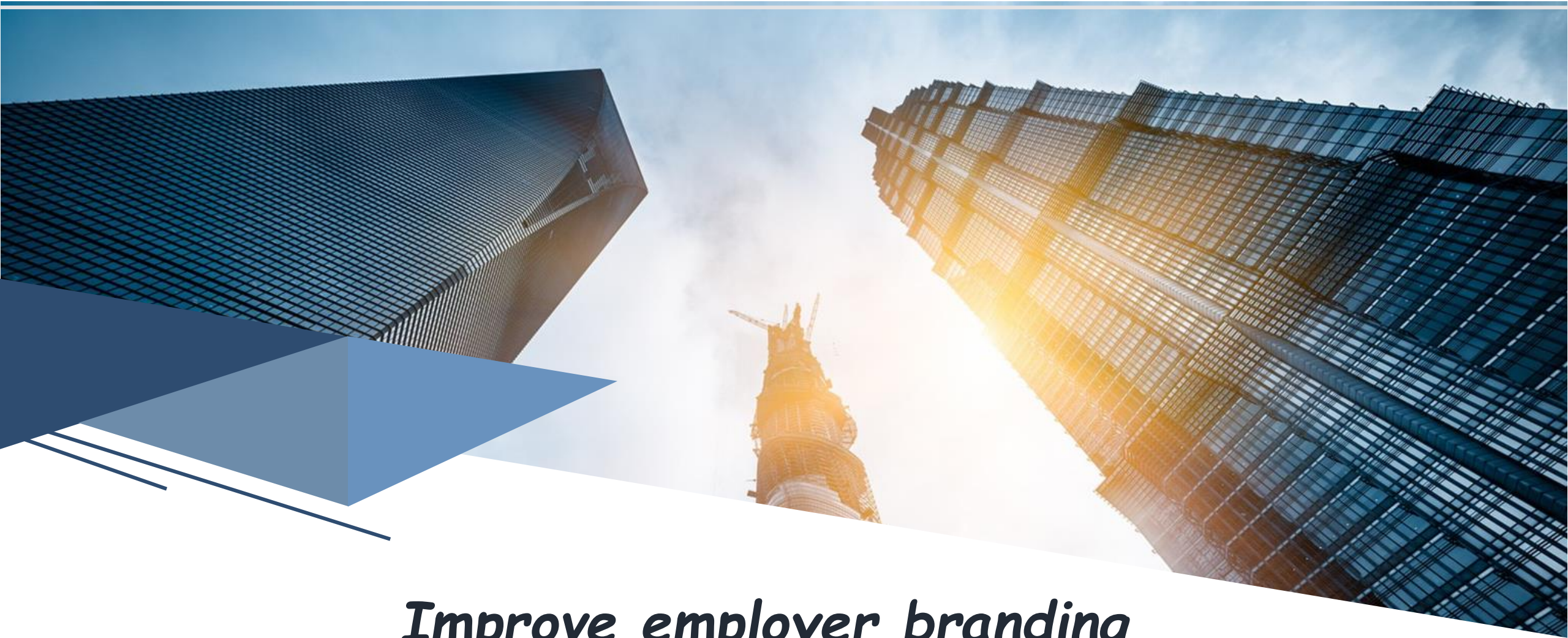




CanadaRetail's Strategic HR Challenge

Yinong Yao



Improve employer branding

CONTENT



01

Introduction

02

Recruitment

03

Selection



04

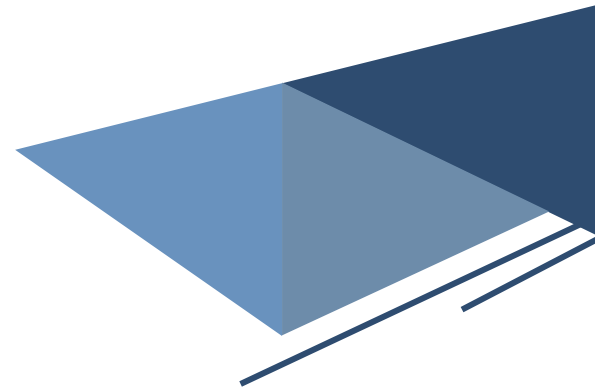
Training and development

05

Payment and Compensation

06

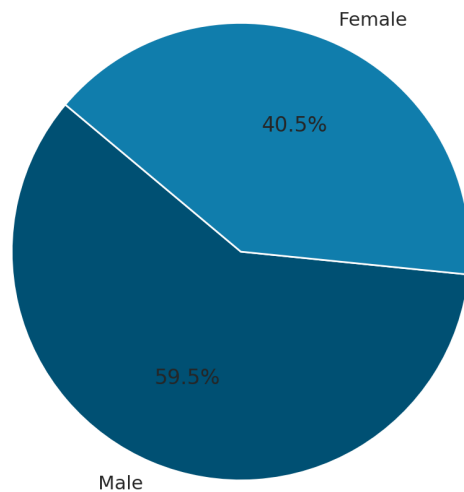
Conclusion



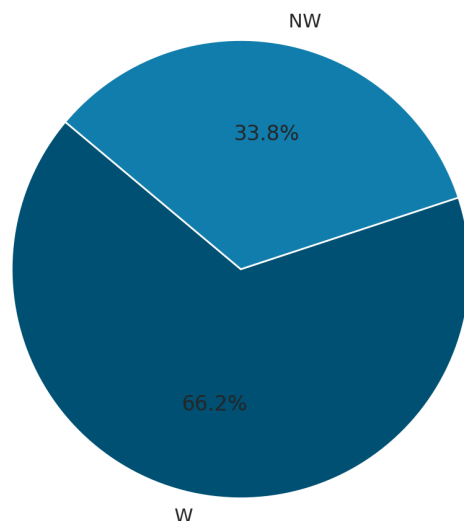
