

14th Annual

IEPTM



www.iep.ca

CONFERENCE

A UNIQUE FORUM FOR
Internationally Educated Professionals

2017 CONFERENCE REPORT



CANADA 150

PUBLISHED BY



WORKING TOGETHER FOR PROGRESS
www.pcpi.ca

LEVERAGING GLOBAL SKILLS TO CREATE A MORE COMPETITIVE CANADA



PROGRESS CAREER PLANNING INSTITUTE



WORKING TOGETHER FOR PROGRESS

www.pcpic.ca

Presents

THE IEP CONFERENCE REPORT

IEP Conference Report

Copyright © 2017 — Progress Career Planning Institute (PCPI)

TABLE OF CONTENTS

Preamble	1
About PCPI and the IEP Conference	2
Executive Summary	4
Key Themes and Observations	7
Employer, Delegate and Exhibitor Feedback	10
Delegate Profiles & Demographics	12-15

Conference Proceedings

Welcome and Opening Remarks	16
Keynote Speaker -- Zaib Shaikh	18
Skill-Building Presentation— <i>LinkedIn</i>	19
Panel: IEPs' Journeys to Success	20

Concurrent Sessions | Morning Sector Hub Presentations

Regulatory, Accreditation, Academia & Associations

Engineering and Related Professions	24
Finance & Accounting	38
Healthcare and Related Professions	44
Information Technology	54
Sales, Marketing & Communications	60

Concurrent Sessions | Afternoon Sector Hub Presentations

Employers and HR Professionals

Engineering and Related Professions	68
Finance & Accounting	82
Healthcare and Related Professions	88
Information Technology	98
Sales, Marketing & Communications	104

Marketplace Exhibitors	110
Thank You to Our Sponsors	111
Acknowledgements	112

PREAMBLE

The purpose of this report is to offer a comprehensive summary of the information and opinions shared by various speakers, panellists, and delegates who attended the 14th annual [Internationally Educated Professionals \("IEP"\) Conference](#) on Friday, March 3, 2017, at the *Metro Toronto Convention Centre*.

The conference report author and sector hub scribes have taken great care to detail the proceedings as accurately as possible. Opinions and advice shared by various speakers and panel members, as well as those from the delegates themselves are unabridged. Furthermore, *Progress Career Planning Institute* ("PCPI"), conference sponsors, exhibitors, and the report author accept no liability whatsoever for any errors that may be contained herein.

LEVERAGING GLOBAL SKILLS TO CREATE A MORE COMPETITIVE CANADA

ABOUT PCPI AND THE IEP CONFERENCE

The IEP Conference is a signature annual event produced by *Progress Career Planning Institute*, a not for profit, business focused workforce development organization that builds communities by empowering people to pursue their potential.

Headquartered in Toronto East (and with two new locations in Brampton and North York), Progress Career Planning Institute is a highly respected hub of key stakeholders invested in employment and labour market optimization. For over 20 years, PCPI has successfully served tens of thousands of clients in achieving their career dreams, as well as spearheaded the collaboration of government, private sector and community partners to support its innovative programming.

Now in its 14th year, the IEP Conference continues to deliver respectful, pragmatic and inspirational assistance to hundreds of skilled Internationally Educated Professionals seeking to enter the Canadian workforce or improve their job prospects within it. The Conference's interactive design, up to date occupational sector information, and free access to a variety of career support providers contribute to the high degree of delegate satisfaction, year over year. Additionally, PCPI benefits from the ongoing, generous partnership of governments, professional associations, regulatory bodies, academia, private sector employers, the media, and dozens of volunteers – many who have supported the Conference since its inception in 2003. PCPI believes that settling IEPs quickly into meaningful employment related to their skills, experience, and potential, contributes directly to healthy economic development – and a prosperous Canada for all.

CONFERENCE HIGHLIGHTS INCLUDE:

KEYNOTE SPEAKER

An accomplished Canadian professional, frequently a prominent entrepreneur and/or IEP, shares their career journey replete with challenges and sage advice intended to enlighten and inspire delegates.

SUCCESSFUL IEP PANEL

Immigrants who have successfully integrated into the Canadian labour market participate in a moderated discussion showcasing their unique paths to achieving full employment and career satisfaction.

