



The Conference Board of Canada has determined that increased spending on skills development can:

- Improve productivity
- Increase revenue
- Result in cost savings
- Enhance health and safety
- Improve communications

The 4Rs of Workforce Development aims to support the small business owner by rejuvenating your Retention, Retraining, Recruitment, and Regulation skills to provide you with the tools and knowledge to develop an overall human resources strategy.

In anticipation of the high demand for this program ACSBE is pleased to offer it in three locations:

**Kentville, Bridgewater and Windsor**

**Cost: \$250 +HST**

**Register before January 22<sup>nd</sup> for early bird savings.**

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For more information visit us at [www.acsbe.com](http://www.acsbe.com)



For more than 20 years the Acadia Centre for Social and Business Entrepreneurship has teamed up with people, groups, educational institutions and communities possessing the initiative and desire to fulfill their entrepreneurial potential.

Not-for-profits, business development professionals, career practitioners, municipal units, educators, researchers, administrators, older workers, students, youth, business owners, anyone considering starting a new business, or folks discovering their career path have all worked side-by-side with ACSBE's team of professionals and the resources of Acadia University.

Business plans, market research, financial analysis, growth strategies, strategic planning, goal setting, specialized career development programs, and professional certification are just a few of the areas we provide training, guidance and expert advice.

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# Is managing your workforce a juggling act?



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The **4Rs of Workforce Development** is an eight-session training program (delivered over 12 weeks beginning in late January 2010) that will give you the knowledge, skills, tools and resources needed to get the most out of your business' greatest asset – your employees.

The skills you'll learn in The **4Rs** will have immediate benefit as well as long term impact, helping your business to reach its potential. It's an opportunity for you to focus on developing an employee management strategy, enhancing your leadership ability, and learning methods and approaches to help you deal with your day-to-day HR demands – both the opportunities and the challenges.

The program focuses on Retention, Retraining, Recruitment, and Regulation) and is ideal for small business owners or managers who know that the success of their business depends on content, efficient, and innovative employees.

#### **In this program you will enhance your skills around:**

- inspirational and effective leadership
- keeping your employees happy, productive, and loyal – reducing the high costs of turnover
- creating a workplace that employees are proud of
- creative, resourceful, and entrepreneurial ways to manage your employees
- how to create and implement a formal and dynamic training plan for employees
- identifying and complying with important regulations that govern your business (e.g. hiring, firing, payroll)
- aligning tasks that best suit employee skills, interests, and passions

## Wouldn't you prefer a balancing act instead?



#### **Recruitment**

As a small business owner, it's likely that one of the greatest challenges you face is finding and hiring the right person for the job. The 4Rs will walk you through the development of a successful recruitment strategy and will help answer questions like *what skills does the business need? What are people bringing to the business? and How can we find the people we need?*

#### **Retention**

Losing great employees costs money, time, productivity, and opportunities. That's why this program will help you create a winning plan for keeping them. It's not an easy task, but there are proven strategies. The 4Rs Program will show you ways to make your workplace productive, profitable, and rewarding for every employee

#### **Retraining**

Do you have a dynamic and effective employee training program? No? You're not alone. 76% of small business owners in Atlantic Canada are operating their business without a plan. With the skills you'll learn in the 4Rs program, you'll be ready to train – and retrain – your people in a way that empowers them to help grow your bottom line.

#### **Regulation**

Business owners need to be well-versed in the regulatory components of operating a business, but it can be time-consuming and confusing. For example, you may have questions like *Is my worker an employee or subcontractor? What's an employee policy? and How can I be sure I'm following labour codes?* This is your opportunity to learn the answers to these questions and much more.