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Strategist at CGI

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Changemaker

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The only constant thing is change

...waste our time unless thorough
qualified. M. L. Barker. 1408 Chap-
man Bldg.

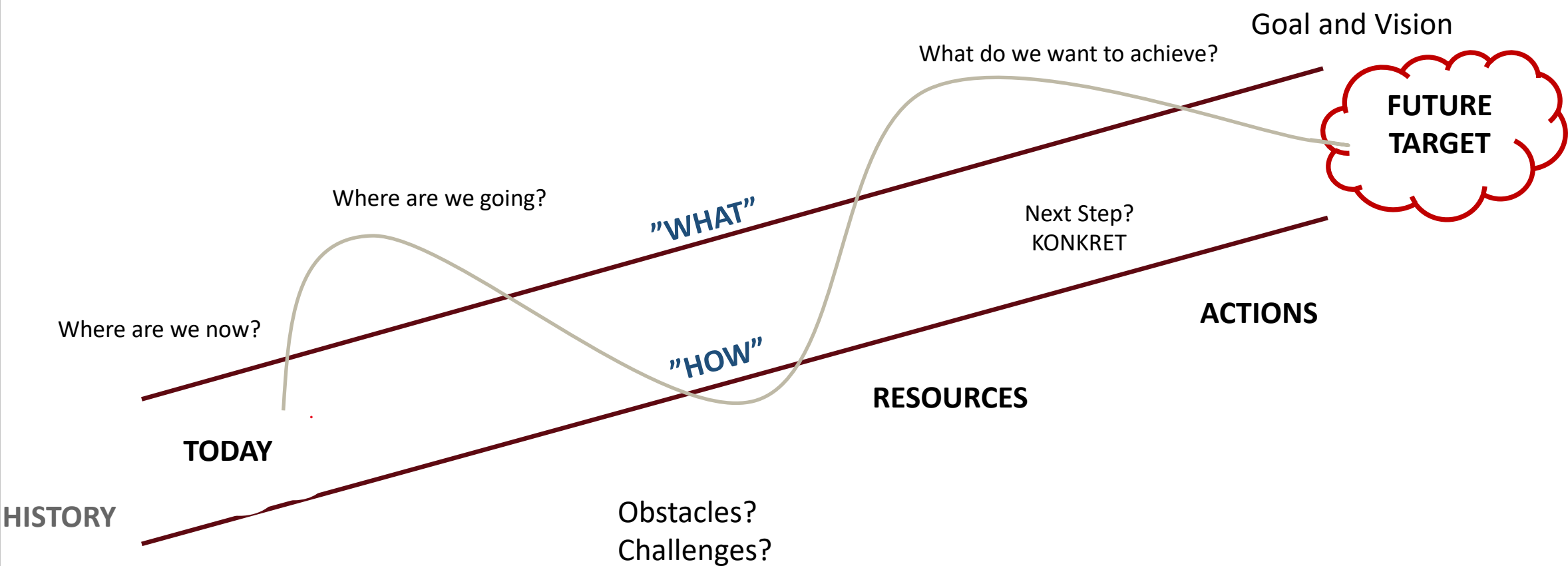
MEN WANTED

for hazardous journey, small wages,
bitter cold, long months of complete
darkness, constant danger, safe re-
turn doubtful, honor and recognition
in case of success.

Ernest Shackleton 4 Burlington st.

MEN—Neat-appearing young men of
pleasing personality. between ages
21 and 40 to work

Change is a step by step journey



Short status

- › Low employment rate 4,1% and lack of workforce
- › Major work areas mining, industry, space, tourism, publicsector
- › Big Investments during 20years (Norr/västerbotten 1110 MSEK)
- › Business ecosystem has not been changed or transformed
- › Industry investment focus => Sustainable growth
- › Housing shortage

UNEMPLOYMENT IN THE NORTH

6,9%(4,1%)

Unemployment rate in Norrbotten(malmfälten)

