

# RECRUITING JUST GOT EASIER



**Creative Capital  
of Canada**

HR Package – 2019/2020





HERE'S THE BOTTOM LINE  
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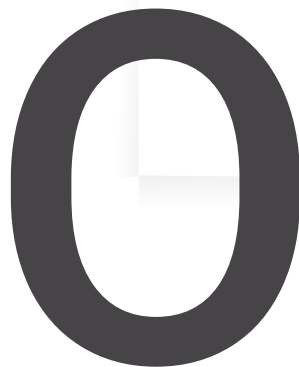


CELEBRATE

## LET'S MAKE RECRUITING EASIER

Recruiting the very mobile and world  
class talent we need in Waterloo  
Region often involves three stages:

- 1 Promoting the job description  
or school curriculum
- 2 Promoting the organization
- 3 Promoting the community as  
a career and lifestyle asset



CREATIVITY





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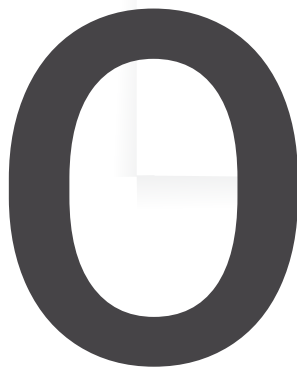


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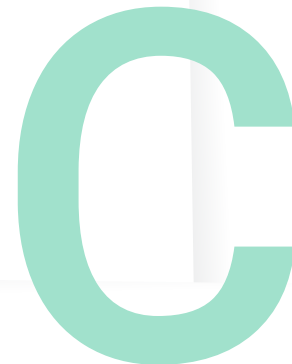
As recruiters, you have control over the first two messages, but the third story is a challenging sell and a large portion of the content is seemingly out of your control. The people you are trying to recruit are in demand everywhere and they want stimulating careers and AND lifestyles.

There are no quick fixes to this issue. It's not simply about giving the region a new logo or tagline. However, there is a growing grass roots movement of people and organizations who are focusing on overcoming this issue. The Creative Capital of Canada movement is dedicated to encouraging public confidence and celebration in the core attribute that led to our community's success - problem solving creativity.

We hope we can help you - and we hope you will join us.



