



EMERGING
LEADERS

Attraction

Retention

Employment

Our Vision

Emerging leaders is a collective of like-minded 22-44's who believe that London, Ontario, Canada, can be among North America's top ranked 21st century cities, in terms of both economic prosperity and quality of life, and intend to share ideas, experiences and action-oriented dialogue, with each other and current leaders, to help it get there...*and to have a little fun and shake things up in the process!*

Emerging Leaders seeks to:

- Facilitate **involvement** by London's 22-44 year old demographic in the larger community;
- Create a sense of **investment** by this demographic in our community; and,
- Provide a **voice** for action-oriented dialogue on issues facing **London** in the next decade, by engaging participants in a quarterly THINK TANK environment, leading to a community symposium.

Emerging Leaders gives you a voice

Emerging Leaders will host four quarterly Think Tank events, focusing on the following theme areas:

1. Attraction, retention and employment
2. Arts, culture, community development and philanthropy
3. City infrastructure, recreation and leisure
4. Entrepreneurialism – creating the culture

Questions for consideration will be provided to facilitate discussion, but participants are encouraged to tackle any topic within the theme area with one specific focus: *"how can we help improve London or make it more attractive/competitive in this area?"*

What to Expect: Emerging Leaders Think Tanks

Recognizing the power of dialogue and the cross-pollination of ideas from different people, Emerging Leaders Think Tanks will resemble the increasingly popular *conversational cafés*. Think Tanks will be designed to encourage an open, creative conversation, with the aim of identifying the issues involved while **developing creative solutions** to address them.

Participants are expected to come prepared, having read the following brief on this topic. A number of brainstorming stations will be set up utilizing various mediums (i.e. white boards, post-it walls, video corners etc) with facilitators and volunteers helping stimulate dialogue and ensuring your voice is heard. Information collected after each event will be consolidated with highlights posted to the web site immediately following each session. A more formal progress report will be posted shortly thereafter.

Come to the THINK TANK sessions with all of your ideas and positive suggestions to help build the London community. But most of all, come to these sessions ready to work! Ideas from each Think Tank will be recorded by facilitators and, within a year's time, the most promising of these ideas, as determined by the group, will be brought forward in a symposium format to the city's current business and community leaders, with the intent of facilitating action-oriented dialogue and positive evolution in the city.

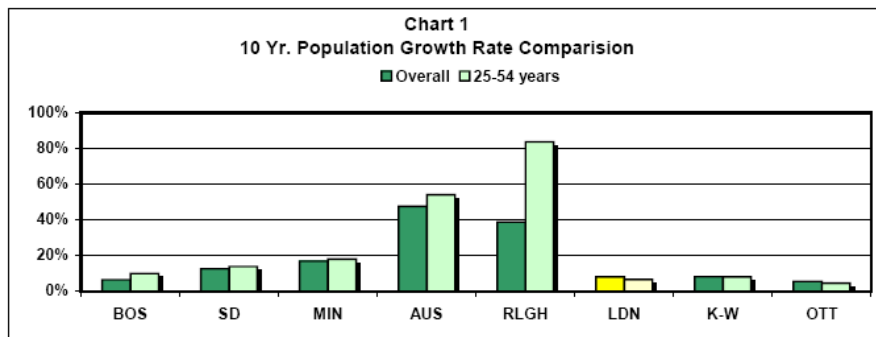
Attraction, Retention and Employment THINK TANK

In this global economy, where talent and creativity are increasingly shaping the future of economic opportunities, the 22 – 44 age group is influential and powerful. It is between these ages that individuals complete formal education, build careers, start to contribute to the community via tax dollars, and have families of their own. This age group is fast becoming the social, economic, political, and community drivers for London and will power both our metropolitan and national growth.

London has historically faced a challenge retaining, attracting and engaging the 22-44 year old demographic. This issue has been highlighted in reports like Creative Cities and London's Next Economy, available on the Emerging Leaders website at www.emergingleaders.ca/resources.htm.