6,7%

Unemployment rate in Västerbotten

8,9%

Unemployment rate in Sweden



+100 000

DIRECT JOBS AND SUBCONTRACTORS IN 25 COMPANIES: 20 000

NEW COMPANIES OR BENEFITTING EXISTING COMPANIES: 10 000

PUBLIC SECTOR JOBS: 20 000

ENTIRE FAMILIES: 40 000

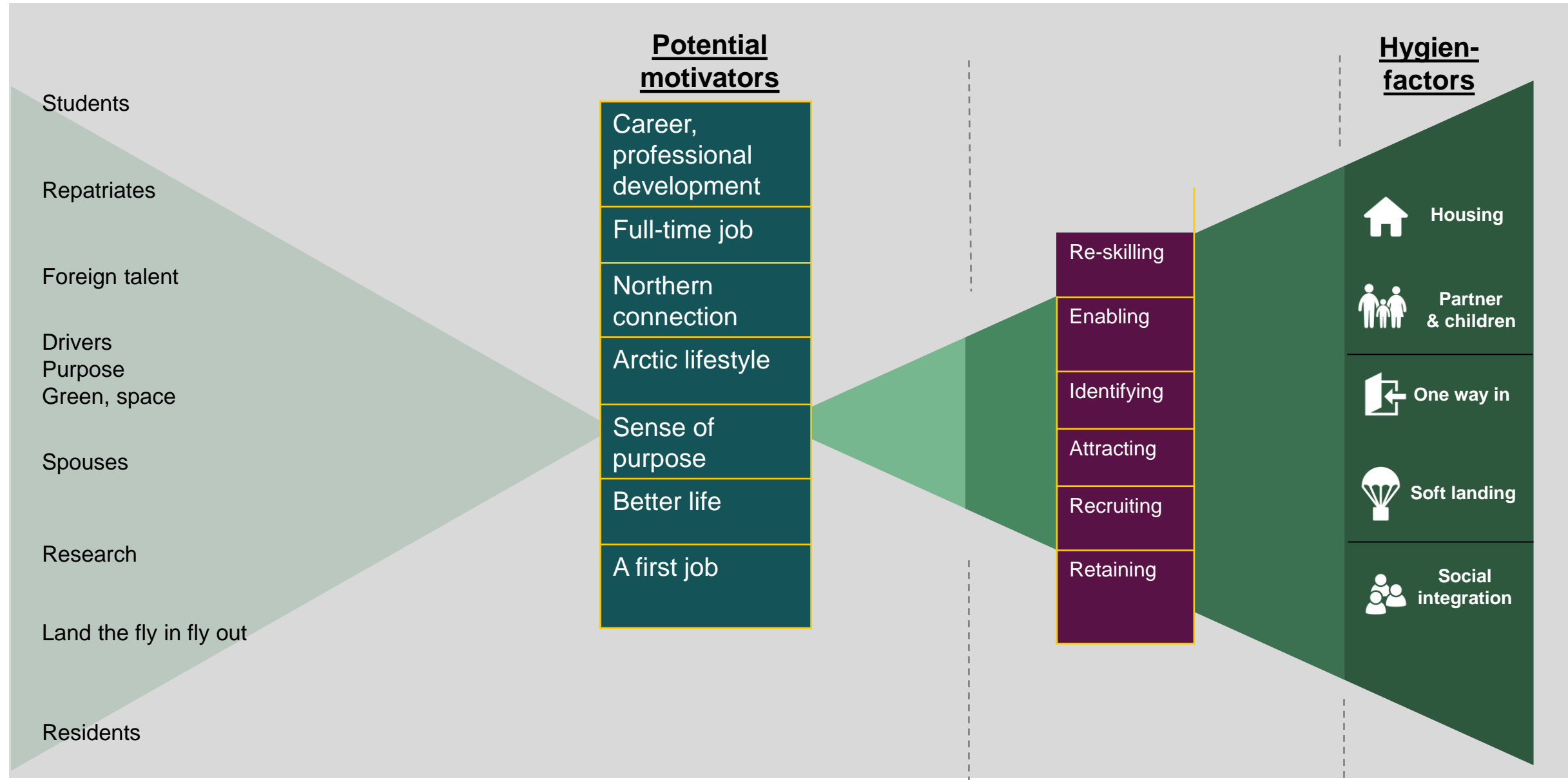
KEY INSIGHTS FROM THE COMPANIES

THE CHALLENGES

- Spousal/partner employment
- Housing shortages
- Gender disparities
- Domestic southern bias in Sweden
- Global competition for the best talent
- Retention issues with foreigners
- Underdeveloped small cities
- No “soft-landing”

THE DETAILS

- #1 complaint of all HR personnel
- Housing shortage in every municipality
- Difficulty attracting female talent across specialities
- “Harder to recruit a Stockholmer than an Indian!”
- “Skellefteå is *not* Berlin!”
- Difficulty retaining top talent long-term
- Cities lack competitive amenities
- Integration into northern Sweden is relatively difficult



Consensus & Collaboration





Sustainability



Establishment



Growth



Attraction

Change is a step by step journey

