



Indicators for Greater Retention

A Discussion Guide for Employers when Interviewing
Candidates Outside of New Brunswick



HIGHER LIKELIHOOD OF RETENTION 	LESS LIKELIHOOD OF RETENTION 
<p>Aware of where NB is geographically or has previously visited or researched NB</p>	<p>Has little to no knowledge of where NB is located; never researched the province; frequently refers to Vancouver/Toronto/Montreal</p>
<p>Strong connections to NB (e.g. family, friends already in the province)</p>	<p>Strong connections to other parts of Canada (e.g. family, friends already in Vancouver/Toronto/Montreal)</p>
<p>Foreign qualifications are recognized in NB</p>	<p>Foreign qualifications are not recognized in NB</p>
<p>Partner or spouse's skills relevant to the NB labour market</p>	<p>Partner or spouse's skills would be challenging to attach to the NB labour market</p>
<p>Personal interests complement the community where they would be working:</p> <ul style="list-style-type: none"> • Interest in living in smaller cities or communities • Likes nature and the outdoors • Affordability of housing (purchase or rent) is a priority • Shorter commute times appeal to the individual 	<p>Personal interests do not complement the community where they would be working:</p> <ul style="list-style-type: none"> • Attracted to major metropolitan areas • Prefers access to major attractions • Indifferent or not concerned with the affordability of housing • Commute times are not a factor