

Strength **IN** Services

A Summit on Transforming Service Jobs

MARTIN
Prosperity *Institute*

Institute for
COMPETITIVENESS & PROSPERITY

ICE
Intergovernmental Committee for
Economic and Labour Force Development

 **TORONTO**

Elena Bird, Senior Policy Advisor EDCT
Staff Presentation: Report Back on Service Summit and Debrief
January 15, 2010

**“The region that gets this right first, will
have a huge prosperity advantage.”**

- Richard Florida, May 2009, Toronto

Strength **IN** Services



Debrief/Go Forward: 5 key points

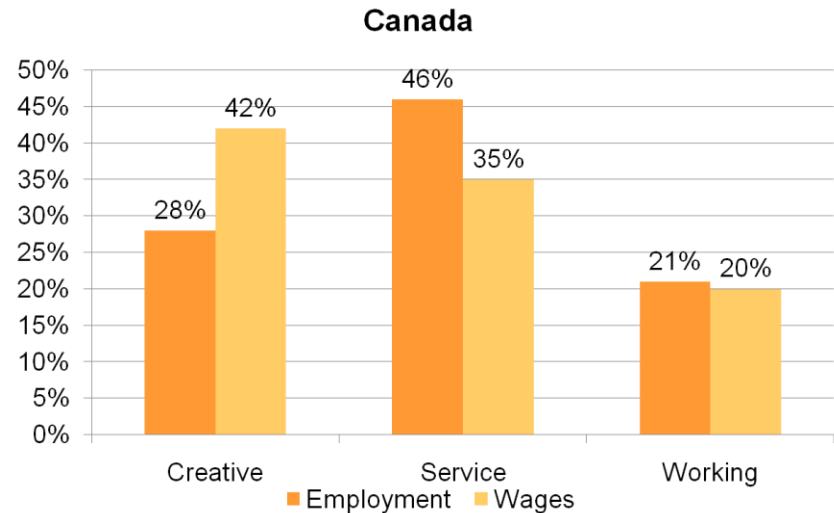
- 1. Harness Employee Creativity**
- 2. Re-envision Consumers as Co-Creators**
- 3. Research Emerging and Best Practices by Companies**
- 4. Raise Awareness of the Impact of Services**
- 5. Continue to Work Collaboratively**

Debrief/Go Forward: Employee

Harness employee creativity:

- **Research new training models to support creativity**
- **Promote employee engagement and empowerment**
- **Increase access to skills development and building career paths**

Service Sector Employment and Wage Gap



Debrief/Go Forward: Consumer

Re-envision consumers as co-creators in the service experience:

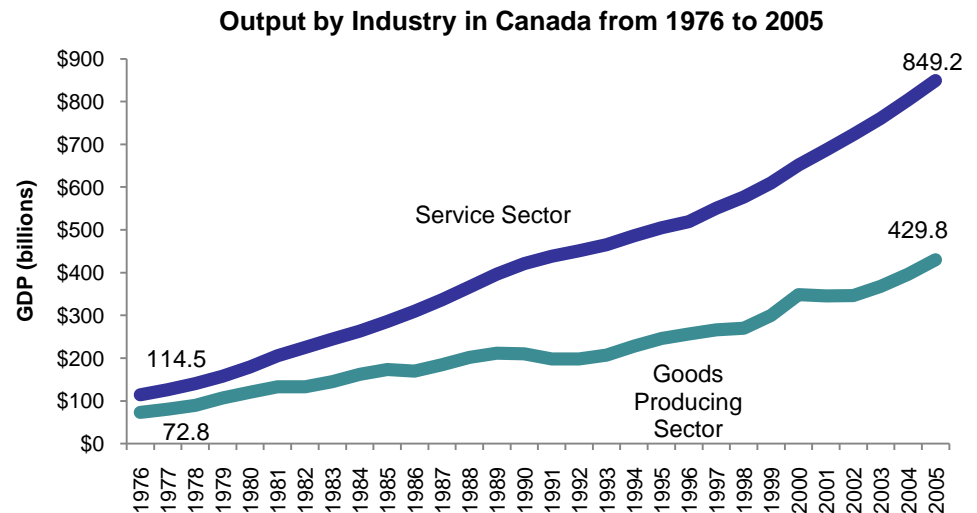
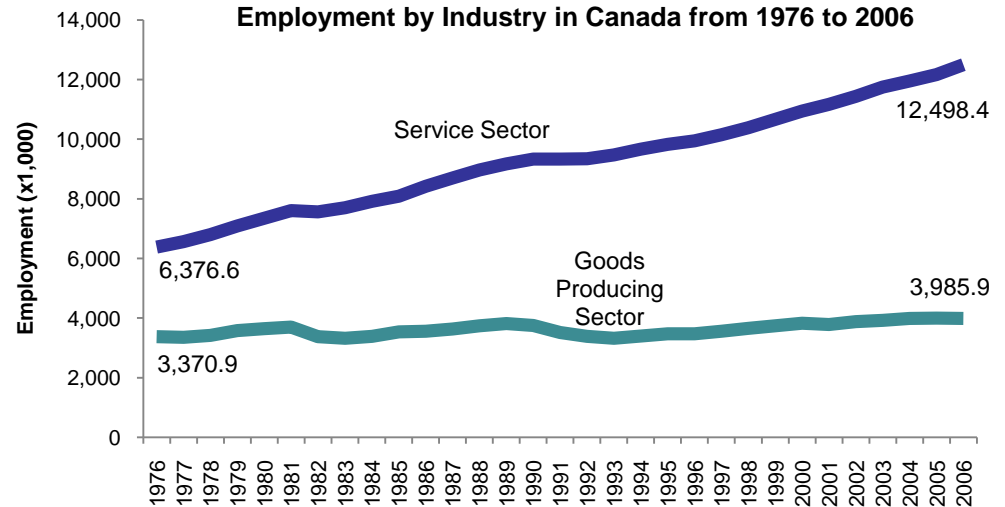
- **Raise level of service by encouraging a more sophisticated consumer**
- **Make Toronto the best provider and demander of service**