Part 1 - Introduction

Demographics of the firm

Gender Distribution



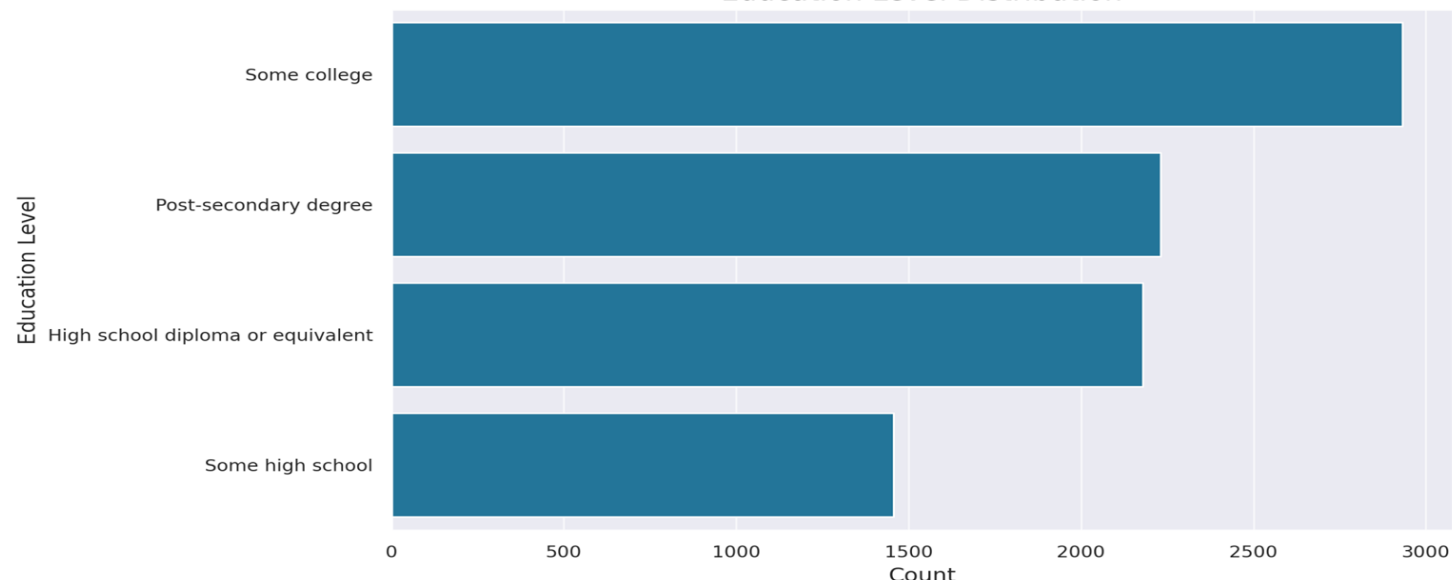
Race Distribution



Age Distribution of Employees

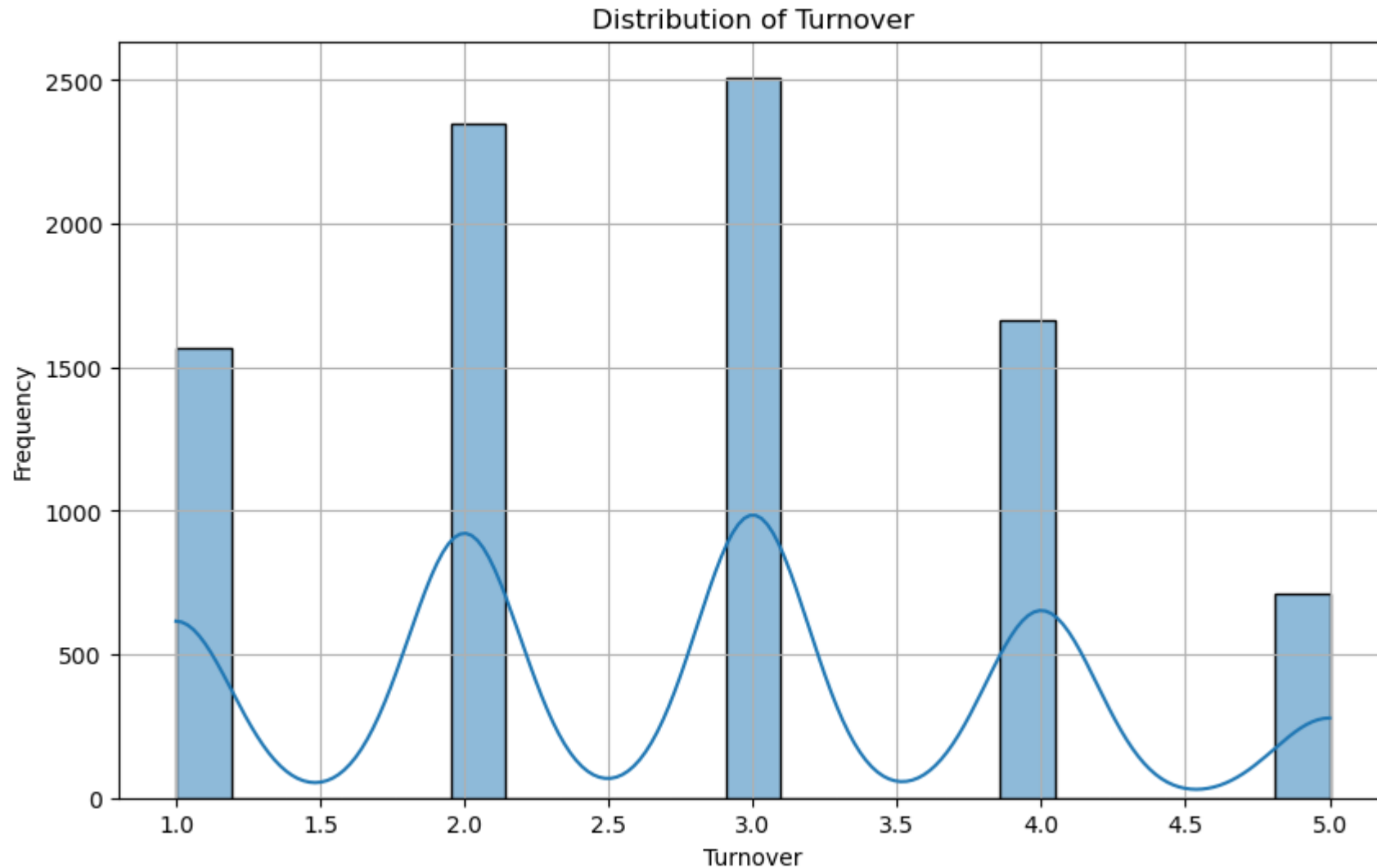


Education Level Distribution



Part 1 - Introduction

Distribution of Turnover

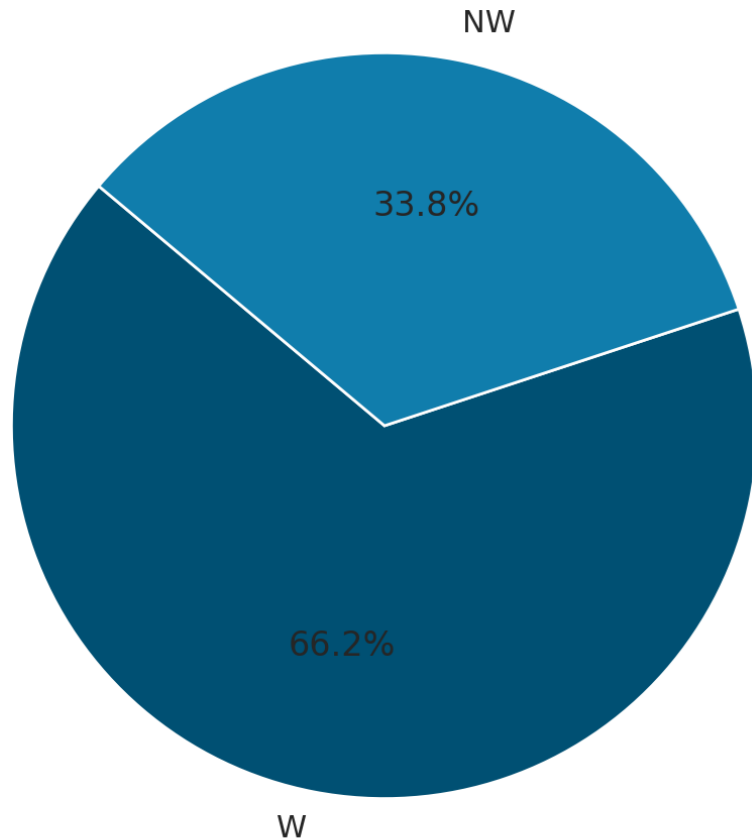


