

Nomination: 6800

Thought Leadership Categories

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company BlueSky Personnel Solutions
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Thought Leadership Categories
Category L01 - L05 Thought Leadership > L03 - Achievements in Thought Leadership for Recruitment
Thought Leadership Submission Format Written Answers
a. Briefly describe the nominated organization or individual: its history and past performance (up to 200 words). Required After a short stint as a career counsellor, Julie Labrie found her calling in the recruitment industry. She began working at a small, local recruitment firm in 2001. Over the years, she rose through the ranks and eventually acquired the company, becoming the owner and president of BlueSky Personnel Solutions. She saw an opportunity to own a niched part of the recruitment market and developed a specialty for her company as Bilingual/French recruiters. While some HR leaders look unfavourably upon recruiters as an "unwanted necessity" – Julie was determined to prove to industry naysayers, that she had a lot of value to give to them. She built a "magnetic" marketing strategy based entirely on thought-leadership, where HR clients started to proactively seek her out. Soon she made a name for her company as being a deeply appreciated, business-building partner. In today's transactional recruitment world, Julie and her team enjoy client tenures that are measured in years and decades, and her firm is seen as one of Canada's leading national Bilingual/French recruiting companies. Today, Julie is a globally award-winning recruitment leader and entrepreneur, a widely sought-after media commentator and speaker, labour market expert and best-selling author.
b. Outline the organization's or individual's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required A decade ago, Julie started a thought-leadership blog, where she connected what she was seeing at a micro level (through interviews with jobseekers and clients) to business implications at a macro level. She tapped into the nuances and psychology of the hiring process, and then owned and shared that expertise externally. She became the resident recruitment expert and columnist for the careers section of Canada's top national newspaper, The Globe and Mail, and soon enough, she was being sought out regularly by other media across the country. In 2021, as Julie's company was celebrating its 20th anniversary, Canada was still reeling from the effects of the pandemic. Businesses were still trying to get their footing while operating amid ongoing shutdowns and re-openings. Julie dove deeper into her thought-leadership efforts and accelerated her video content, presented business-building case studies, reported on emerging learnings from remote and hybrid work alongside pandemic-induced HR and recruiting lessons. She presented trends as they were growing in real time and positioned herself in the media as a labor market expert. In this time, Julie also authored a much-needed bestselling book, "How to find the best talent to grow your business." It was an updated compilation of all of Julie's thought-leadership articles. Julie received rave reviews from industry peers and this book now serves as a go-to hiring resource in Canada for business leaders, and HR professionals. Julie's thought-leadership wins also generated international attention, and since 2021, she has been recognized with several global awards.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's or individual's past performance (up to 250 words). Required

Julie's thought-leadership strategy is entirely focused on delivering value to clients, specifically, business leaders and HR and hiring managers. Her business focuses on a very small, niched area of recruitment, namely Bilingual/French recruitment in Canada. From a marketing perspective, it's a tall task to seek and find clients looking for Bilingual/French talent among an ocean of clients with diverse needs.

So Julie's thought-leadership strategy was set up as follows:

- 80% of her content speaks to general recruitment strategies and tips that capture thought-provoking ideas which are taking shape in real time (to appeal to a wide-ranging recruitment audience). This gives Julie a larger, more credible, public profile, and builds her "know, like and trust" factors as a recruitment leader
- 20% of her content speaks directly to Bilingual/French recruitment nuances, needs, and expertise, so among her larger, wide-ranging audience, those who need Bilingual/French recruitment will emerge and seek out Julie as a foremost expert

The exciting news is that these thought-leadership strategies provided profitable returns in spades. During the pandemic, even in 2021, while many fellow Canadian recruiters were being forced to let go of their star staff due to faltering sales, Julie was able to keep her team intact. Moreover, at a time when industry colleagues were publicly stepping away from Bilingual/French recruitment altogether, describing it as "painful" and "just too hard" as a niched area, Julie's company saw an incredible 140% increase in profits since 2021 compared to pre-pandemic sales figures!

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Since 2021, Julie and her company have received several national and international awards and nominations. These include:

- Top 100 staffing leaders to watch in 2022 – World Staffing Awards (she has been nominated for this accolade again in 2023)
- Women in Business Gold Stevie Award for Woman-Run workplace of the year (2022)
- Best bilingual recruitment agency in Canada (2023) – Corporate Coaching and Recruitment Awards
- 2023 Readers Choice Awards by Canadian HR Reporter
- Shortlisted twice for the 2023 Mississauga Board of Trade Business Awards of Excellence
- Best Full-Service Bilingual/French Employment Agency in Canada (2022) – Corporate Vision's Small Business Awards

Note: Three select links have been shared as examples of evidence for these award wins.

Julie is also a highly sought-after media commentator. Since 2021, she has been featured in several print, broadcast and online media outlets in Canada including: The Globe and Mail, Radio-Canada, Global News, Canadian HR Reporter to name a few. We've included 3 links to examples of such media coverage as evidence.

