

# ***Human Resources & Development***

Risk=Opportunity:

How workplace culture can  
advance Alberta's economy

# ***Contributors/affiliations:***

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# ***Forces and sources of change***

What is the impact of the recession – and changes in global workforce planning – on organizational effectiveness?

- Low morale
- Hidden underground economy
- Succession crises
- Unused/atrophying labour skills

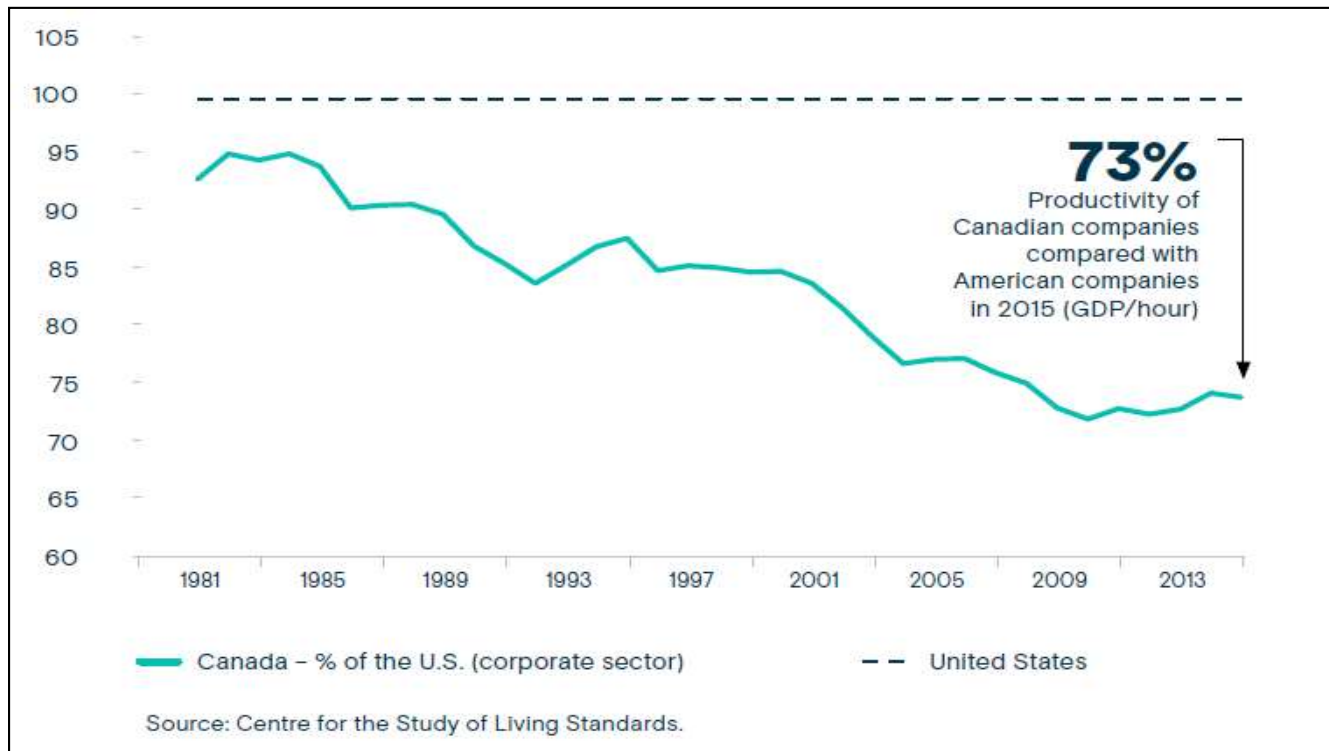


***International business culture is as much of a threat to our economy as low oil prices.***



(Image courtesy of Interbrand: <http://interbrand.com/newsroom/interbrand-releases-2015-best-global-brands-report/>)

