

PRESS RELEASE

Canadian Businesses Report Competitive Improvements Post Recession

Calgary, March 25, 2010: 45% of Canadian businesses took advantage of the recession in 2009 by increasing their competitiveness in their industry or market segment, according to recent research published by David Aplin Recruiting which polled more than 200 Canadian business managers operating across all 10 provinces and 3 territories between March 3rd and 17th.

Of the companies surveyed, 36% reported an increase in organizational output last year. What were the top 4 reasons for the increase in organizational output?

- 62% reported more revenue,
- 57% reported more customers,
- 46% reported more employees, and
- 37% reported more physical infrastructure.

When asked HOW organizations are increasing the productivity of their people, common themes included focusing on skills training, investing in continuing education, and coaching to boost the performance of their existing staff. "This presents tremendous opportunity for professionals to take their skills to the next level if they are open to learning, receptive to change, and committed to putting in the extra effort to adapt as organizations are asking," said Jeff Aplin, Executive Vice President of David Aplin Recruiting.

"Some organizations were forced to deviate from their business plans and enter into survival mode in order to survive the last year," Mr. Aplin continues, "and yet the 46% of organizations that reported a decrease in organizational output in 2009 continued investing in skills training, new technology, and continuing education despite their economic situations."

As a final point, employees should take note of the top 5 traits of the top performing organizations' most productive people:

1. Strong work ethic
2. Dedicated
3. Customer service focus
4. Highly experienced
5. Loyal

Founded in 1975, David Aplin Recruiting is a Canadian-owned national full-service search firm with offices in Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Mississauga, Ottawa, Halifax, and St. John's, plus affiliates in Montréal and the U.S. David Aplin Recruiting was a winner of Canada's 50 Best Managed Companies program for 2007 and requalified in 2008 and 2009 to maintain its status as a Best Managed company. Canada's 50 Best Managed Companies program is sponsored by Deloitte, CIBC Commercial Banking, National Post and Queen's School of Business.

Website: www.aplin.com

Human Capital & Productivity Survey Results: http://www.aplin.com/pressroom/pdf/Results_0310.pdf

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