Debrief/Go Forward: Company

Research Emerging and Best Practices by Companies:

- Innovative business models
- Cross-training within companies to incubate new ideas
- Industry-led collaborations



Debrief/Go Forward: Awareness

Raise awareness of the impact of Services on local productivity and competitiveness:

- Minimize inequality
- Tap into Toronto's 'hyper-diversity'
- Support social cohesion



At Your Service | Rob Devitt

Friday, November 13 2009 8:00 PM

At Your Service | Rob Devitt

The Debate: At Your Service



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Resources

Links

[Martin Prosperity Institute Report Summary: Ontario's Opportunities in the Creative Age](#)

Debrief/Go Forward: Collaboration

Continue to work Collaboratively with Summit Partners:

- **StrengthinServices.org Blog**
- **Support research on how to make service jobs better**
- **Explore development of ‘Ontario Center of Excellence’ (OCE) on Services**

Huge Success!



About Strength in Services | Strength in Services Summit 2009

Supersized and Precarious: The Service Class in Canada

LEAVE A COMMENT

2009 NOVEMBER 30

by Kimberly Silk

Today, more Canadians are employed in service work than any other type of work. While creative workers contribute disproportionately to economic growth, and while blue collar workers were once the largest segment of the labour force, today each group is outnumbered by the service class. According to the most recent Canadian Census, 7.4 million (46%) people are employed in service class jobs, compared to 4.7 million (29%) in the creative class, 3.4 million (22%) in the working class and less than a million (3%) in activities such as fishing, farming and forestry. If policy makers wish to secure future prosperity, an understanding of the issues facing service workers, the country's largest group of workers, is vital. Current research by the Martin Prosperity Institute highlights the especially precarious nature of service work in Canada. Precarious occupations are those with limited job security, few employment benefits, a lack of control over the labour process, and very low wages. Service class work is characterized by each of these forms of precariousness. Employment income is arguably the most significant indicator used to measure precariousness. An individual's employment income determines their ability to access necessary goods and services, and



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mission

- > Supersized and Precarious: The Service Class in Canada
- > A Culture of Collaboration to Strengthen Services
- > Kevin Stolarick's Presentation from Strength in Services Summit 2009
- > The Big Economic Question: Adding Value to Service

RECENT COMMENTS

- Jacque on Strength In Services Summit – Debrief and Observations
- Jacque on Strength In Services Summit – Debrief and Observations
- Marie Gravel on Strength in Services: The Conversation Continues

THE STRENGTH IN SERVICES PARTNERSHIP:



Institute for COMPETITIVENESS & PROSPERITY

Strength *Services*

Thank You!

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