

Attracting, Developing, and Retaining Knowledge Workers at Intuit Canada

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Alberta Can Lead by Fueling our Knowledge Economy



- Capital to invest
- Good infrastructure
- World class education
- High quality of life
- Experience managing knowledge workers



Western Canada is Ready



■ Natural Resources



Western Canada is Ready



Knowledge Industries

Technology Clusters

- Biotechnology / Life Sciences
- Energy Technologies
- ICT
- New Media
- Sustainable Technologies
- Wireless

Emerging Industries

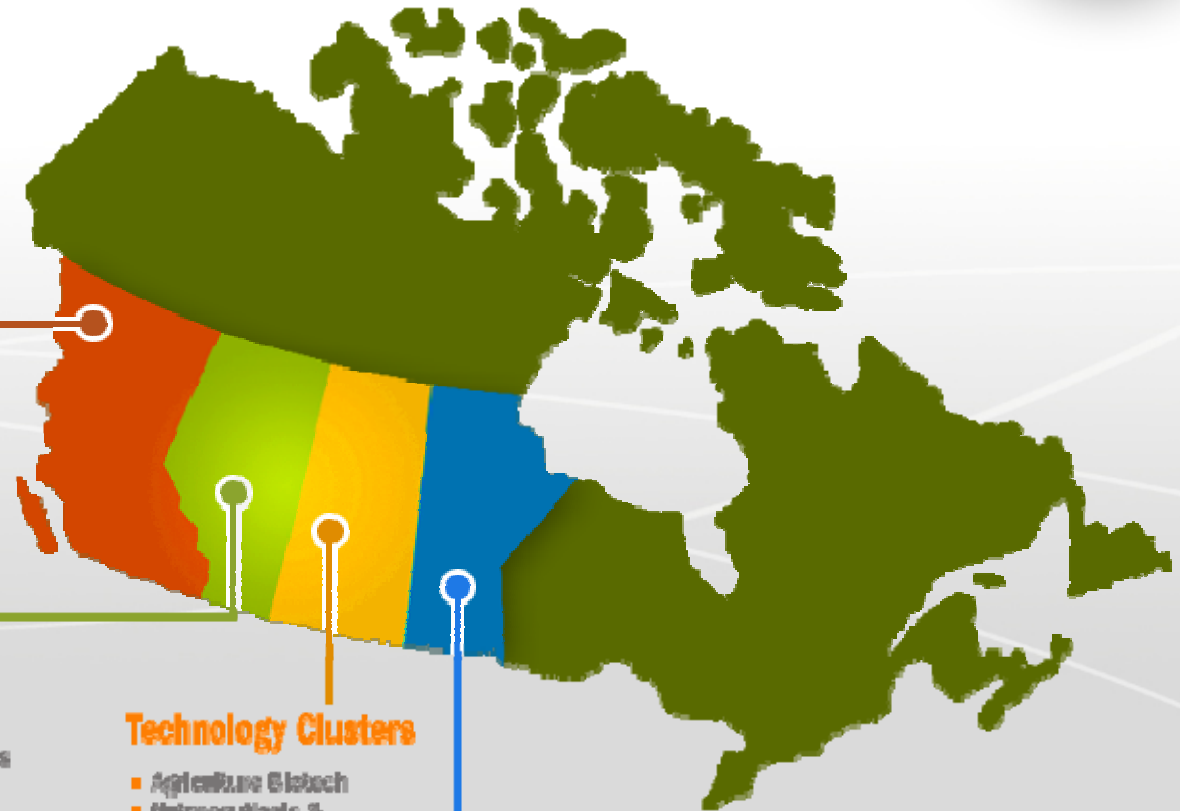
- Photonics
- Intelligent Systems
- Open Source Software
- ICT / Life Sciences
- Converging Technologies

Technology Clusters

- Software
- Nanotechnology
- Wireless
- Biotechnology/Life Sciences
- Geomatics

Emerging Industries

- New Media
- Medical Research
- Nanotechnology



Technology Clusters

- Agriculture Biotech
- Petrochemicals & Bio-Products

Emerging Industries

- ICT

Technology Clusters

- Life Sciences, Medical Devices

Our Challenges



- **Significant economic growth limited by human capital**
- **Knowledge worker shortage**
 - 9 million adults in Canada not sufficiently literate to participate
 - Western Canada will only produce 700 Computer Science graduates this year
 - Competing with trades, high school recruitment
 - Competing with Eastern Canada and US



Intuit Canada's Business



- **Abundance of ideas, shortage of knowledge workers**
 - Can we source complicated tasks like product development?
- **Edmonton challenging as a recruitment locale for many professions**
 - How does it look to trained professionals across the globe?
- **#18 Great Place to Work® in Canada**



What We've Learned



- **People are our most critical asset**
- **You must deliver what knowledge workers need ...**
 - Clear line of sight
 - Individual career plans
- **Knowledge workers crave ...**
 - Knowledge
 - Change!
- **Must establish and maintain personal contact**
 - Goals can drive the right or wrong behavior!



The Call to Action

How Alberta Can Lead



- **Re-energize public debate & action**
 - Government, academia and private sector must collaborate to fill the knowledge gap
- **Recognize that we all have competition**
 - The private sector cannot ignore it, what about academia and the government?



The Call to Action

How Alberta Can Lead



- Embrace sourcing as a complement to our strategies
- Upgrade the skills of those that cannot participate
- Increase our investment in education
- Facilitate immigration of internationally trained professionals and the recognition of their credentials



The Call to Action

How Alberta Can Lead



**When the economy is expanding
focus on science and technology to
create yet more growth. That's the
time to “double down”.**

Peter Drucker

**Alberta should be there 1st, we
must invest our wealth now**