



Press Release

Training Helps to Recession-Proof a Career

For Immediate Release

Toronto, ON, Sept. 23, 2009— The Canadian Association of Professional Speakers (CAPS) urges workers in fear of being laid off to recession-proof their career by investing in training.

“We have over 500 CAPS members leading learning sessions across Canada and we’re hearing stories from workers who have held management positions for over 10 years and now find themselves unemployed,” remarked Shari Bricks, CEO of CAPS.

According to StatsCan Labour Force Survey for August 2009, Canada lost 3,500 full-time jobs. Since the recession began last October, 387,000 jobs have been lost. The unemployment rate sits at an 11-year high of 8.7%.

“The competition for good jobs is fierce, making it vital for workers to stay in step with developments in their field, and to train for changes ahead, but they’re telling us there just isn’t time,” continued Ms. Bricks.

Today’s economy demands increasing skills, yet CAPS members are not seeing any increased participation in professional education or training programs. The observation that adult workers may not be keeping up with training is supported by the Kelly Global Workforce Index. The survey index reports that more than three-quarters of respondents are concerned that their present skills will be outdated by 2014 and they will fail to meet industry standards and their future career needs.

According to Statistics Canada, only 25% of all adult workers reported taking employer-supported training programs in 2002. The overall rates vary from a low of 19% in Newfoundland and Labrador to a high of 32% in British Columbia.

The odds of receiving employer sponsored education or training is on the decline and employers are coping with the recession by downsizing and minimizing labour costs. CAPS members encourage adult workers to look beyond the recession and make time for training and professional development.

www.canadianspeakers.org

-30-

To arrange an interview with Shari Bricks or for more information contact:

Jennifer Ayotte
Communications
T: 902-209-4704

Or

Shari Bricks
CAPS Chief Executive Officer
T: 416-847-3355
info@canadianspeakers.org