

Build Your Competitive Advantage

Guelph-Wellington's global talent will contribute to the vibrancy and flexibility of our labour force for years to come. Beyond filling labour and skills gaps and addressing demographic challenges, global talent brings new ideas and perspectives to help grow your business.

Key Messages

- ➔ Global talent is expanding our local economy
- ➔ Product improvements, innovation opportunities and new markets can be identified for your business
- ➔ Employee turnover is reduced in diverse workplaces¹

REFLECT THE DIVERSITY OF THE COMMUNITY

As our community becomes more diverse, businesses with employees that reflect this diversity will gain a competitive advantage by:

1 Attracting a greater share of the local market for products and services by providing multicultural and multilingual customer service.

2 Gaining insights into the demand for new and improved products and services that will appeal to customers of different cultures.



Top **3** non-official languages spoken at home in Guelph:
CHINESE, VIETNAMESE and PUNJABI²



"Customers want to converse with people that are familiar with their cultures and we feel that our dealership should represent our community."

Fatma Brewis, Manager,
Olympic Honda, Guelph



"The City of Guelph values and is committed to building our diverse workforce that understands the needs of the community we serve and ultimately, delivering public services better."

Ann Pappert, Chief Administrative
Officer, City of Guelph



GROW YOUR BUSINESS GLOBALLY

Do you plan to expand operations internationally? The skills and experiences of global talent in Guelph-Wellington will help shape the flow of goods, services and investment between our region and the world's emerging markets.

Professionals and skilled workers from emerging markets have the following abilities and expertise to bring your products and services to new corners of the globe:

- ➔ Language & cultural familiarity
- ➔ Adaptability and experience with offshore products and services
- ➔ Knowledge of global business and markets
- ➔ International networks and contacts

"Firms that are successful in entering new export markets often leverage the technical and cultural knowledge and personal networks of their staff to do so."³

Consider developing new connections with countries such as China and India. These countries are among the world's top five emerging economies⁴ and are the top source countries for Guelph-Wellington's recent immigrants.⁵



"Newcomers to Canada bring skills, including language and cultural skills, knowledge, and networks that can help us reach out to emerging economic giants like China and India, as well as emerging immigrant markets at home."

Gordon Nixon, President and CEO, RBC

DIVERSE AND INCLUSIVE WORKPLACES ARE GOOD FOR BUSINESS

Productivity and sound decision-making are crucial to business success. Workplaces that are inclusive of new perspectives are more innovative, fostering more effective decision-making.

"Companies with a strong commitment to diversity on average outperform their peers with higher profit margins and greater return on equity and assets."⁶



"We believe that innovation, which is one of our key values that drive our business success, comes from employees having diverse views and perspectives."

Kazi Marouf, Chief Operating Officer,
Guelph Hydro Electric Systems Inc.

REFERENCES

¹For example, McKay, P. et al., Racial Differences In Employee Retention: Are Diversity Climate Perceptions the Key?, 2007, bit.ly/1ZgpPri

²Statistics Canada, 2011 Census.

³Mowat Centre, Diaspora Nation, 2013.

⁴International Monetary Fund, World Economic Outlook, 2013.

⁵Statistics Canada, 2011 Census.

⁶Slater, Weigand and Zwirleing, The Business Case for Commitment to Diversity, 2008.



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