



**FitFirst**<sup>TM</sup>  
TECHNOLOGIES

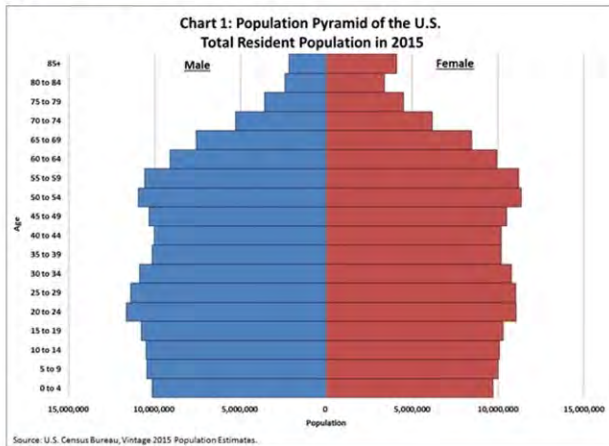
**The Power of Collaboration:  
New Approaches to Age-Old Problems**

NAWDP Conference, 2023

## Introductions

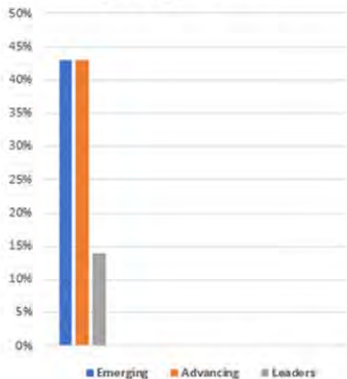
- Jan van der Hoop, President, Fit First Tech
- Nina Hays, VP, Workforce Strategies & Innovation, Fit First Tech

# The Starting Point?





At what stage of convening stakeholders do you consider your organization?

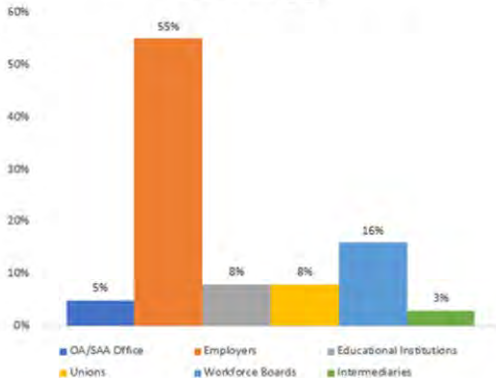


**Emerging (43%):** “We want to convene stakeholders but have not been able to do so yet. We need tools.”

**Advancing (43%):** “We have identified and started convening stakeholders but want more sustained engagement.”

**Leaders (14%):** “We convene stakeholders on a regular basis, and we have tools we can share.”

### Which RA stakeholder group has been the hardest to engage?



- **OA/SAA Offices (5%)**
- **Employers (55%)**
- **Educational Institutions (8%)**
- **Unions (8%)**
- **Workforce Boards (16%)**
- **Intermediaries (3%)**



## Collaborative Programs – Commonality?

1. Different relationships
2. Different communication
3. Shared problem, shared solution





## Sample programs

- **Jobs That Feed – Food Processing & Distribution**
- **Dallas College**
- **SOY – Skilled Trades**



jobthatfeed

Follow

Message

60 posts

78 followers

29 following

**Jobs That Feed**

Connecting you to careers within the food processing and supply chain industry based on your skills.

[jobthatfeed.ca](http://jobthatfeed.ca)

POSTS

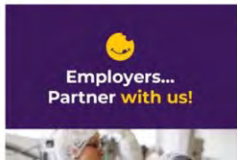
REELS

TAGGED

**What Opportunities Are Available?**

- General Labourer
- Warehouse Associate
- Engineer (3rd Class Operating)
- Operations Analyst
- AND MORE!

JobsThatFeed





- Jobs Dashboard
- Active Job Postings
- All Jobs
- Post a New Job
- Communication
- E-Mail Templates
- Resource Center
- Tools
- Admin
- Referral Report
- Export Data
- FitScore Pattern
- FitScore Study
- Steps
- Settings
- Company Profile

Jobs Dashboard &gt; Positions

## Job Postings

Active

All Locations

A - Z

Cleaner	Created on: 01/13/2023
Data Entry Specialist	Created on: 10/25/2022
Database Administrator, IT	Created on: 01/18/2023
Order/Picker	Created on: 04/12/2023
Procurement Assistant	Created on: 10/25/2022
Shipper/Receiver	Created on: 10/25/2022
Supervisor, Accounts	Created on: 02/14/2023
Supervisor, Ontario Food Terminal (OFT)	Created on: 01/17/2023
Warehouse Worker	Created on: 10/25/2022

