Talent Assessment and Job Matching Platform Targets Labour Shortage Occupations

In response to the critical labour shortages facing many of Ontario’s key sectors, OTEC has launched an innovative youth-targeted employment model called the ALiGN Network. This initiative has brought together industry partners from across the province to develop a psychometric-based talent-to-role fit assessment and job-matching model.

Partnering with Ryerson University’s Magnet platform to bring this first-of-its-kind youth employment model online, makes ALiGN accessible to businesses and job seekers anywhere in Ontario. Youth will be matched to live job postings based on personality attributes and interests.

Work-ready job seekers will be accelerated into employment. Candidates with skills or qualifications gaps based on the assessment process will receive industry-designed training and certification.

The ALiGN Model will:

- **Confront the Labour Crisis**
  Create a talent pipeline that can address workforce needs at a provincial level.

- **Activate the Untapped Workforce**
  Identify fit in the absence of transferable skills by transforming the way employers engage and evaluate candidates.

- **Streamline Youth Employment Training**
  Target only the skills and attitudes required to secure and retain employment.

- **Build HR Capacity**
  Help employers define the right “fit” for labour shortage occupations with advanced psychometrics to improve attraction and retention results.

- **Contribute to Systems Change**
  Create an infrastructure that supports sector based employment training in collaboration with community networks across Ontario.
Ontario Tourism Education Corporation (OTEC)

OTEC is an Ontario-based independent, not-for-profit training, consulting & workforce development organization that delivers high quality, creative and branded solutions for the development and growth of a professional, skilled workforce. It is the leading source support for communities to build workforce capacity and for companies to attract, retain, and develop high performing employees.

Ontario Restaurant Hotel & Motel Association (ORHMA)

ORHMA is the largest provincial hospitality association in Canada. With over 4,000 members, representing more than 11,000 establishments across the province, the ORHMA is uniquely positioned to represent the issues that most impact businesses.

Magnet

Ryerson University / Magnet

Magnet is a new network powered by data-rich, job-matching technology that connects job seekers with employers based upon skills, preferences and talent needs. Magnet’s goal is to address unemployment and underemployment specifically as it relates to youth, new immigrants, Indigenous peoples, persons with disabilities and other individuals facing barriers to employment.

“The fact that our youth unemployment rate is over 14 per cent in this province while employers are struggling to fill entry-level positions demands that we start looking at things differently. Businesses have been telling us for years that, if candidates are the right fit, they will hire them and train them for advancement. We now have a system that matches youth to real opportunities based on their unique attributes, attitudes and goals.”

– Adam Morrison
V.P, Projects & Partnerships
OTEC

Funded in part by:

Ontario
The ALiGN Network Model combines assessment tools with candidates seeking real time jobs with employers.

**SCIENCE BASED**

The ALiGN Network has partnered with Lumina Learning to leverage the most sophisticated psychometric assessment and matching methodology available. It is accessible to both employers across Ontario, and, to job seekers themselves. Lumina psychometrics are based on the Big Five personality factors, eight unique aspects and twenty-four distinct qualities.

ALiGN has worked with Lumina Learning and employment partners to establish job fit characteristics for candidates that lack transferable skills or experience.

**Outcome:**

- A talent-to-role fit correlation that can identify the positions that job seekers are most likely to excel in and enjoy.

**INDUSTRY DRIVEN**

OTEC worked with employers from across Ontario to evaluate the most desirable behavioural characteristics in labour shortage occupations. OTEC then benchmarked those qualities with motivated, reliable and dependable employees in real workplaces and validated the results against Lumina’s normative data tables.

**Results:**

- Methodology to identify real time job opportunities for candidates.
- Identification of candidates who are more likely to be a better fit and have greater success at work.
**TRAINING FOR RESULTS**

ALiGN will work with employers to benchmark and develop a talent (skills/attitudes) profile for in-demand frontline hospitality roles. Based on their fit with the talent profile, youth will be directed to the appropriate training stream, as outlined below.

- **Stream A** - Candidates meeting the minimum requirements of the talent-to-role fit assessment will be accelerated to the employment referral stage, receiving basic compliance training required for employment: Service Excellence, Smart Serve, Food Safety, and/or WHMIS.

- **Stream B** - Candidates requiring more in-depth sector-focused training will enter a program, based on the Prep.Set.Serve* model prior to employment referral.

- **Stream C** - Candidates exhibiting behavioural and/or attitudinal barriers will be referred to motivational counselling and/or other available support services.

*Prep.Set.Serve – OTEC’s youth food services training program.

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| Youth will receive customized training and counselling in all streams. |

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### SUPPORTED BY TECHNOLOGY

OTEC has worked closely with its technology partner, Magnet, to streamline the existing job seeker profile. The ALiGN profile has been designed to focus only on the critical components of building a profile for entry-level jobs. Magnet has also embedded the psychometric assessment into the profile creation process which will enable individuals to connect to meaningful employment opportunities that match their job fits, in addition to their qualifications and interests.

**Why this works for participants:**

- Connections to the job opportunities matching job fit, skills and preferences;
- A free skills matching platform that updates automatically, providing job opportunities to candidates 24/7;
- A private profile (unlike many social media and job board tools), until agreed to share with an employer.

**What’s in it for employers?**

The ALiGN Network Community on Magnet helps companies efficiently and effectively source talent to meet their skills requirements, while lowering search costs.

**Employers access:**

- A 24/7 ‘search agent’ actively looking to match candidates that are a fit and qualify for the opportunity;
- An advanced marketing function to promote position and company with full multimedia capability;
- Qualified candidates for medium to long-term needs;
- Savings and productivity by connecting with the right candidates to lower search costs.