How likely is that you will quit your job in the next several months? (5 = very likely, to 1 = very unlikely)

Part 2 – Recruitment

Diverse Talent Recruitment

Race Distribution

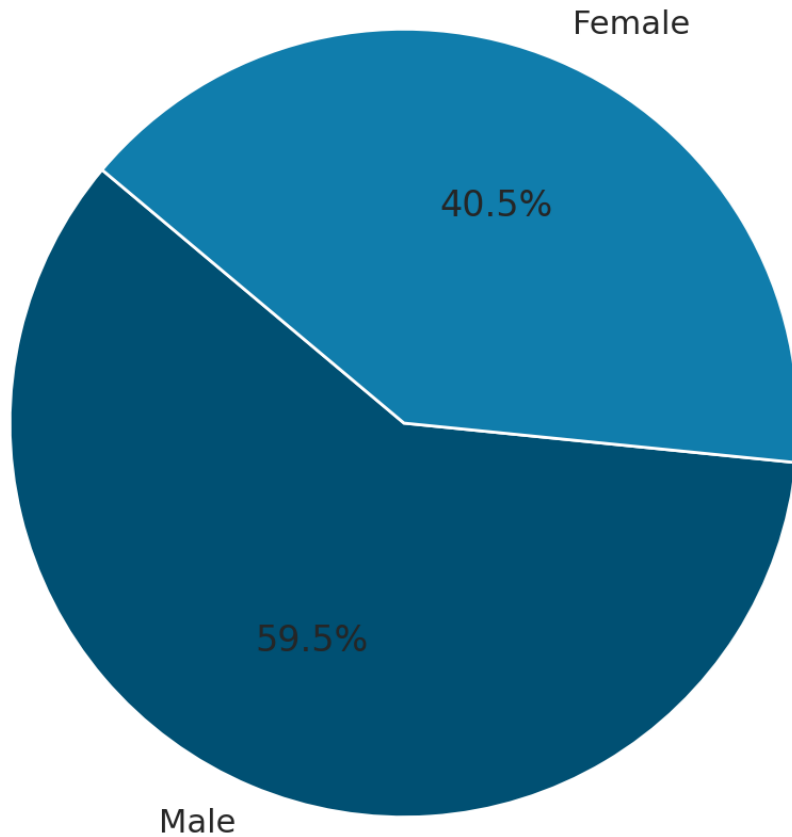


- Forge partnerships with diversity-focused groups.
- Target diverse talent pools through specialized job platforms.
- Highlight inclusivity in CanadaRetail's job descriptions.