FIVE PROFESSIONAL SECTORS

Delegates can tap into a wealth of information, including regulatory and employer consultations specific to pursuing current and emerging positions in Engineering; Finance and Accounting; Healthcare and Related Professions; Information Technology and Sales, Marketing and Communications.

SKILL BUILDING OPPORTUNITIES

Both plenary and breakout sessions regularly include facilitated opportunities for individual, partner and group practice in applying requisite job search skills such as networking, goal setting, workplace communication, and Canadian cultural adaptation/integration.

INFORMATION AND RESOURCES MARKETPLACE

Exhibitors representing accreditation services, education and training, employment counselling, and settlement services offer information as well as individual guidance to delegates.

IEP DIRECTORY: AN EMPLOYMENT RESOURCE GUIDE

This specialty magazine, produced and published by PCPI, is a comprehensive compilation of wide-ranging career and employment resources for IEPs and Newcomers, conveniently organized by professional sector. Organizations and individuals alike utilize this resource long after the event, especially conference delegates who receive a free copy in their registration package.



EXECUTIVE SUMMARY

Seven hundred forty-three delegates representing multiple professions attended the 14th annual IEP Conference, held at Toronto's Metro Convention Centre on Friday, March 3, 2017. As one of Canada's leading forums advancing job and career opportunities for internationally educated professionals, the Conference once again presented a comprehensive program of speakers, employers, and resources sharing the latest in labour force trends and information presented in a highly accessible, interactive format.

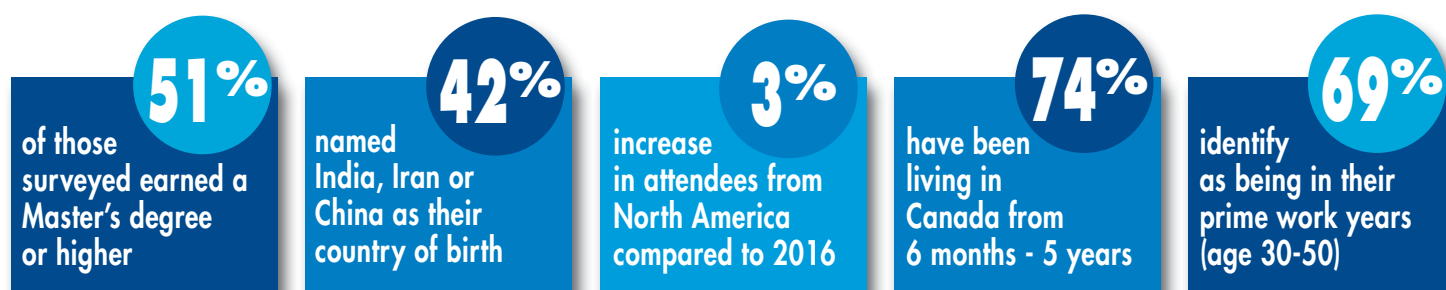
Reflecting its ongoing commitment to showcasing IEP talent throughout this event, Conference producer *Progress Career Planning Institute (PCPI)* secured a record number of business, academic, and public sector leaders, many who are IEPs themselves. This impressive array of over 40 IEPs (complementing the efforts of all speakers) conveyed to the audience a special authenticity, and further inspired a sense of community within the delegates, reinforcing a theme expressed in the keynote remarks of Toronto's Film Commissioner and Entertainment Industries Director. Delegates frequently commented that receiving job search strategies and success stories directly from those who had once shared their 'journey' was especially meaningful and inspirational. In fact, many of these same IEPs joined other panellists who extended their accessibility after the formal proceedings ended, generously networking with job seekers and offering leads and exchanging business cards.

From a statistical basis, the 2017 IEP Conference captured data from 1152 online registrants, as well as 743 delegates who participated in the day's wide-ranging agenda. Over 70 volunteers, many who were veterans of this conference and indeed IEPs themselves, enthusiastically contributed their skills to ensure the events ran smoothly. Throughout the day attendees visited 46 exhibitors in the Marketplace, receiving information and consulting directly with representatives from various association as well as academic, accreditation, language, and employment and settlement providers.

