

## Targeting an Industry Need

The Petroleum Human Resources Council of Canada (the Council) has long recognized the need for the petroleum industry to diversify its labour force to meet the growing need for skilled employees. The Council's 2003 study, *The Decade Ahead*, uncovered troubling information gaps between employers and potential employees – information gaps that were impeding the industry's ability to attract and retain a diverse pool of talent. It was clear that a combination of lack of information and misinformation was significantly challenging the petroleum industry's ability to expand its skilled labour force.

The Council realized that only by pursuing recruitment strategies that communicated directly to specific and available groups of workers would the industry be able to expand its skilled labour pool and continue its dynamic growth. But what were the most effective strategies for each labour pool? To answer that question on behalf of the petroleum industry, the Council had to find out what information was needed by each group, and how.

For many potential employees, the petroleum industry is well-known, but not known well.

Targeting an Industry Need

## Get your Copy of 'Draw the World into your Workplace'

The Draw the World into Your Workplace booklet is available in .pdf format and in hard copy. Interested parties may request an electronic copy of the booklet by emailing the Council at [info@petrohrsc.ca](mailto:info@petrohrsc.ca).

Hard copies of the booklet are available free of charge to petroleum industry human resources professionals and others working to grow and diversify the oil and gas industry's skilled labour pool. To request a hard copy, please email or call the Council (see contact information below).

## Petroleum Human Resources Council of Canada

The Petroleum Human Resources Council of Canada is a national, not-for-profit collaborative forum that addresses human resources issues within the petroleum industry.

Draw the World into Your Workplace is just one of many initiatives undertaken by the Council to help attract potential employees to the petroleum industry. Others include: a Career Coordinator, career fair participation, presentations to key influencers, media relations and the [www.careersinoilandgas.com](http://www.careersinoilandgas.com) website.

In addition, a number of the Council's other human resources projects integrate with and enhance outreach strategies at the corporate and industry levels, including:

- **Careers in Oil and Gas: Rich with Potential** – Descriptions of key job families and occupations in the upstream petroleum industry.
- **Petroleum Competency Program** – Certification of workers in selected occupations.
- **Increasing the Talent** – Attraction, retention and workforce development toolkit.
- **National Alignment Strategy** – Strategy and recommended actions to align training institutions' programming with industry's needs.
- **The Decade Ahead** – Human resources study of the upstream petroleum industry.

For more information on these programs or other human resources issues, please contact us:

Web: [www.petrohrsc.ca](http://www.petrohrsc.ca) Email: [info@petrohrsc.ca](mailto:info@petrohrsc.ca)

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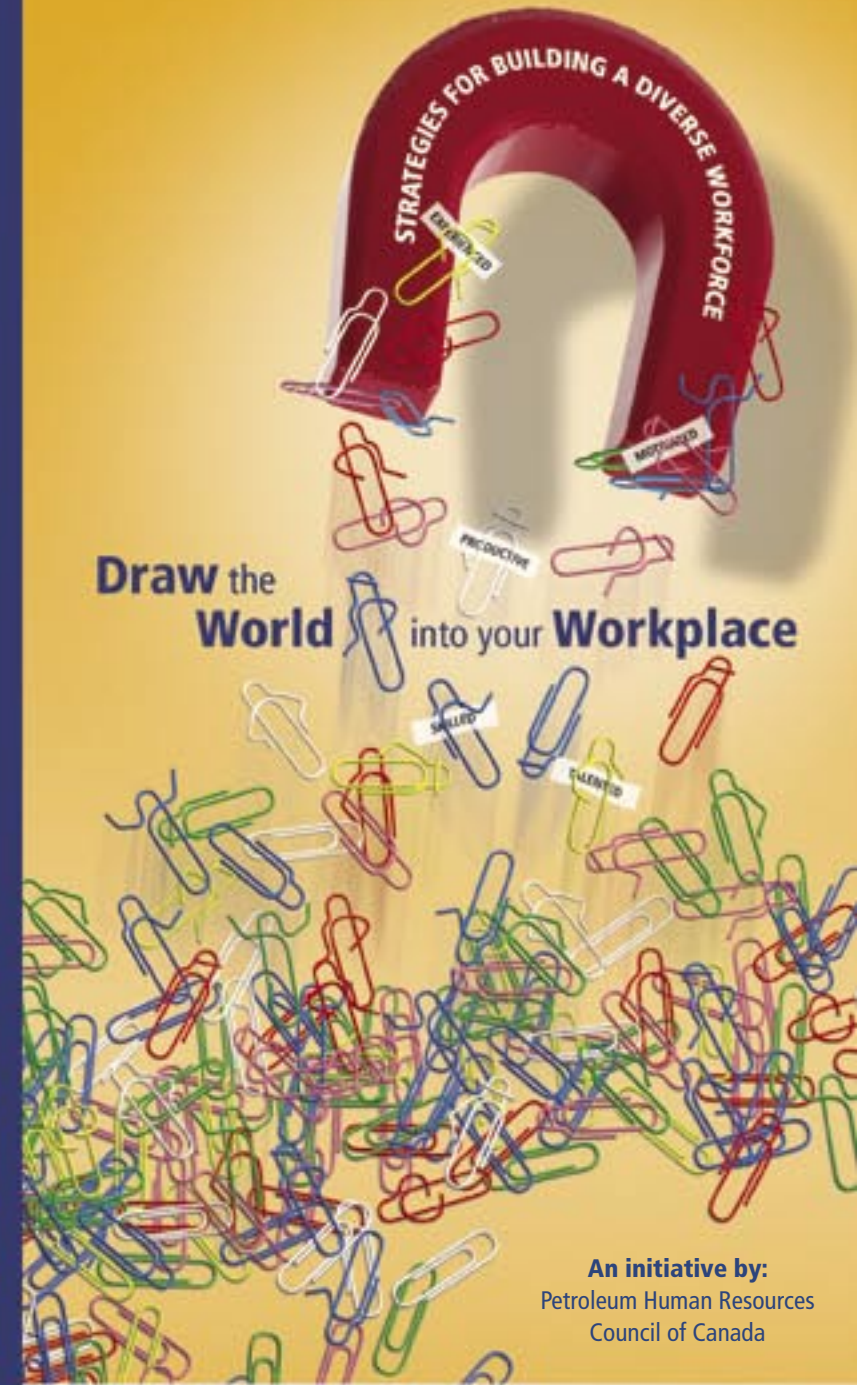
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# Draw the World into your Workplace

