

## Local Employers Still Hiring!

Employers are taking advantage of the current labour market situation

*By Brad Pallister*

Recently, one of the Financial Post's headlines was 'Hudson's Bay Company to cut 1000 jobs'. This seems to be one of the reoccurring headlines that announce layoffs occurring throughout the land. These layoffs will sadly affect the lives of thousands of people across Canada.

So why did this happen? Upon first glance, it is easy to assume: The Economy! Consumer confidence is very low, and people must be buying fewer products from the company.

Although the economy may have helped to instigate these layoffs, this is part of a much more well thought and logical restructuring process. The goal was to dismiss employees who held similar and often repetitive positions among the company's different store brands. The move was to affect positions in the back offices of the company and result in a savings of approximately \$150 million per year. Overall, less than 5% of the workforce is to be laid off.

These are what we like to call **strategic layoffs**. Strategic layoffs will continue to occur for many months as companies look to streamline their workforce, increase efficiencies, and reduce the number of underperforming staff. This presents an incredible opportunity for employers.

For years, one of the most challenging aspects with Western Canadian businesses has been to fill all of their vacant positions with high quality employees. Several forward thinking Clients of B&M Recruitment Solutions have been taking

advantage of the (relative) excess number of employees on the market by shoring up their human capital resources.

A word of caution, not all layoffs are underperforming employees, but make sure you are always thoroughly screening candidates. We recommend a situational interview, a behavioral interview, thorough reference checks and a performance indicator personality test.

Although no one really knows when this economic slowdown will end, there is consensus that it **will** end. The companies that take advantage and invest in their workforce will enjoy a significant competitive advantage during the upswing!

B&M Recruitment Solutions have been assisting Central Alberta employers with their staffing needs for over 3 years. For more information on the services we offer please contact [brad@bmrecruiting.com](mailto:brad@bmrecruiting.com) or call 1-866-52BANDM