

YOU+WATERLOO

Co-create the future.

**SOME KEEP UP
WITH CHANGE.
YOU DRIVE IT.**



THE WORK-LEARN INSTITUTE

Prepare to lead the next generation of talent.

The Work-Learn Institute (WxL) is the only research group in the world dedicated to advancing next-generation talent within the increasingly complex world of work.

Drawing on decades of experience and data from the University of Waterloo's world-leading co-op program, WxL reveals how workplace learning can develop future leaders through excellent academic experiences paired with exemplary work-integrated learning, and how employers can engage young professionals to build relevant and dynamic talent pipelines for their organizations.

Through insight from the WxL Institute, organizations can change the way they attract and retain young professionals with perspectives on their values and motivations, and strategies to cultivate the diverse talent that businesses need to thrive.

Our researchers are ready to answer your most complex talent questions. Let's get started.

FUTURE-PROOF YOUR WORKFORCE WITH WXL

- › Discover how to attract and retain emerging talent
- › Uncover the essential talents required to navigate a complex world of work
- › Develop strategies to improve equity, diversity and inclusion
- › Employ proven methods to manage remote teams



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When you look at the changing world of work, you see opportunity.

To lead an era of transformation, you need a workforce that can imagine possibilities and execute on bold visions.

That's why you need a strong pipeline of next-generation talent, equipped with the right combination of creativity and cutting-edge skills. The University of Waterloo's Work-Learn Institute (WxL) helps you attract and retain those future leaders.

Partner with WxL for data-driven results.

Drawing on more than 60 years of co-operative education, WxL combines information from the world's largest next-generation talent database with in-depth analyses of the latest hiring trends and management methods. The result? Corporate partners provide industry-leading co-op and internship programs, develop an elite talent pipeline and build highly innovative, resilient teams.

Optimize your team's performance with tailored research.

Take advantage of customized reports to answer your most complex leadership questions. Our research team is ready to help you tackle your burning problems while providing insights into other companies' tactics. Find out how to cultivate young talent remotely, support the wellness of new recruits or advance equity, diversity and inclusion to fuel new ideas and ensure no voice is left behind.

Start now to future-proof your business.

You can't wait for your competitors to recruit the next generation of talent. Give your business the advantage and build a workforce that leads in the face of extraordinary change.



PARTNER WITH WXL TODAY

Join us to develop your future-ready workforce.

BENEFITS CAN INCLUDE:

- > Customized co-op experience reports and recommendations
- > Recruiter workshops on co-op and the future of work
- > Personalized research on topics of your choice
- > Early access to findings on future-proofing the workforce
- > Summaries of competitor strategies and tactics
- > Branded workshops, office hours and events for your choice of student groups



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