The Conference opened with a traditional drumming and smudge ceremony performed by *Nipissing First Nation* member Steve Teekens. Conference Chair and PCPI President Silma Roddau acknowledged the importance of Canada's founding peoples and the impact that culture plays in the uniqueness of Canada, especially in this, its 150th anniversary year. Emcee Marivel Taruc from *CBC News Toronto* encouraged participants to maximize the collaboration, learning and networking opportunities offered at the sessions.

On behalf of the *Province of Ontario, Minister of Citizenship and Immigration* Laura Albanese welcomed the delegates, acknowledging that achieving meaningful employment fostered individual, family, and societal prosperity. She noted that among the numerous investments her government makes to support the settlement of over 80,000 newcomers in Ontario, the *Global Experience Ontario (GEO)* information portal was a highly effective resource to thousands of IEPs seeking to become registered or licensed in non-health related professions and skilled trades. Minister Albanese reassured delegates of their courage and conviction, and of the government's commitment to helping them achieve their full potential.

Keynote speaker Zaib Shaikh, a popular Canadian TV and stage actor, spoke on the importance of 'fitting in' culturally, and the challenges of accessing all that a community like Toronto can offer. Sharing his experiences of overcoming the language barriers his immigrant parents experienced when settling in 1970, he stressed the importance of honing both Canada's official



DEMOGRAPHIC HIGHLIGHTS OF REGISTERED DELEGATES

EXECUTIVE SUMMARY



From second top: Conference Delegate Registration; Emcee, **Marivel Taruc** and IEP Panel Moderator **Dwight Drummond** of *CBC Toronto News*; **Steve Teekens** of the Nipissing First Nation; **Laura Albanese**, Ontario's Minister of Citizenship and Immigration and Deputy Government House Leader; Keynote Speaker **Zaib Shaikh**, Toronto's Film Commissioner and Director of Entertainment Industries and LinkedIn's Enterprise Relationship Manager **Jake Hirshe-Allen**.

languages as a means of feeling more inclusive as well as optimizing job opportunities. In his current role as *Toronto's Film Commissioner and Director of Entertainment Industries*, he remarked on the cultural investments that the CBC (Canada's official broadcaster) makes locally and abroad, and the importance that has in promoting storytelling and newcomer inclusiveness.

LinkedIn Enterprise Relationship Manager Jake Hirshe-Allen, himself a veteran of living in multiple countries and pursuing various careers, offered tips on generating a convincing profile, both online and in person. He suggested that compiling a professional photograph, in combination with a creative tagline, multi-media, and key word/search engine optimization (SEO) were hallmarks of an effective job search campaign. Hirshe-Allen concluded that culturally appropriate communication etiquette, online and off, sets candidates apart and enhances networking and promotion/branding effectiveness.

The perennially inspiring IEP panel discussion, moderated by *CBC Toronto News* host Dwight Drummond featured accomplished individuals revealing the 'ups and downs' of pursuing careers in Healthcare, Financial Services, and Engineering. Dr. Mary Sawdon shared her challenges of attempting to practise in her chosen field, and of the satisfaction realized when a career 'gear change', supported through teachers and mentors, ultimately launched her toward a rewarding position in Naturopathic medicine. *TD Bank* manager Mingming Ren spoke of overcoming culture and language barriers, seeking out mentors, and motivating herself to contribute to and receive commendation for a remarkable business achievement at her workplace. Rwandan native Nicolas Rutikanga, an Environmental Advisor with *Ontario Power Generation*, spoke of his willingness to "challenge the norm", conduct his own research and adjust how he expressed his potential worth to prospective employers. When he changed his approach, "I started to get calls back from companies", he said.

While each IEP speaker expressed unique experiences, their keys to career success were similar: set goals and stretch your comfort zone; be persistent, yet flexible; surround yourself with knowledgeable, supportive people; and try to learn cultural and language nuances.

EXECUTIVE SUMMARY

Before participating in the various Sector Hub Sessions many delegates visited the *Information & Resources Marketplace*. Forty-six exhibitors representing academia, regulatory bodies, media, professional and trade associations, and settlement services offered free information and individual consultation. Several attendees also took advantage of having a professional photograph taken at nominal cost, to enhance their image and *LinkedIn* portfolio.