## Simple but Fundamental Shifts in Thinking

- There *are* really attractive jobs
- Entry-level isn't forever
- Show me my potential
- See my potential
- Responsibility to nurture a talent pool

## Powerful Outcomes



### From a standing start on the first day of the month:

- ✔ 519 individuals applied for jobs within the 4-week campaign
- ✔ 314 completed the online assessments when applying
- ✔ 5 were hired, and applicants are continuing to be processed

# One Workforce Project – User Flow (Displaced & Incumbent Workers)

Recruitment/  
Referral Source

Build  
The Pool

Assess  
& Sort

Provide  
Instruction

Workforce  
Partners  
Community  
Agencies  
Local Workforce  
Boards  
Dallas College  
Students  
Other  
Sources

Displaced Workers and Under-employed People



**Jobtimize Sorts the Pool**

Identify the people best suited to target occupations in IT/Cybersecurity, Advanced Manufacturing/ Robotics and Transportation



**What else is there?**

Safety net to catch and re-direct those not well-suited for these careers/industries.



Those best suited to  
**IT/ Cybersecurity**



Those best suited to  
**AM & Robotics**



Those best suited to  
**Transportation**

Participating  
Employers

Incumbent Workers and New Recruits



**Jobtimize Identifies Talent and Potential**

Identify the people best suited for training/advancement



**Advancement**  
Those best suited for advancement opportunities at their employer.

## Apprenticeship in the Skilled Trades - The Starting Point?

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- Misinformation or No Information
- Skill Shortages – more retirements than entrants
- Broken Process - Friction, frustration, resignation
- Attrition rates in the mid-40% range
- When someone leaves a Trade, they leave The Trades



# MAPPING THE APPRENTICE'S JOURNEY

Legend:

**Drop-off Point (bold and italics)**

*On their own/no support*

MTCU

OCOT

TDA

Union/Employer

◆ Indicates "could be supported by other parties"



## Exploration

- OYAP
- Pre-apprenticeship
- Co-op Diploma Apprenticeship Program (CODA)
- Standard Apprenticeship Pathway

*\*note below shows the simplified options of only two ways to enter the trades, either the apprenticeship OR pre-apprenticeship pathway*



## EXPLORATION

- Recruit and screen potential candidates for the pool
- Interview apprentice candidates and assess their level of experience to see which path they would be part of:
  1. Pre-apprenticeship OR
  2. Apprenticeship

Entry: Apprenticeship

## Preparation and Registration

- **Find a trade**
- **Attend front-loaded in-class training**
- **Find sponsor (or union)**
- **Attend safety training**
- **Submit proof of prerequisites /take supplemental classes**
- ◆ Sign training agreement with sponsor and apprentice intake
- ◆ Register training agreement
- ◆ Pay OCOT membership
- ◆ Register as an apprentice

## PREPERATION AND REGISTRATION

- Sign AAT and RTA and submit proof of ID as the sponsor
- Assess hours to be credited
- Assess any required missing health and safety training
- Create profile
- Assign digital logbook
- Assign mentor

## Apprenticeship training (on-the-job and in class)

- Start apprenticeship training
- *On the job training*
- Receive letter for schooling
- Apply for grants/loans, etc.
- Apply for employment insurance (block release only)
- Pay tuition
- Attend level 1 class
- Apply for apprenticeship incentive grant (red seal trades)
  - \* not applicable before level 3 of schooling
- **Continue on -the-job training or find a new sponsor**



## APPRENTICESHIP TRAINING (ON THE JOB AND IN CLASS)

- Active Management of apprentices within SOY over their apprenticeship journey:
- Network with pool of employers to find job placement.
  - Address wraparound services (such as interview preparation) as needed and essential skill development.
  - Educate apprentices of grants and loans available to them
  - EI application when time for inclass training
  - Mentor by checking in regularly to ensure all competencies are being addressed
  - Actively manage logbook competencies and making sure it is being updated

## Completing certification

- Attend level 3 class and CofQ prep course (if available, optional)
- **Submit signed logbook**
- Receive CofA /Automatically registered as Journey person candidate
- Prepare for CofQ exam
- Pay CofQ exam fee
- Schedule exam date
- Write CofQ exam
- Receive exam results
- **Apply for CofQ**

## COMPLETING CERTIFICATION

- Ensure exam special requests and/ or accommodations
- Provide resources for extra- prep and tutoring
- Apply for completion grants and loans

## Certified

- Receive CofQ
- Register as a Journey person (annual membership)
- Apply for apprenticeship completion grant
- Apply for apprenticeship completion bonus

\*CERTIFIED



CERTIFIED

Entry: Pre-apprenticeship



# Shifting the Message





Presents...

# TOOLS IN THE TRADES BOOT CAMP

Support Ontario Youth presents the  
Tools in the Trades Boot Camp!



