



Overview:

This program focuses on helping newcomers to Canada understand the Canadian employment market, how and where their skills fit into the employment market, how to consider/position/communicate their skills/experiences for optimal results and how to build a long-term successful career in the Canadian marketplace.

The purpose of this program is to provide the individual with:

- ✦ **Understanding of the Canadian marketplace, expectations of a good employee and employee rights. What barriers might they face? How can we help them mitigate against those barriers?**
- ✦ **Help create an awareness of their Canadian-relevant marketable skills/experiences and where these skills ideally fit into the employment market**
- ✦ **How to use each job to build the foundation of your career and use it to build a strong & meaningful long-term career**

To accommodate the evolving needs of our community, we have provided 3 program options below, based on differing levels of content and engagement. This program will be highly customized to the groups of 10 participants, and it is anticipated that we will move fluidly between all three options depending on the changing needs of the group, this will help us refine our offering for future participants. Other resources will be provided about the industry in Canada (overview of Holding Companies, Independents, Networking Resources). We anticipate having guest speakers from various disciplines speak to the participants, to provide context around the various roles: creative/account/strategy/media. These speakers have valuable insights and lived experiences to share.

Newcomer Success Programming

	Option 1	Option 2	Option 3
Program Name	Understanding the Canadian Marketplace	Creating a Strong Start to Your Canadian Career	Creating a Strong, Meaningful, and Impactful Canadian Career
Type of Session	online	online + 1:1 workshop	online + 1:1 workshop(s)

Length of Session	2 hours, instructor-led Includes intake survey and assessment	2 x 2 hr instructor-led sessions 1 x 1 hr 1:1 workshop Includes intake survey & assessment)	3 x 2 hr instructor-led sessions 3 x 1 hr 1:1 workshop (Includes survey & assessment, resume review & optimization)
Session Overview	TBD	TBD	TBD
Session Content	<p>Understanding of the Canadian marketplace, expectations of a ‘good’ employee and employee rights</p> <ul style="list-style-type: none"> • Structure of Canadian marketplace • Understanding/Adapting to the Canadian workplace culture • Size of job market • Unemployment rate • Recession-resistant industries • Where are the jobs now/future? • What are the barriers that New Canadians are up against? • Resources to quickly understand • The Canadian landscape (media, consumers, business) • The Canadian marketing and advertising industry (agencies, the work, award shows, industry organizations, trade publications) • Contact information – Agency name, Leader, HR lead • Coaching how to translate their experience to demonstrate local relevance (the issues clients/agencies face are no different than what we faced in my country, and the way we came to creative solutions to solve these business problems is no different than the way people do it here). • Tips on how to network • Coaching on soft skills/business etiquette, cultural cues as it relates to interview tips/training (this needs to be done in a respectful way as we’re talking to seasoned professionals) • Business Terminology/Expectations/Common Expressions 	<p>INCLUDES all program content from “Understanding the Canadian marketplace” plus...</p> <p>Help individuals create an awareness of their Canadian -relevant marketable skills & experiences and where these skills ideally fit into the employment market</p> <p>Assessment:</p> <ul style="list-style-type: none"> • Resume skills, Interview skills, other soft skills (etiquette around finding a job – like a follow up ‘thank you’ note, being energetic in an interview, how to dress etc. • Canadian workplace readiness <p>survey to measure: <i>Language</i> <i>Confidence</i> <i>Assertiveness</i> <i>Marketable & relevant skills (proficient & interested in)</i> <i>Communicating skillsets, accomplishments and experiences through success stories that will resonate with Canadian employers</i></p>	<p>INCLUDES all program content from “Understanding the Canadian marketplace” and “Creating a strong start to your Canadian career” plus...</p> <p>Career Management:</p> <ul style="list-style-type: none"> • First 30/60/90 days • What an individual should be doing within the first 3 months to get up to speed quickly and position themselves positively • Getting exposure (ie. volunteering within company for key initiatives) • How to use non-paid roles to gain exposure and acquire skills needed to excel in organization • Seeking marketable skills for advancement/career growth • how to find corporate initiatives that will help you build skills needed for career growth <p>Career Goals:</p> <ul style="list-style-type: none"> • How to plan your future career goals