We've also included a link to Julie's blog page on her website and her page on the Globe and Mail website. Moreover, we've included two YouTube links to thought-leadership video interviews:

- Video: Preparing for Recruitment in 2022 - Interview with President Julie Labrie
- Video: Recruitment excellence Q&A interview with long-time client Doreen Harvey

Lastly, we've attached a PDF of Julie's book, and Word documents that contain a selection of thought-leadership blog posts from Julie. Thank you!

Webpage Link

<https://www.blueskypersonnel.com/world-staffing-awards-has-named-julie-labrie-in-their-top-100-staffing-leaders-to-watch-in-2022/> (<https://www.blueskypersonnel.com/world-staffing-awards-has-named-julie-labrie-in-their-top-100-staffing-leaders-to-watch-in-2022/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.blueskypersonnel.com/bluesky-personnel-solutions-just-received-a-prestigious-international-gold-stevie-award/> (<https://www.blueskypersonnel.com/bluesky-personnel-solutions-just-received-a-prestigious-international-gold-stevie-award/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.blueskypersonnel.com/we-have-just-been-named-best-bilingual-recruitment-agency-canada-by-the-corporate-coaching-and-recruitment-awards/> (<https://www.blueskypersonnel.com/we-have-just-been-named-best-bilingual-recruitment-agency-canada-by-the-corporate-coaching-and-recruitment-awards/>)

Would you like to add an additional webpage link?

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Web Page Link 4

<https://www.theglobeandmail.com/authors/julie-labrie/> (<https://www.theglobeandmail.com/authors/julie-labrie/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.blueskypersonnel.com/canadas-current-labour-shortage-global-news-quotes-julie-labrie/> (<https://www.blueskypersonnel.com/canadas-current-labour-shortage-global-news-quotes-julie-labrie/>)

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Web Page Link 6

<https://www.blueskypersonnel.com/todays-war-for-talent-and-key-hr-lessons-learned-check-out-julie-labries-media-interviews-with-global-news-and-hr-reporter-2/> (<https://www.blueskypersonnel.com/todays-war-for-talent-and-key-hr-lessons-learned-check-out-julie-labries-media-interviews-with-global-news-and-hr-reporter-2/>)

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Web Page Link 7

<https://www.blueskypersonnel.com/blog/> (<https://www.blueskypersonnel.com/blog/>)

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Web Page Link 8

<https://www.blueskypersonnel.com/book/> (<https://www.blueskypersonnel.com/book/>)

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Yes

Web Page Link 9

<https://www.youtube.com/watch?v=Pv334KoyDOQ&t=22s> (<https://www.youtube.com/watch?v=Pv334KoyDOQ&t=22s>)

Would you like to add an additional webpage link?

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Web Page Link 10

<https://www.youtube.com/watch?v=aiXq6blOfZ0> (<https://www.youtube.com/watch?v=aiXq6blOfZ0>)

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/17359/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzI1OSwiYWxsYXN0b3R0aWduZWRVcmwiOiJGYWxzZSI6ImInbnM9FOh3iuxYc2CtvpQUcPXukE56uLXt7RXUHW?BOOK%20by%20Julie%20Labrie%20-%20How%20to%20find%20the%20Best%20Talent.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/17360/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzI1OSwiYWxsYXN0b3R0aWduZWRVcmwiOiJGYWxzZSI6ImInbnM9Blog%20article%20-%20Are%20you%20including%20these%203%20new-%20must-ask%20questions%20in%20your%20candidate%20interviews.docx>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/17361/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzI1OSwiYWxsYXN0b3R0aWduZWRVcmwiOiJGYWxzZSI6ImInbnM9Blog%20article%20-%20Is%20using%20employee%20monitoring%20software%20a%20good%20idea.docx>)

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Supporting Document 4

Download File (https://stevies-sage.secure-platform.com/file/17362/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzI2M2MiwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9wN7cnN4k_9g4Q4XWUTqWkKOEPLJGSM?Blog%20article%20-%20Todays%20Work-From-Home%20Norms%20Are%20Opening%20Up%20New%20Bilingual%20Recruitment%20Options%20for%20Employers.docx)

Would you like to add an additional supporting document?

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Supporting Document 5

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Would you like to add an additional supporting document?

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Supporting Document 6

Download File (https://stevies-sage.secure-platform.com/file/17364/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzI2M2N2CwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9PHChYQsYgr09w_miEBUU?Blog%20article%20-%20Here%20is%20why%20I%20quiet%20quit%20my%20job%20%E2%80%93%20and%20I%20own%20my%20own%20business.docx)

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Supporting Document 7

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Would you like to add an additional supporting document?

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Supporting Document 8

Download File (<https://stevies-sage.secure-platform.com/file/17366/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzI2NiwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9Blog%20article%20-%20How%20to%20Detect%20Rage%20Applying%20from%20Job%20Candidates.docx>)

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Supporting Document 9

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Supporting Document 10

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