# Aiding recovery: Understanding the productivity gap



***Aiding recovery:  
Building  
organizational  
resiliency through  
morale.***



# ***Aiding recovery: Success can be duplicated!***



**ATB** Financial™

# ***Long-term diversification:***

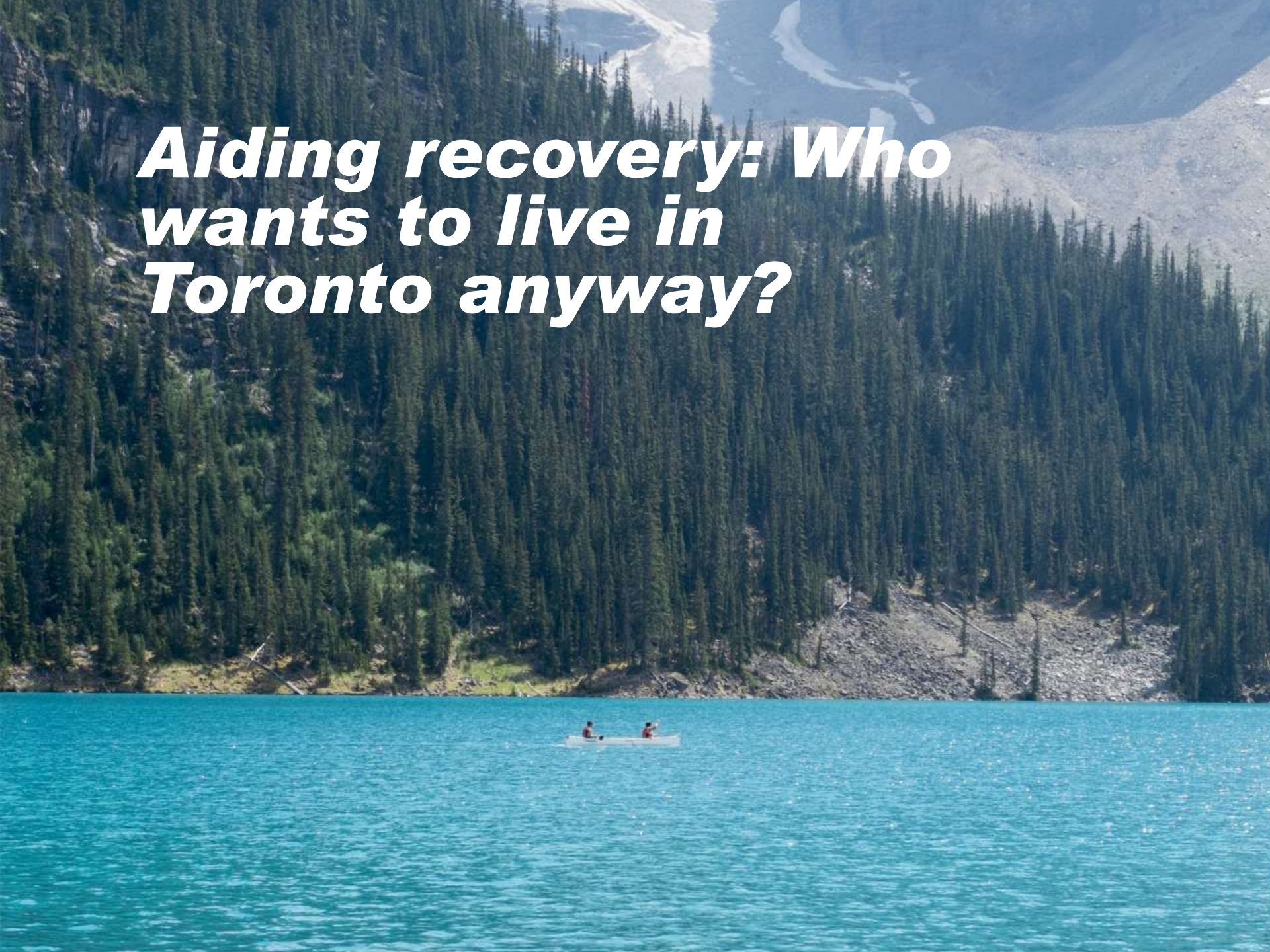
Help Alberta create the best workplaces to grow productivity, morale and resiliency.



# ***Aiding recovery: Are contractors an HR trend?***



***Aiding recovery: Who  
wants to live in  
Toronto anyway?***



A top-down view of a person's hand typing on a white keyboard. A white mouse is visible to the right of the keyboard. A yellow Ethernet cable is partially visible on the far right. The background is a plain white surface.

***Aiding recovery: Gigs  
are more than Uber***

***Long-term  
diversification :  
Alberta can lead as a  
high-volume remote  
worker centre***



# ***Aiding recovery: Is this high-tech?***



(Image courtesy of VentureBeat: <http://venturebeat.com/2012/03/28/5-trends-in-oil-gas-technology-and-why-you-should-care/>)

***Aiding recovery:  
Liberate the engineers!***



***Long term  
diversification :  
When is O+G not O+G?***



***Aiding recovery: Every  
company needs to  
recognize low-oil day.***



A man with a beard and short brown hair is shown in profile, looking intently at a computer screen. He is wearing a grey polo shirt. The background is a blurred office environment with a desk, a white box, and some colorful items. The text is overlaid on the lower part of the image.


***Aiding recovery: HR can uncover entrepreneurs***

***Aiding recovery:  
Entrepreneur does not  
mean traitor***



***Long-term  
diversification :  
Building a pipeline of  
new businesses  
through culture***





***Recommendations:  
Better Workplaces***