Part 2 – Recruitment

Women's leadership development in recruitment

Gender Distribution



- Incorporate leadership potential assessments.
- Design interview processes to identify strategic thinking and decision-making skills.
- Prioritize internal promotions and mentorship pairings for capable female employees.

Part 3 - Selection

Selected features

tenure, persuasion skills

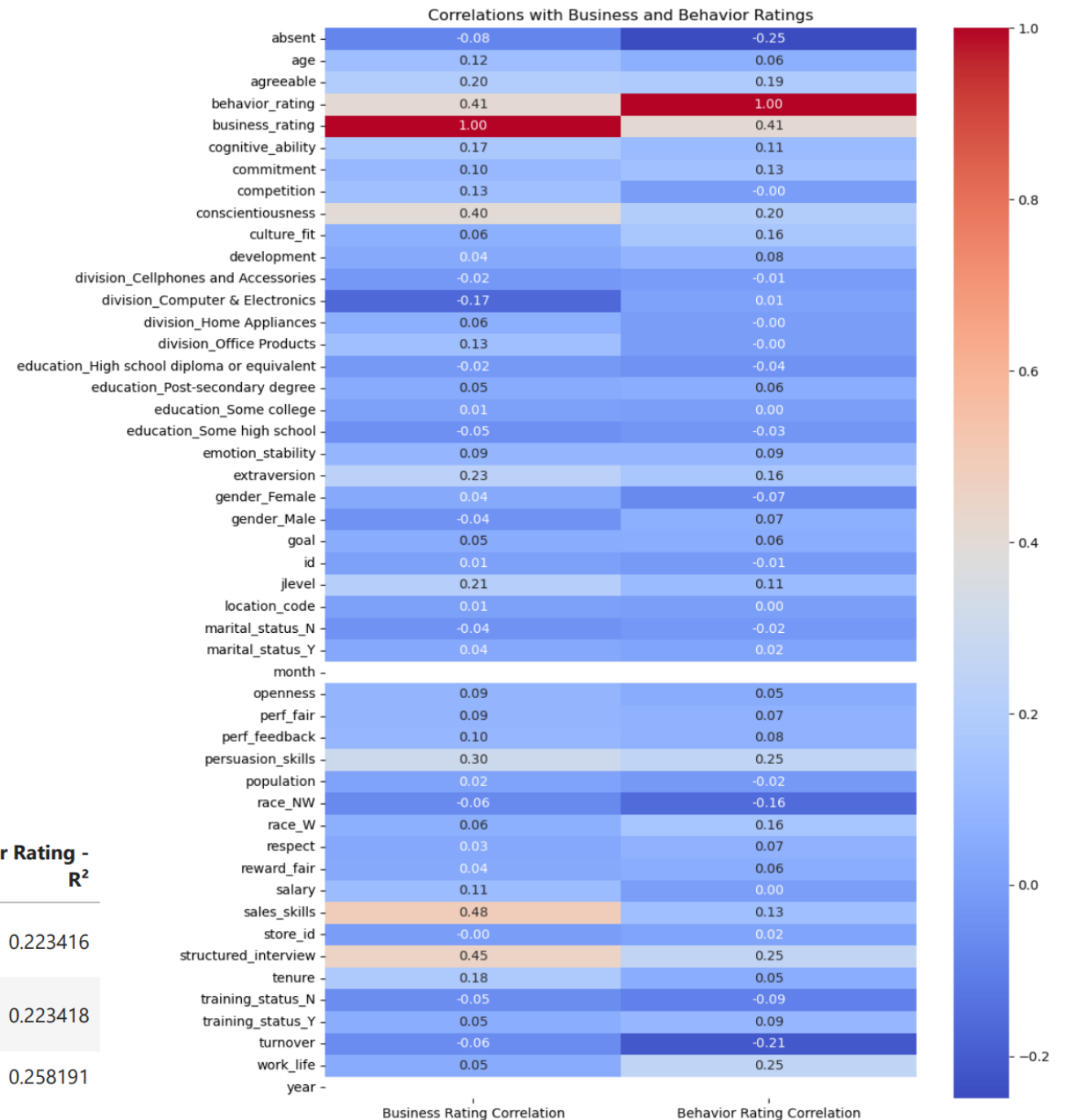
work life , culture fit , sales skills

extraversion , conscientiousness

cognitive ability, structured interview

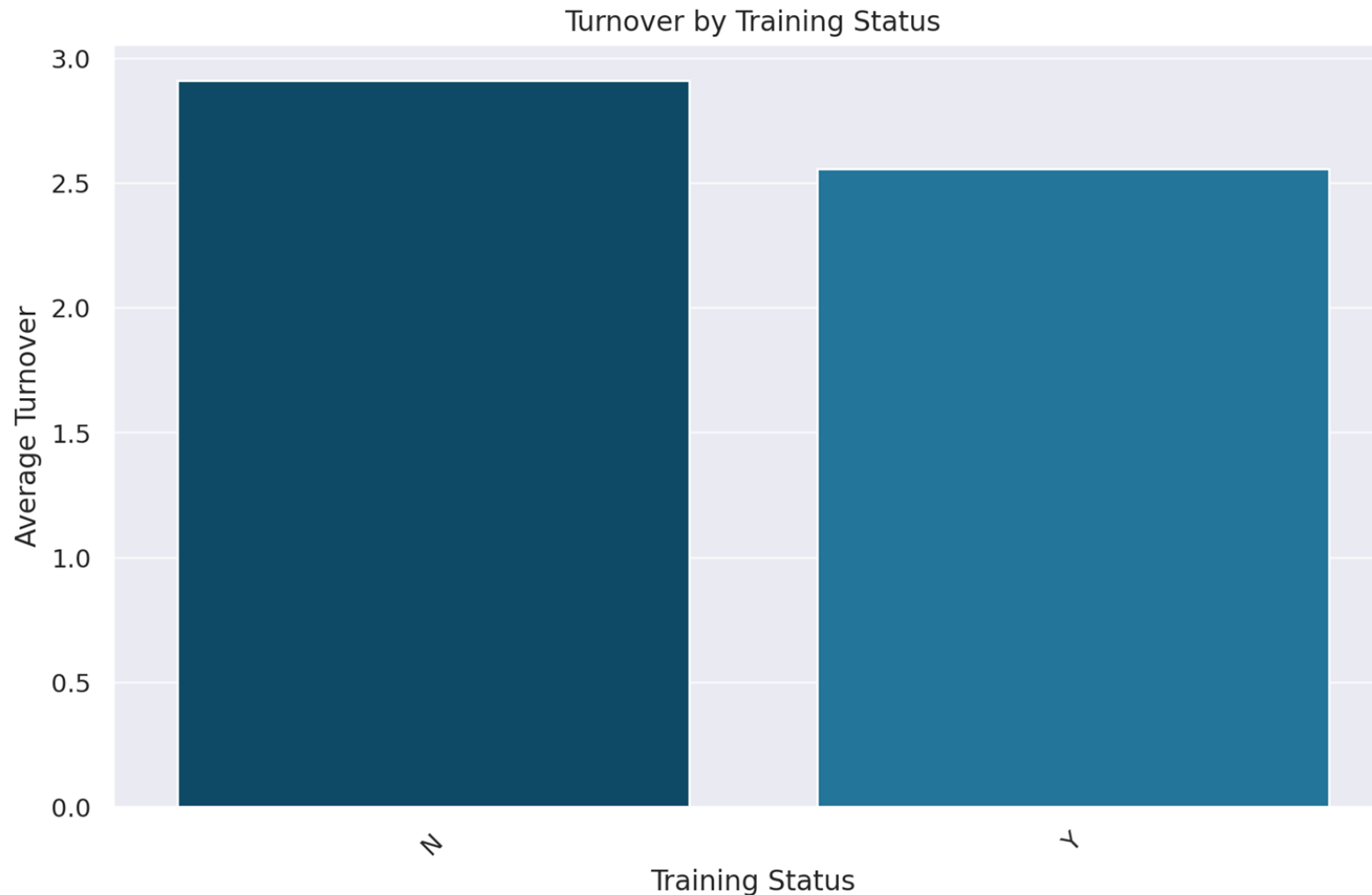
Random Forest Regression

	Model	Business Rating - MSE	Business Rating - R ²	Behavior Rating - MSE	Behavior Rating - R ²
0	Linear Regression	0.213667	0.606586	0.390995	0.223416
1	Ridge Regression	0.213668	0.606584	0.390994	0.223418
2	Random Forest	0.121715	0.775892	0.373486	0.258191



