the Ontario Electrical League (OEL), showing that a specially configured version of their Jobtimize® platform has well exceeded OEL's expectations for helping employers and electrical apprentices come together to create successful opportunities across Ontario, while, most notably, dissolving historic barriers and increasing diversity in the field.

The framework for the project began with Fit First's recently launched Jobtimize, a behavioural job matching system that takes a unique approach to career compatibility and employment success by putting greater emphasis on who a person is and what their overall 'job fit' would be with a particular occupation. In short, it flips the traditional process around by first considering someone's compatible traits, attitudes, and qualities for the job role, then it looks at the standard resume-based education/qualifications as the secondary step.

OEL's customized version had to identify people who were a good match at all stages of the electrical trade's education and hiring process – people most likely to complete the apprenticeship program, their compatibility with the jobs waiting for them in the trade, and, finally, those who had the right 'job fit' with the employers who were hiring.

In addition, OEL had one more important requirement: **increasing diversity within the trade**. Again, by using the 'fit first' philosophy, the most compatible applicants were highlighted first; thus, providing a diversity-neutral approach by identifying people who are a natural fit for the role,

no matter their gender, race, disability or other diversities. Those with the project observed:

“Traditional approaches to diversifying the workplace are often forced objectives that yield little success. However, this model is different, because diversity is a natural outcome of leading the hiring process with ‘job fit’.”

As a result, employers are finding potential in unexpected places – including people with very limited work experience or non-traditional backgrounds who they may not have considered if only looking at their resumes. Therefore, the applicants have an increased, non-bias opportunity to become more 'hireable' as their Jobtimize FitScore® reveals desirable qualities and attributes for the job.

Now, after 6 months since its launch, OEL's trade-specific version of Jobtimize is showing very promising results. To date, OEL's members are well ahead of their targets for hiring qualified electrical tradespeople and apprentices, backed by this very impressive statistic:

24% of the hires came from a diverse or minority group

The end result has been a shorter, more efficient recruiting process that embraces the candidate's full potential, ultimately helping place more people in the right jobs, lowering employee turnover and raising employee/employer long-term job satisfaction rates.