



WE'RE CHANGING THE GAME, SO YOU CAN

CHANGE THE WORLD

Patented Job Matching Technology

We know from experience that successful hiring practices, barrier-free career discovery and the development of thriving talent pipelines for industries and communities, all start with one critical element: a highly person-centric view of the individual and their full potential, far beyond what might be inferred from their resume.

Our patented technology uses a single integrated behavioral matching platform to connect individuals with employers and the opportunities to which they are best-suited. Everyone wins: the individual plays to their natural strengths and thrives; because they onboard faster, they are more productive, they stay longer and they perform better – the employer and the community thrive also.

We are proud to be making a profound difference across multiple industries and geographic regions, for the benefit of the entire ecosystem. Our Clients and Partners demonstrate daily how starting with Fit can transform lives, careers, organizations and local economies. By more effectively matching Talent with Opportunity, we are doing our part to create a better, more sustainable world for all.

Let's build a workforce to be reckoned with.

1-800-513-7277

www.fitfirsttech.com



SKILLED TRADES APPRENTICESHIP

SOY is a not-for-profit Group Sponsor, originally established by an industry association whose members are all small and mid-sized electrical contractors who (at the time) were facing desperate skill shortages.



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BUILD YOUR TOMORROW

Embrace Skilled Trades Apprenticeship Initiatives

SOY was established in an environment where for every five people retiring out of the Trade, only two were entering. The situation, especially for smaller employers, was becoming increasingly desperate and starting to pose an existential risk, especially outside of urban centers.

Objectives:

- ✔ Boost participation (attract more apprentices and employers)
- ✔ Improve the experience by reducing friction, risk and administrative burden
- ✔ Increase diversity in the trades

Approach:

- ✔ Put the process online so it is easily accessible to anyone
- ✔ Shift the Message: invest in wide-scale marketing and outreach activities aimed at promoting the trades as a viable career pathway and driving people to an attractive, person-centric website geared to help the visitor assess whether 'we are right for one another'
- ✔ As part of that process, visitors complete a behavioral questionnaire that gives them immediate, objective feedback on the Trades to which they are best suited (and not); then
- ✔ They gain access to realistic, 'day-in-the-life' resources to help them better understand the realities of the job
- ✔ Those who show interest are engaged in conversation; if they advance, a Registered Training Agreement is issued
- ✔ Employers also sign up and post jobs on the platform, making the matching of Talent with Opportunity easy and seamless



Outcome After 5 Years:

- ✔ The project has expanded from one to 12 Trades
- ✔ >500 Apprentices and >270 Employers active in the ecosystem
- ✔ Attrition has plummeted from >40% to less than 3%
- ✔ 24% are diversity hires – women, newcomers, visible minorities, indigenous and people with disabilities

*See graphic of "USER JOURNEY" on back.

“When we leave the resume out of the first step of the selection process and allow the algorithms to instead identify those with the right aptitude, fit and potential, you can't help but find a bigger, better and more diverse candidate pool.”