Part 4 - Training and development

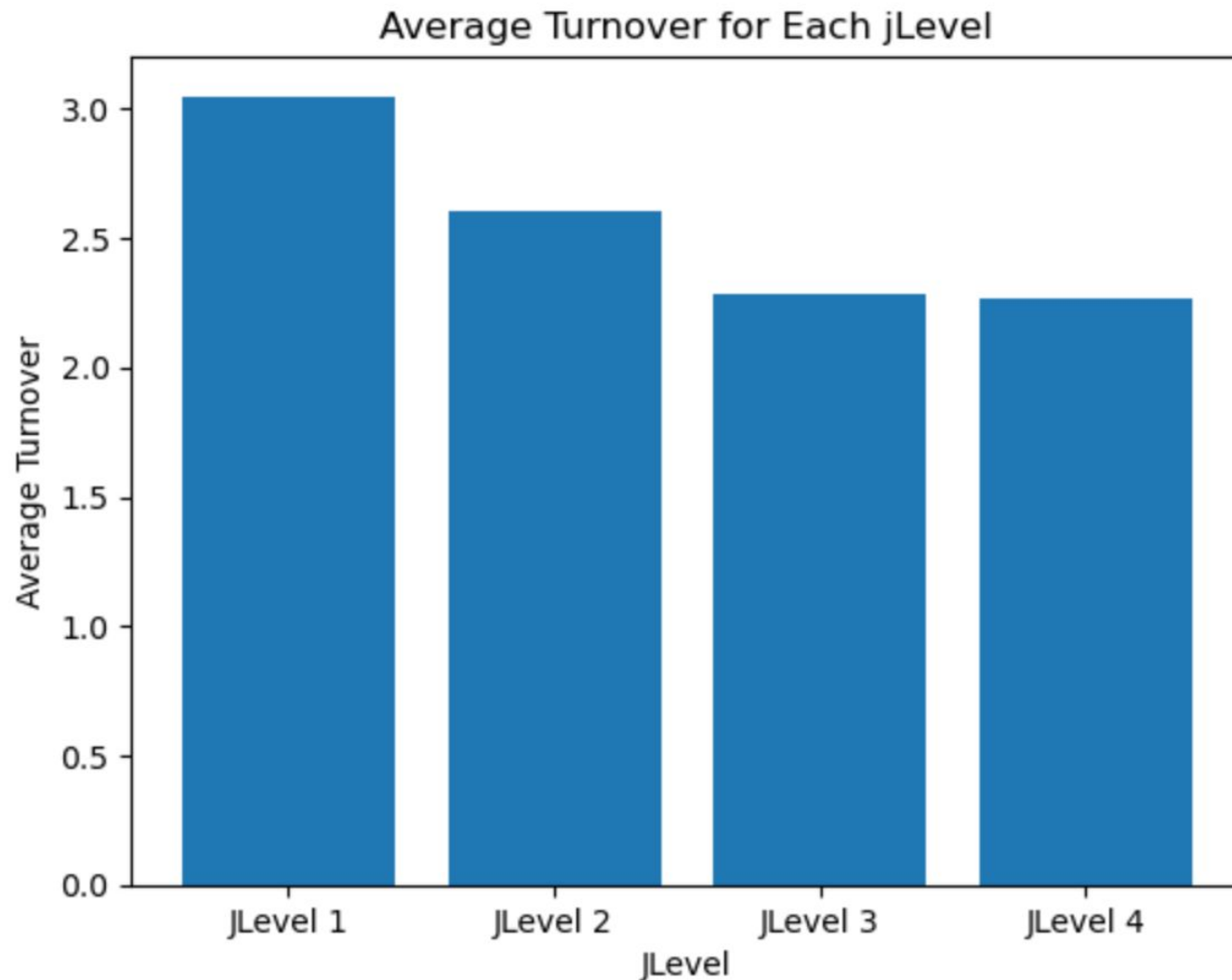
Minimizing turnover through Role-specific training