## New Program

Over 2500 participants

16.5% attendance were  
women

621 apprentices registered  
In partnership with high  
schools!

2022-2023 61% participation  
by underrepresented  
groups

## Impressive results

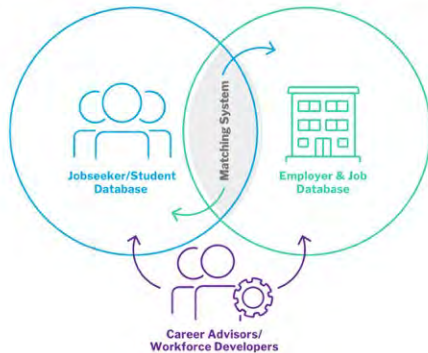
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- Far exceeding their hiring objectives... *463 Registered Apprentices*
- 252 Employers participating
- Satisfaction rates (Employers and Apprentices) >90%
- Attrition has dropped from mid-40% annually to 3.5% *over four years*
- Diversity: 24% of hires come from underrepresented segments

***“Screening IN vs. screening out; leaning in vs. leaning out”***

Occupation	FitScore 90-100
Agricultural Equipment Operator	775
Architects, Except Landscape and Naval	492
Automotive Service Technician-Mechanic	591
Brickmasons and Blockmasons	571
Cement Masons and Concrete Finishers	836
Cook, Restaurant	533
Counter Attendants, Cafeteria, Food Concession and Coffee Shop	742
Drywall and Ceiling Tile Installers	855
Engineer	813
Heavy and Tractor-Trailer Truck Drivers	610
Information Security Analyst	295
Maids and Housekeeping Cleaners	632
Mobile Heavy Equipment Mechanics, Except Engines	701
Personal Support Worker	1085
Registered Nurse	848
Stationary Engineers and Boiler Operators	618
Welder	582

## An Intensely *Person-Centric* Employment Ecosystem



But here's the shift: Match on **Compatibility** first,  
THEN filter for Knowledge, Skills and Experience

	WHAT they KNOW	Average correlation with on-the-job success
Résumé	Education	.11
	Training	.13
	Previous Experience	.18
	Interests	.10
	Interview	.14
The Person	WHO they ARE	.26
	Behavioral Traits and Attitudes	<b>.38</b>
	Critical Thinking and Reasoning	<b>.53</b>

How is this person likely to  
interact with others?

- Agreeableness
- Sociability
- Cooperativeness
- Tact
- Influence
- Compassion

How is this person likely to  
embrace change?

- Openness
- Creativity
- Adventurousness
- Teamwork



How is this person likely to  
behave as a person?

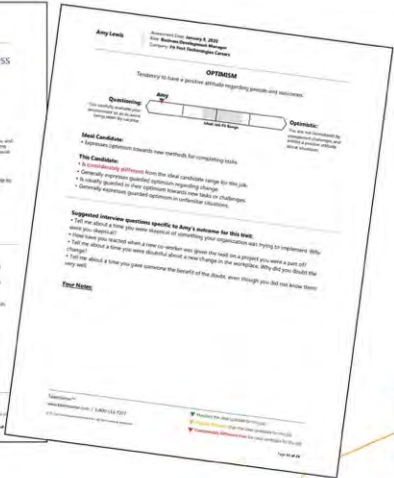
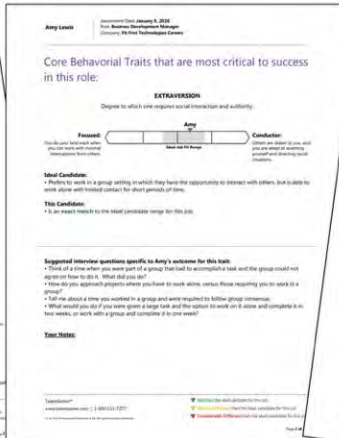
- Extraversion
- Intensity
- Control
- Decisiveness
- Autonomy
- Ambition

How is this person likely to  
approach work?

- Conscientiousness
- Acumen
- Assurance
- Work Ethic
- Integrity

How is this person likely to  
weather adversity?

- Stability
- Compliance
- Optimism
- Happiness





**Because we shine the light on the  
Potential rather than the Pedigree:**

**“We keep finding Great People,  
in Surprising Packages”**

# Explore a career in financial services

Learn about in-demand careers in Toronto's financial services sector.

Explore now

jobtimize

Welcome to Jobtimize!



JobsThatFeed

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Contact Us

Apply Now →

New skills trends for



SIGN UP IS FREE

Career Matching Tool

NABTU

# APP READING

## Start a Rewarding Career In The Food Processing and Distribution Industry!

Apply Now ▾



Employer

Login

Signup



Training Programs Contact

# W

Ontario's largest network of professionals.