	<ul style="list-style-type: none"> • Job placement expectations of a “good” employee • Personal balance of work life • Extracurricular Experience • Volunteer • Associations • Benefits • Diversity, equity and inclusion <p>Outcomes:</p> <ul style="list-style-type: none"> • Provides the individual a sense of marketplace scope to provide the individual knowledge and information of how to better navigate the Canadian job market. • Helping the individual understand the unspoken rules of workplace etiquette • Helping the individual create healthy boundaries • How to use non-paid roles build network and acquire skills needed to excel in paid roles 	<p>Outcomes:</p> <ul style="list-style-type: none"> • Understanding Who am I / What do I want / What can I contribute / What do I want to learn/grow • Understanding the individual skillset and identifying how businesses can value and benefit from their employment. (This will help the individual see value they bring to the organization, how they can contribute to the organization and how to plan for future career goals and development.) 	<ul style="list-style-type: none"> • Acquiring essential/marketable skills <p>Essential Skills:</p> <ul style="list-style-type: none"> • Communications • Written/verbal • Creativity & Innovation • Problem, Solving • Reading • Digital • Collaboration • Adaptability <p>Acquiring New Skills:</p> <ul style="list-style-type: none"> • What skills are valuable for your career path • How you can acquire new skills through taking on corporate initiatives <p>Purposeful Job Hopping:</p> <ul style="list-style-type: none"> • How to job hop to build on your career goals <p>Mentoring/Paying it Forward:</p> <ul style="list-style-type: none"> • How to strengthen your own skills by teaching/mentoring others
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Employer Success Programming

This programming is geared toward employers and organizations and will help ensure a successful hire and ensure a defined career path for people where they will feel happy and successful and reduce costly turnover when there are gaps in the new employee experience. This programming will be customized to meet the employer needs and can be delivered in group sessions where people can share their successful strategies with one another, to help advance DEI initiatives and a positive employee/employer experience.

	Option 1	Option 2	Option 3
Program Name	Understanding the Newcomer Experience	New Hire Success Strategies	Creating a Strong, Meaningful, and impactful Candidate Experience
Type of Session	online	online + 1:1 workshop	online + 1:1 workshop(s)
Length of Session	2 hours, instructor-led	2 hours, instructor-led	2 hours, instructor-led
Session Overview	TBD	TBD	TBD
Session Content	<p>Understanding the newcomer experience</p> <p>Engaging and building rapport with candidates</p> <p>Empathy</p> <p>Hiring for Potential</p> <p>Unconscious bias and how it may impact the candidate experience and your hiring decisions</p> <p>Interview Techniques</p> <p>Hiring Options</p> <p>Equity and Inclusion</p>	<p>You've hired a candidate from a historically marginalized group, now what?</p> <p>Cost of Turnover</p> <p>Inclusivity in the Workplace</p> <p>Language Matters</p> <p>Onboarding Strategies</p> <p>Buddy systems for successful integration</p> <p>The Power of Empathy</p>	<p>Value of regular check ins</p> <p>Gathering feedback</p> <p>Responding to feedback</p> <p>Mentorship Programs</p> <p>Advocacy and Allyship</p> <p>Team DEI education, awareness and behaviours</p> <p>Accommodation</p>
	<p>Outcomes:</p> <p>New hire feels welcome, happy</p> <p>The team that works with the new hire understands their potential and how to ignite it</p> <p>Team encourages feedback and engagement and is committed to the success of the new team member and of the overall team</p> <p>Team participating in group education initiatives are better positioned to speak out if someone says or does something that goes against DEI training and</p>	<p>Outcomes:</p> <p>Understand the cost of turnover from quantitative and qualitative perspectives and how it is perceived by other staff</p> <p>Inclusivity is key to future success, and demonstrating it is as important as outlining expectations around what inclusivity is, and what it looks like to employees regardless of their tenure with the organization.</p> <p>Setting up a buddy system for new hires can be an excellent strategy to provide a safe space to</p>	<p>Outcomes:</p> <p>DEI initiatives don't stop once you've made the hire – organizations who set up ways to gather feedback formal or informal for their employees can be involved in the solutions to any barriers or challenges – retention strategies can include mentoring, advocacy and allyship and continued education for the team to imbed learning and opportunities to advance DEI and influence corporate culture. Organizations can also review how they accommodate their staff to ensure their accommodations are not influenced by any unconscious bias or preconceived notions.</p>