- **Role-specific Training**
- **Professional Development Opportunities**

Part 4 - Training and development

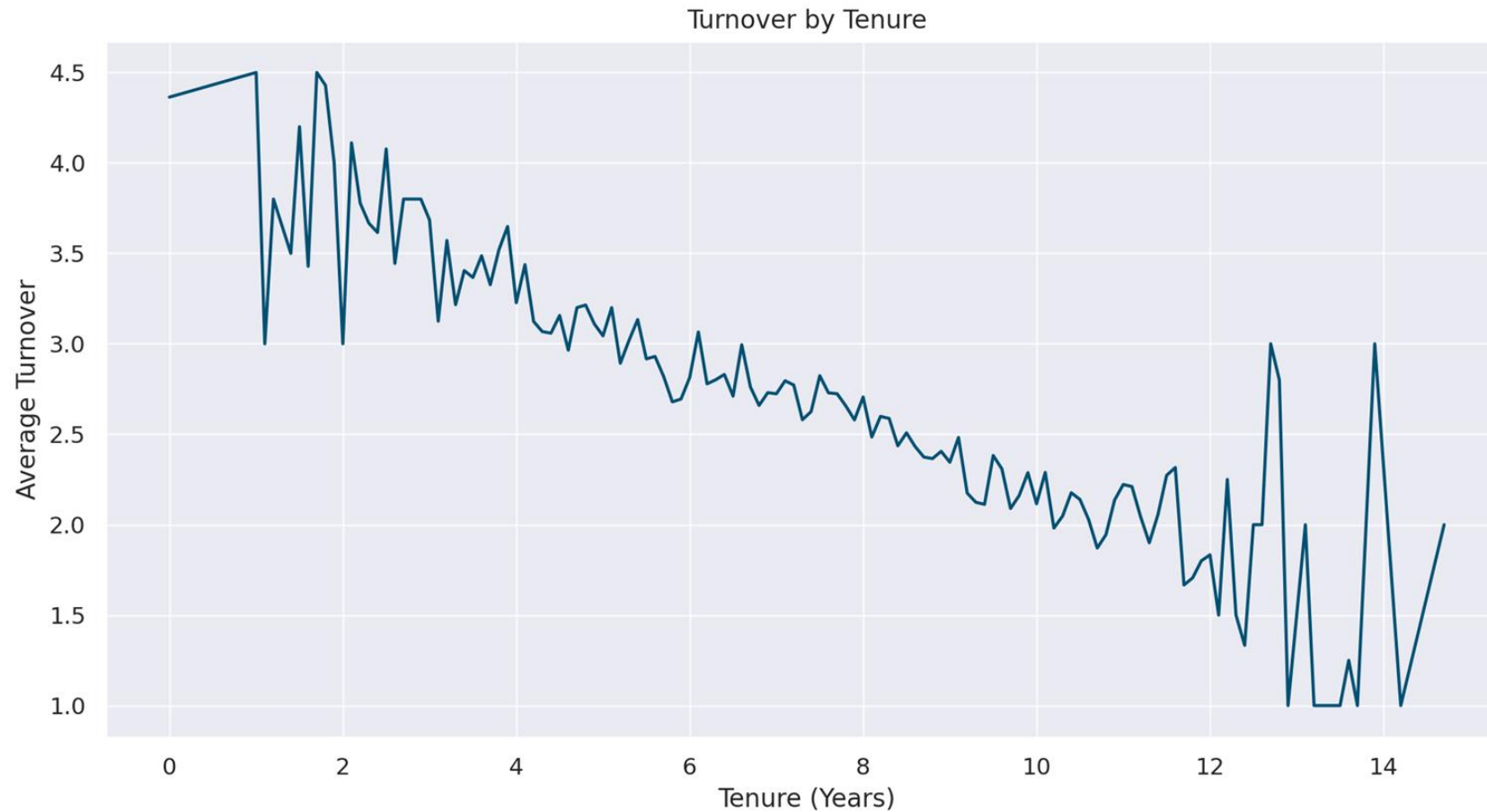
Turnover Analysis by jLevel



- **Mentorship Program**
- **Buddy System**