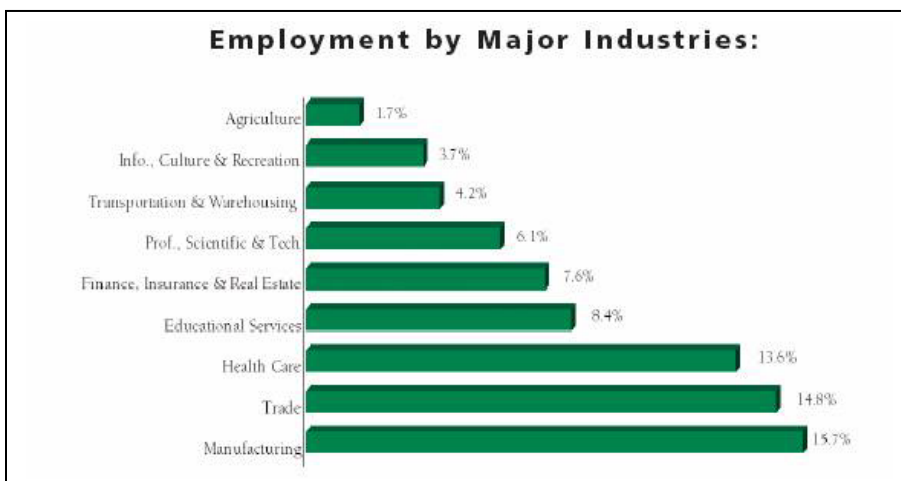
“The community’s extensive concentration of highly respected health, research and educational institutions routinely outputs world-class ideas, solutions, and talent. However, with the exception of some recent advances in health care and information technology, London has never deliberately leveraged these knowledge assets to increase the community’s prosperity and thus ensure its long-term health and vitality as a leading municipality in the new global economy. As evident in the attached demographic chart, London’s noticeable gap in the all important, wealth-generating 25-40 group must be addressed quickly. To reverse this trend, London must do a better job harvesting the people and products behind these wonderful assets to help internally grow its business and externally promote its new economy objectives”.

Excerpt from *London's Next Economy*.



While London is not the only city facing a net exit of young adults, our challenge may be greater than other cities for the following reasons:

- London's population has grown at a slower rate than other cities in Ontario
- Over the past few decades, London has shown poor retention of that demographic
- London has not been able to attract as many immigrants as other cities and many who settle here are unable to gain employment or are underemployed



London Labour Market Facts

Workforce Demographics

Overall Population: 352,000
Labour Force: 260,400
Unemployment Rate: 6.6%

Manufacturing: 38,200
Automotive: 15,800
Life Science: 18,000
Cultural: 5,000

So, what do YOU think?

The following is a list of questions meant to spark discussion. You do not necessarily have to answer all questions and you are invited to tackle any topic under the general theme of **Attraction, Retention and Employment**. Use any of the feedback mechanisms at the THINK TANK session to provide your input. You may also prepare your feedback ahead of time and simply submit the information in any form that makes you comfortable. Emerging Leaders is hungry for information from the demographic it represents, and we are looking forward to helping give you a voice.

What attracted you here? What keeps you here?

What can London do to improve its reputation and ability to attract people to come and stay?

What progress has London already made in this area? What's working?

What are some of the experiences you or people you know have had integrating into the London community? What could be done to improve this?

What are some of the experiences you or people you know have had in establishing a career or finding employment opportunities in London? What could be done to improve this?

What kind of employment opportunities are you seeking with respect to industry, level, salary and associated benefits? What can be done specifically to improve your employment prospects in this city?

How we can build on London's strengths to build a stronger economy that will improve our ability to make the most of our businesses and careers?

Welcoming and helping immigrants integrate into a community and the workforce has been identified as a major driver of economic prosperity. People want to come to a welcoming community that is multicultural and progressive. In the future, immigration will be one of the engines driving London's growth and prosperity.

What can London do to be an increasingly welcoming community that is attractive to immigrants?

Additional Comments:
