



# PLACEMAKING 4G

greatness ⊕ greatness



We got to the know  
the people of the town.



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greatness ⊕ greatness

- Socially Conscious
- Value-alignment
- Community Impact
- Cultural Impact
- Atlantic Impact

## THE NEW GENERATION OF RECRUITING

We Attract, Retain and Invest  
in Atlantic Canada

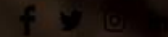




# cluster

e m p l o y m e n t

a project by  
 PLACEMAKING 4G  
greatness @ greatness







Cluster Employment creates full-time positions from part-time needs of multiple employers. The model connects employers, then matches them with talented employees seeking full-time employment.

## Skills challenges



## Employer talent shortage

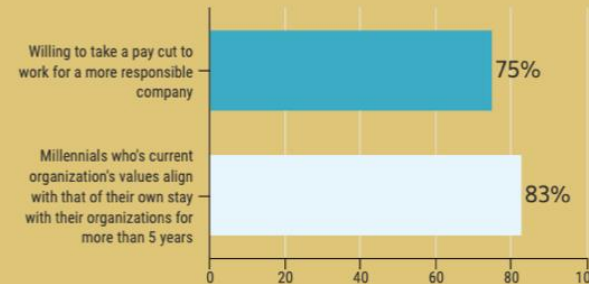
\*A total of 23,000 jobs in New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island went unfilled in 2016, according to Statistics Canada

*"Our employers are struggling to find the talent they need to maintain and grow their businesses"*

***Nova Scotia Regional Enterprise Networks***

## Retaining talent

Millennials see a company's commitment to responsible business practices as a key factor in their employment decisions:



“

My first co-op placement was with a large corporation where I had a singular role, but this experience is **giving me variety** and the **chance to become confident** in a number of different skill areas.

- Azhar Rahman



"Azhar Raman says his multi-job co-op placement 'is an opportunity like nothing else,'"

## Making Co-op Education history on the South Shore



Nova Scotia Government

Sep 3 - 4 min read

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*An international co-op student from Mauritius is taking his placement to new heights in Nova Scotia this summer*



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Recruiters in Residence