- **Clearly defined career path**

Part 5 - Payment and Compensation

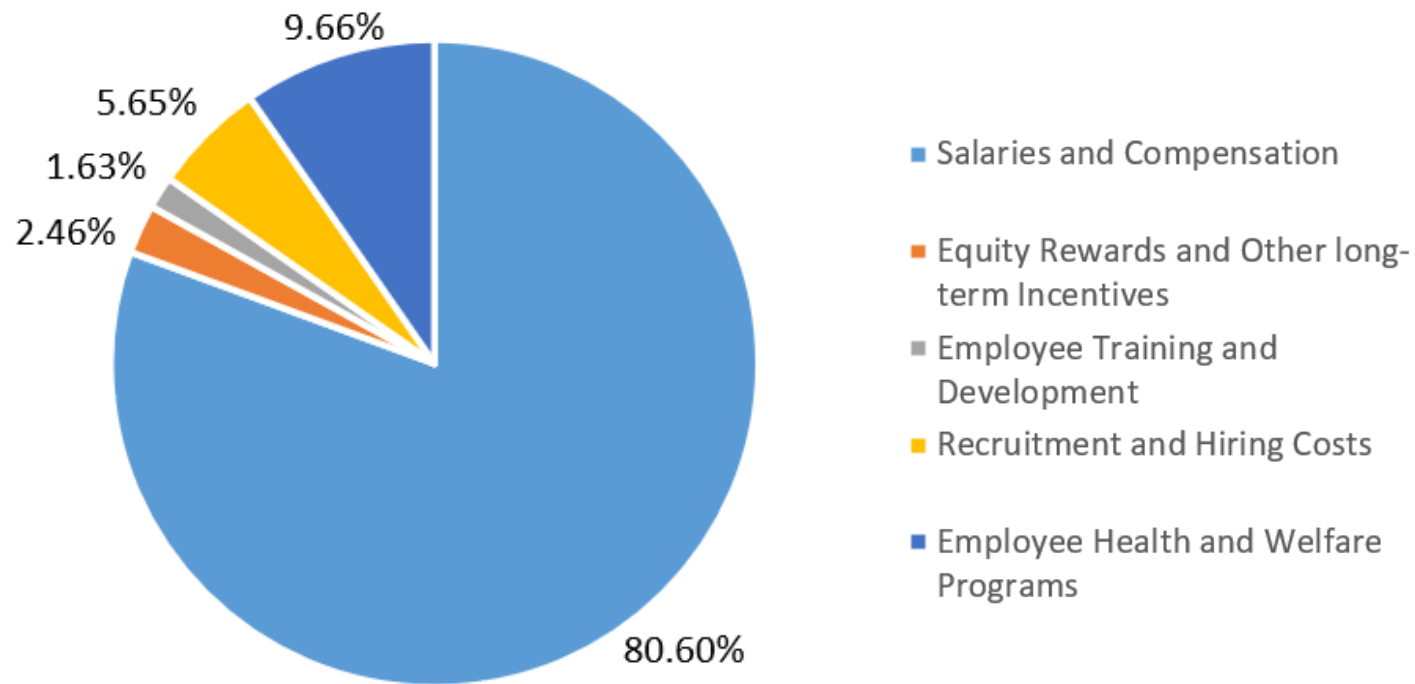
Turnover Analysis by Tenure



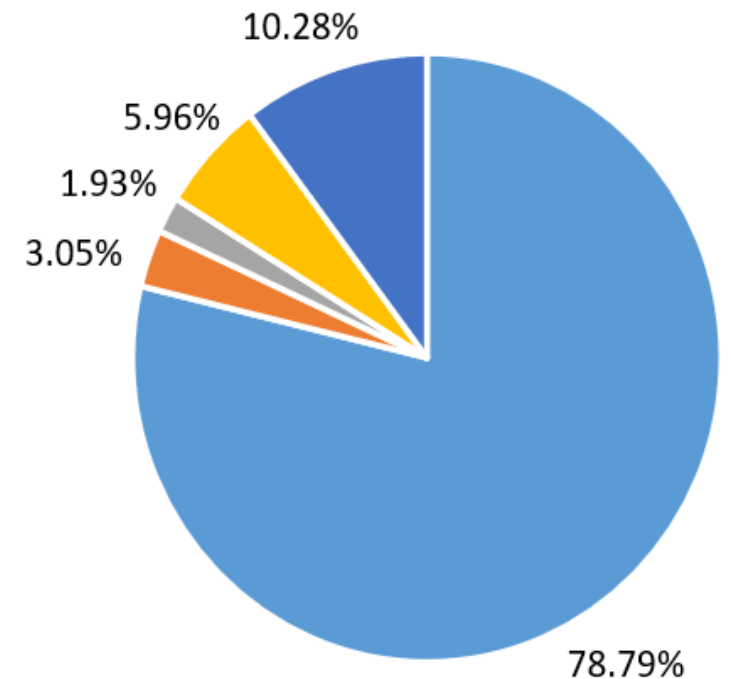
- **Long term incentive tied to the length of service**