	company goals/expectations and make it a learning moment, and escalate if behaviour persists	<p>reveal any barriers or challenges, and get them addressed sooner ending in positive outcomes – demonstrates employer commitment and willingness to continuously improve the experience for all staff</p> <p>Empathy is a skill that can significantly impact the success of onboarding programs, team work, and company culture. Empathy can also positively influence mental health and making resources available to staff who need support.</p>	
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Career Series

Career programs are most thoroughly and effectively addressed through a combination of support systems including teaching, coaching, and networking opportunities, designed to help newcomers fairly access and integrate in our industry. Custom programming can be created by combining modular elements to prepare appropriately scaled and focused offerings. Based on the intake feedback received from Linda and team, we can customize a program from the following options that is responsive to the group’s immediate needs. As circumstances in the group evolve, we will modify as appropriate.

Career Coaching

	Option 1	Option 2	Option 3
Program Name	Custom Coaching	Birkman Assessment	Group Coaching
Type of Session	1:1	1:1	1:6
Length of Session	Hourly		Hourly
Session Content	<p>Sessions cover a range of relevant considerations including:</p> <p>purpose, perspective, mindset, strategy, resume building, marketing, social media, networking, interviewing, entrepreneurialism, trajectory setting, and integration</p>	<p>300pt survey including 45-page assessment.</p> <p>Birkman is a statistically accurate way of helping people truly understand themselves, their strengths, values, stresses, fits and coping strategies</p>	<p>Sessions cover a range of relevant considerations including:</p> <p>purpose, perspective, mindset, strategy, resume building, marketing, social media, networking, interviewing, entrepreneurialism, trajectory setting, and integration</p>

Workshop Titles

(1 hour to ½ day)

1:16 people

Powering Up Your Personal Brand	Network to Get Work	Resume Strategies	Entrepreneurial Strategies
Living Your Purpose & Passion	Social Media for Job Searchers	The Portfolio Career	Owning Your Own Story
Managing Change	Getting Creative (Moving from Reactive to Creative)	Job Search Strategies	Local to Global (upshifting to the global stage)
Interview Strategies	Honing Your Expertise	Negotiation Strategies	Building Trust & Trajectory

Career Networking Meetings for Integrators

- Monthly or quarterly
- Guidance and Facilitation
- 1:24

Modules for Custom Workshops

Your Purpose, Your Career, Your Story What Fits for You?	The Experience you Create	Reputation Management and Trust Building	Winning Mindset
Spirited Approach	Managing Up, Down and Across	Building Your Network	Creating Opportunities
Designing Your Career Success Model	Career Planning and Road Mapping	Understanding Others	Building Your Resume
Answering Job Ads	Proactively Pitching and Winning Work	Success Stories and Case Studies	Networking
Interview Strategies & Etiquette	Managing Meetings	Stress Management	Movement and Mediation
Rejection and Redirection	Win-Win Relationships	Diversity, Equity and Inclusion	Dealing with Difficult People
Negotiation and Conflict	Social Media	Communication Strategies & Language Confidence	nabs Speed Mentoring Programs
Resume Protocols	How to Research Prospective Employers and Work Environments	Building a bridge between international experience and Canadian experience – learning	Post job Check in Sessions to Support “graduates” and help them navigate any barriers or challenges

		to articulate the transferable skills	
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LifeSpeak Library

<https://nabs.lifespeak.com/home?share=true&lang=EN>

There is a wealth of informational videos, blogs, tip sheets, podcasts available through nabs with unlimited access – these short learning modules can also be used by the participants to enhance their knowledge, as an opener to a session, as assigned homework between sessions or to assist with day-to-day life challenges with information from recognized experts.

- Mental Health
- Resilience and mindfulness
- Physical Health – new LIFT app
- Relationships
- Parenting and Eldercare
- Financial Health
- Personal and Professional Development
- Diversity, Equity, and Inclusion