LEARN MORE

Connecting you to careers within the food processing and supply

Apprenticeship Readiness Programs (ARPs)

PREPARING FOR THE BUILDING TRADES



During these difficult times, NABTU is proud to support the American School

Latest News

## The Formula –

- Marketing drives traffic
- Employment communications done differently
- Screening people in, not out.
- Eliminating friction. De-Risk for all concerned.
- The 'hub' and safety net

**Aptitude is evenly distributed in the population;  
Opportunity is not.**



Thank you from



**Any Questions?**

**Email:** [jan@fitfirsttech.com](mailto:jan@fitfirsttech.com)

**Phone:** 1-800-513-7277 | **Website:** [www.fitfirsttech.com](http://www.fitfirsttech.com)

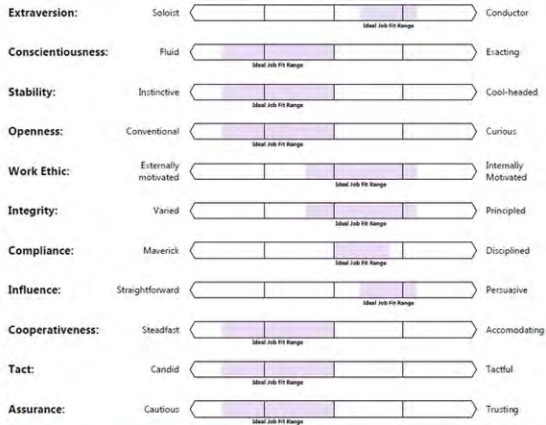
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1. What's wrong with the existing approach to Attraction and Retention and How we can fix it
2. Push vs. Pull... the power of a person-centric process
3. So what, Now what – concrete steps you can take to nurture and grow talent pools and spur economic development in your community

## Far greater depth of information



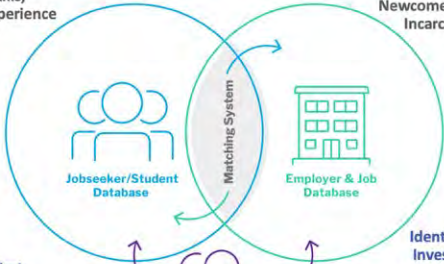
# HOW A TRULY PERSON-CENTRIC ECOSYSTEM COMES TOGETHER

Compatibility → Trainability → Profitability



Screen Current and Emerging Workforce for Job Fit, then take stock of Interests, Skills, Credentials and Experience

Expand the Available Workforce  
Include Pools of Hidden or Disadvantaged Talent – Diff-abled, Newcomers, Veterans, Formerly Incarcerated, Indigenous



**All levels of Government**

- Workforce Development
- Economic Development
- Data and Analysis, Reporting
- Funding Models
- Public Policy

**Education, Skill Dev, Career Tech**

- Workplace Learning
- Apprenticeship
- Trial periods
- Real-world training

Trend Analysis of Workplace demands; inform Workforce policy

Identify Skills Gaps; Align Investments with Job Fit and Deliver the highest priority/value Educational, Vocational and Skills Investments to the right people



Training, Tracking and Credentialing to Fill Gaps and Deepen Portfolios





## Our Solution

- We create targeted Marketing campaigns designed for the Food Industry and participating employers
- We provide Behavioral Assessments focused upon finding employees that fit within the industry and jobs available to them – providing employers with better quality candidates and eliminating “ghost workers”
- We provide our clients with video coverage that showcases the workplace and nature of the work, helping potential employees have a better scope of the work
- All video coverage can be used for other company initiatives, making the footage belong to the client.



## Watershed HR Solutions

- Provides Full Service Human Resources Support
- Run by myself, the former VP HR at 2 of Canada's largest private sector employers, both in the Food Industry
- Owner and Principle of Watershed Law Professional Corporation

## TDG Marketing

- Full service marketing agency in business for over 23 years
- Ensures traffic to the Jobs That Feed platforms
- Builds awareness in the Jobs That Feed brand

## FitFirst Technologies

- Connecting job-seekers to opportunities based on their skills.
- FitFirst gets the right people into the right roles leading to higher retention rates for employment.

## Key learnings along the way

What we're most proud of...

**Retention**   **Streamline the system**   **Employer participation**

What surprised us...

**Uncertainty**   **Lack of communication within the Ministry**

What we'd do differently next time...

**Simultaneous Employer AND Apprentice mentor program**

## The Outcome

- Our recent pilot project proved to be a huge success.
- Between the 6 Ontario locations being currently promoted to, there were a total of **4,652** completed applications to our recent **Fit First** screening process.
- As we continue with our efforts, we are continuously adding more employers to our projects.

