



*Wilderness Tourism Association of the Yukon
E-News Flash for Wednesday, August 16, 2016*

This issue:

The Canadian Education and Research Institute of Canada Wants Your Input!

The Canadian Education and Research Institute of Canada (CERIC) is conducting interviews with employers of small and medium sized organizations (SMEs) on career management. They requested some northern perspectives and I hope that you or your members of your associations will be willing to contribute. The participants receive a complimentary print copy of the guide on career management tips. Please email Val Rayner at Challenge Factory whose contact is on the poster below to arrange an interview time. **Interviews will be conducted before August 24.**

Thank you for your cooperation in providing data toward a stronger recruitment and retention policy for SMEs.

If you would like to participate or have questions, please contact Val Rayner
val@challengefactory.ca

Project

This project will produce a concise (15-30-page) actionable guide for owners and managers of small- and medium-sized organizations in the area of employee career development. With the working title “SME Career Development Playbook,” the guide will tie directly to business results, be cost- and time-effective, and focus on implementable career management tips and tools specific to the audience of managers and owners of SMEs.

The guide will be distributed in English and French across Canada with secured commitment from national business organizations and post-secondary institutions.

Need

To conduct interviews with small business owners and/or senior managers to test core concepts and inform the guide’s format.

These interviews will be:

- Conducted via phone interview. The interview will last no longer than 30 minutes and questions can be sent in advance if requested.
- Conducted between August 8-August 24, 2016.
- Confidential. Data and narratives gathered will be consolidated and will inform the final guide. Specific company information will never be identifiable or shared without specific, explicit permission.

Who

- Owner or senior manager with people/HR responsibility in companies with 10-500 employees with representation from a variety of industries, sectors and geography.
- Canadian owned and/or based companies

Commitment

- Participate in one 30-minute phone interview
- Possible follow up or brief online survey

Recognition

- Acknowledgement by name and organization in guide (if confidentiality is not an issue).
- Complimentary print copy in either English or French
- Bulk order discount on additional copies for your team

Action Requested

Please contact Val Rayner (val@challengefactory.ca) to schedule your interview

CERIC is a charitable organization that advances education and research in career counselling and career development.

Le CERIC est un organisme caritatif voué à la progression de l'éducation et de la recherche en matière d'orientation professionnelle et de développement de carrière.



See more tourism news at <http://www.tiayukon.com/>

If you have information of interest to WTAY Members for the E-News, please send to info@wtay.com

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