CREATIVITY



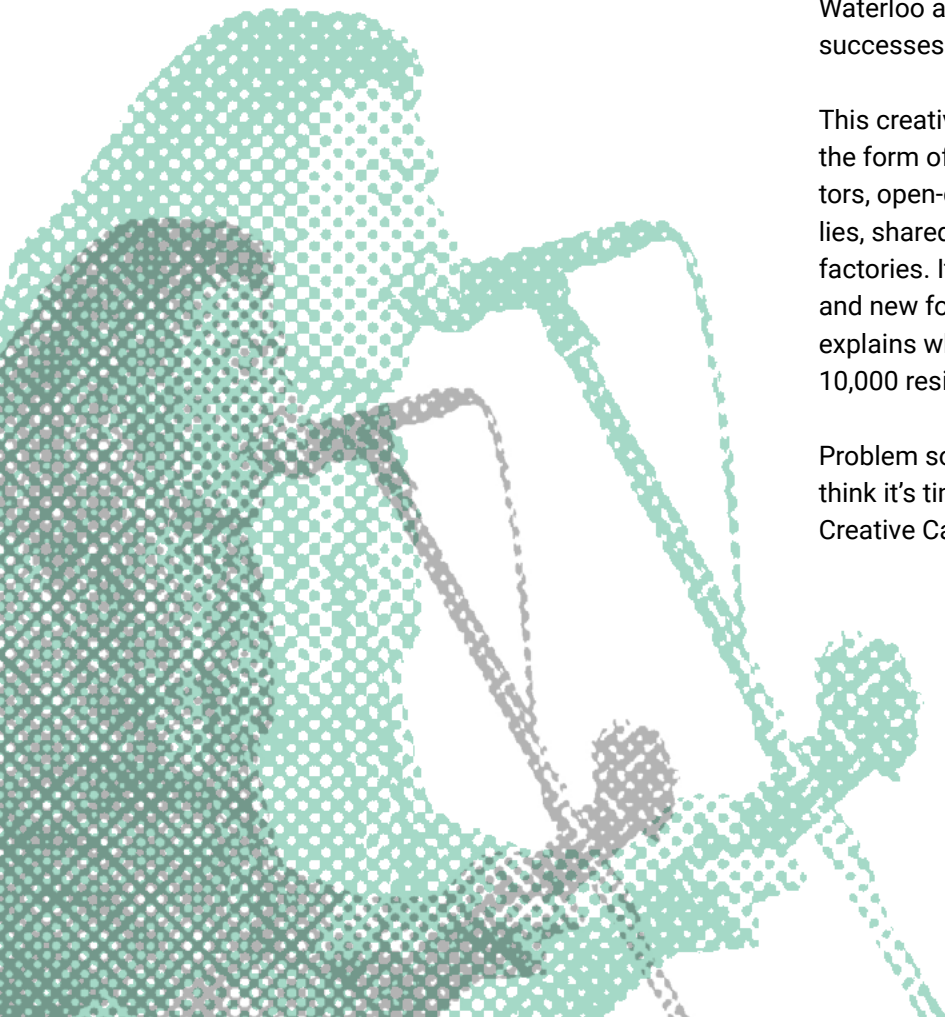
# FLYING OUR CREATIVE FLAG

When you define creativity as the ability to solve problems with fresh perspectives, Waterloo Region has the credentials. 100 years ago creative minds turned our community into an industrial powerhouse. Another generation of problem solvers led our transition into the innovation economy. Kaufman, Breithaupt, McCulloch, Krug, Bauer and Lazaridis were creative and collaborative. Their inventiveness was enhanced by hundreds of creative people on shop floors and within a community that found ways to support growth. They gave birth to Hush Puppies, Crown Royal, artificial cattle insemination, Tiger Brand, Bauer Skates, The Blue Box, Home Hardware, BlackBerry, the University of Waterloo and a few Nobel Prizes to name just a few successes.

This creative chain reaction continues every day in the form of cooperative alliances between competitors, open-door policies towards immigrant families, shared workspaces and technically advanced factories. It is giving birth to new ideas, products and new forms of artistic expression. It also explains why we have 15 patents granted per 10,000 residents...11 times the national average!

Problem solving put this region on the map. We think it's time to claim that spot on the map as the Creative Capital of Canada.

WHAT CAN YOU DO?  
WHAT CAN YOU DO?  
WHAT CAN YOU DO?  
WHAT CAN YOU DO?



# BUILDING A NEW AND RELEVANT IDENTITY FOR OUR REGION COMES DOWN TO TWO ACTIONS:

## TAKING ACTION

- Telling the stories of our regions creativity
- Proudly celebrating our creative efforts, both past and present.

WE'VE DEVELOPED A FEW TOOLS THAT

CAN HELP YOU DO BOTH IN YOUR

RECRUITING EFFORTS

Tools: **CREATIVECAPITALOFCANADA.CA** is an online repository of the region's creative stories. Visit the site and borrow stories for your own recruitment efforts. You can also point potential recruits to the site so they can explore the uniqueness of our creative DNA and vibrant community. The site is a welcome mat to those who want to live somewhere that values their talents and perspectives.

# Creativity Is Right Here Recognition Program:

Your organization is full of creative problem solving stories. We've put together a simple program that allows you to acknowledge the internal talent responsible and also mark your place in the Creative Capital of Canada:

- We've created a "You Story" section to [creativecapitalofcanada.ca](http://creativecapitalofcanada.ca) where you can post your own stories and highlight the stars within your company. We'll also feature those people in our social media programs.

CREATIVE RECOGNITION  
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**Creative Capital  
of Canada**

# JOIN THE MOVEMENT

It is important to note that those who are supporting the Creative Capital of Canada movement are not an official group. It doesn't take a formal process to be part of the effort. There is no formal "logo" or tight rules. Champions don't need to seek approval. We openly welcome your organizations creative inventiveness in how you support the movement. Having said that, here are a few ways that you can help make the message bigger for the sake of the region and your own recruiting efforts:

- Add your company name to the list of organizations who are proud of what happens in Waterloo Region [here](#).
- Become an Ambassador - It's a group of people who care about the movement and are finding ways to support each other's celebratory activities. Learn more [here](#).
- Joint the Troops - These are people who are willing to lend a hand or run with an idea that someone else has come up with. The troops make it all happen...and probably have the most fun. Learn more [here](#).

Waterloo Region has a reputation for being makers and innovators. It may sound odd to say this, but it is critical that we become celebrators as well.

JOIN THE MOVMEN  
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NEXT TIME YOU MAY WANT TO

ASK YOUR PROSPECTIVE

EMPLOYEES, "WHO WOULDN'T

WANT TO LIVE IN THE CREATIVE

CAPITAL OF CANADA?"

JOIN TODAY