## Bridging Information Gaps

To fully understand the information gaps between industry employers and six specific groups of potential employees – and to identify practical strategies to bridge the gaps – the Council conducted a formal “outreach” research project. The outreach research\* provided two streams of information:

- Target audience data: Qualitative demographic data and descriptive profiles of each target audience, as well as their communication style preferences, information needs, values and motivators, and key influencers.
- Outreach strategies: Outreach activities already being used in the petroleum industry, including best and promising practices.

From that research, a comprehensive outreach strategy was developed to identify how the Council could help its petroleum industry stakeholders reach diverse labour pools. Both the research and strategy documents are packed with ideas and information, but they were not designed for mass distribution.

\* The original outreach research document, containing all data and references, is available in electronic format. Please contact the Council to have a .pdf copy emailed to you.

## Sharing Proven and Innovative Outreach Strategies

In order to share the most useful information in the outreach research and strategy documents with those managing human resources issues in the petroleum industry, the Council has developed a booklet of practical outreach ideas and information.

This useful resource, called Draw the World into Your Workplace, is available in both electronic and hard copy. The hard copy booklet is distributed free of charge to petroleum industry human resources professionals and others working to grow and diversify the oil and gas industry’s skilled labour pool. The electronic version is available to all interested parties.

Take advantage of this valuable resource to ensure your door is wide open to a diverse world of skilled workers. The sooner you act on the information and recommendations provided in the booklet, the more effective you will be in building a bigger, stronger and more competitive workforce.

### Six Targeted Labour Groups

The Draw the World into Your Workplace booklet offers pre-recruitment, recruitment and retention strategies directly targeting six distinct labour pools:

- Youth
- Caucasian Males
- Women
- Aboriginal Peoples
- Immigrants
- Visible Minorities



Innovative strategies for **attraction** and retention

## Did you know...

- Youth are most influenced about career options by their parents, and least swayed by career counsellors.
- Most Caucasian males identified “word of mouth” as their preferred method of learning about career opportunities.
- Women make up only about 20% of the petroleum workforce, compared to approximately 45% of Canada’s total labour force across all industries.
- The Aboriginal population is the fastest growing group in Canada and is on average 10 years younger than the general population.
- Most immigrants are better educated than their Canadian-born counterparts.
- The visible minority working age population will double to 20% by 2016.

## Have you considered...

- Sponsoring field trips or other hands-on learning programs like summer work experience or internships to increase “work tasting” opportunities for youth?
- Promoting career opportunities through trade unions and professional associations to reach Caucasian males?
- Encouraging female role models from your company to give career presentations or participate in career fairs, job shadowing or mentoring programs targeting female students?
- Engaging community elders in your recruitment of Aboriginal youth?
- Matching recent-immigrant employees with someone of the same cultural background to help them fit into your corporate culture?
- Partnering with ethno-cultural organizations, centres of worship or ethnic food stores to target visible minorities?

STRATEGIES

**Information Needs**  
All target groups need both career information and industry information. Career information needs include: required training, skills and experience, typical working conditions, career advancement processes and employment trends. Industry information needs include: accurate and current information about how the petroleum industry works, how it has evolved and where it’s going.