Part 5 - Payment and Compensation

Competitive analysis of HR management strategy



Canadian Tire's HR Management Costs Breakdown in 2022

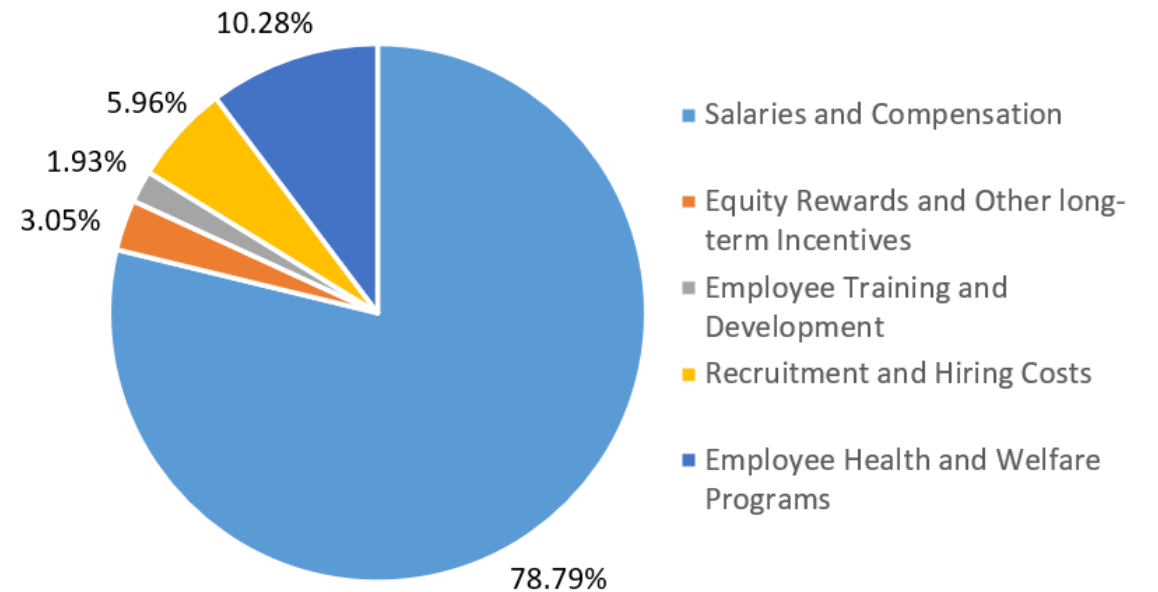


Canadian Retails' HR Management Costs Breakdown in 2024

Part 5 – Payment and Compensation

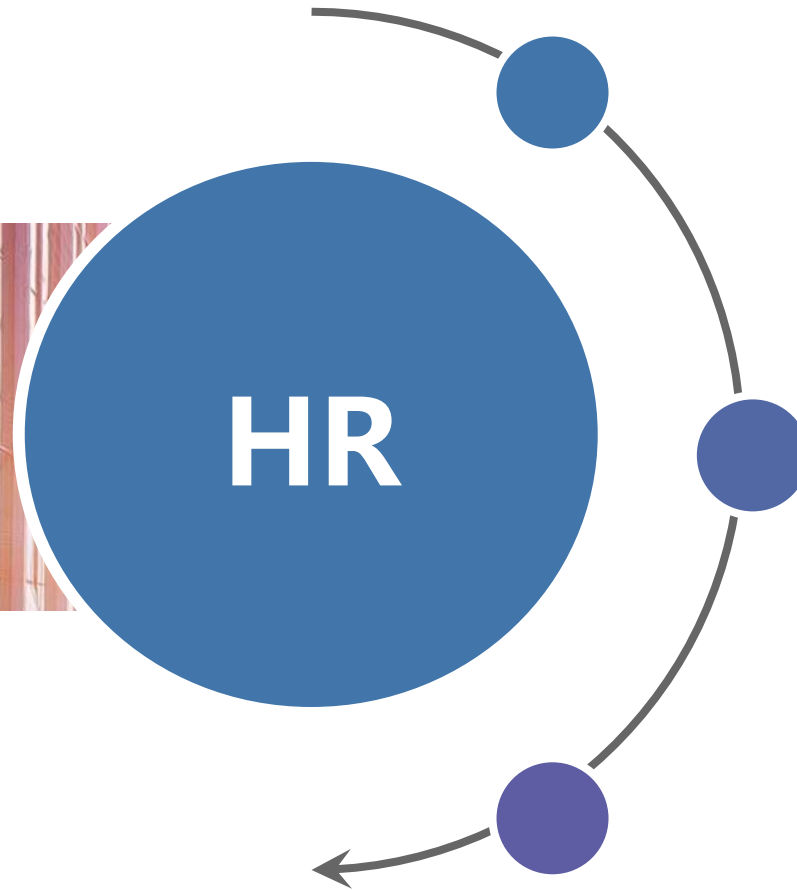
Financial Budget of HR Management Costs

Canadian Retails' HR Management Costs Breakdown in 2024 (in million CAD)	
Salaries and Compensation	1366.72
Equity Rewards and Other long-term Incentives	52.68
Employee Training and Development	33.24
Recruitment and Hiring Costs	102.84
Employee Health and Welfare Programs	177.45
Total	1732.93



Canadian Retails' HR Management Costs Breakdown in 2024

Part 6 - Conclusion





Thank you