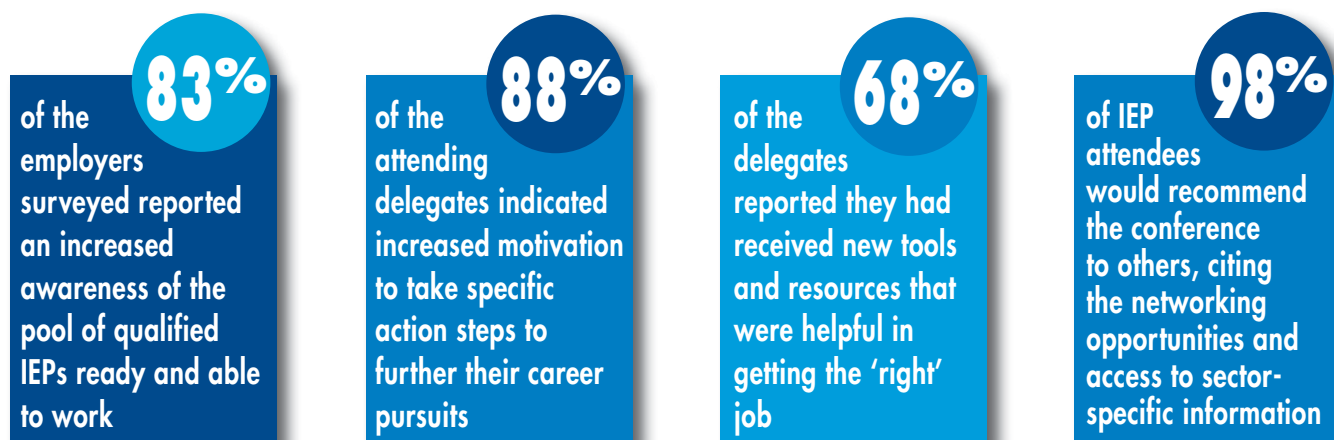
For the remainder of the Conference, attendees participated in sector-specific presentations offering a wealth of regulatory and accreditation information, labour market trends, job search tips, and skill building practice. The five represented sectors (Engineering; Information Technology; Sales, Marketing & Communications; Finance & Accounting; and Healthcare & Related Professions) showcased 67 business, academic, and talent recruitment professionals, many of whom were IEPs. Following the completion of these sessions, PCPI acknowledged the contributions of the various panellists.

Evaluation data was collected online and manually from two main groups (registered attendees and employers), and generally consisted of feedback on the Conference's presentation, content, and impact/value. Additionally, employers were queried on their perceptions of:

- 1) the challenges IEPs face transitioning into the workplace;
- 2) the IEP talent pool itself; and
- 3) their organization's strategies to support the successful hiring and integration of IEPs.

Employers most often cited language/communication skills, closely followed by "lack of Canadian experience" as highest on the list of IEPs' challenges accessing the labour market. Consequently, employers were offering language training (e.g. ESL), entry-level positions, and workplace orientation programs as part of their employment strategy. As a result of their participation in this conference, 83% of employers surveyed reported an increased awareness of the pool of qualified IEPs ready and able to work.

Conference delegates expressed high levels of satisfaction with the program, content, speakers, learning/skill building opportunities, value and impact on their job search efforts. Of those surveyed 88% indicated increased motivation to take specific action steps, while 68% reported that they had received new tools and resources that were helpful in getting the 'right' job. An overwhelming 98% of IEP attendees would recommend the conference to others, citing the networking opportunities, access to sector-specific information (trends, strategies, resources), and positive impact on personal motivation.



KEY THEMES AND OBSERVATIONS

14th Annual IEP Conference

The **MACRO** factors and **MICRO** influences faced by Internationally Educated Professionals



Exploring the complex paths IEPs take to achieve meaningful employment

This year's Conference presented a contemporary snapshot into the lives of IEPs navigating complex paths towards achieving meaningful employment. Regardless of the time they report in looking for work aligned with their skills and experience, IEPs' relative success and struggles play out against a myriad of circumstances:

MACRO factors

- the health of the economy (locally, globally) and related job openings
- industry trends (new technologies, innovations, consolidation)
- the cost of living (especially affordable housing) in major cities where IEPs still wish to settle

MICRO influences

- personal resilience and adaptability
- financial stability
- cultural and family support
- willingness to 'pivot' or modify career plans to integrate more readily

These factors and influences on IEPs are examined in the following section.

KEY THEMES AND OBSERVATIONS

The MACRO factors and MICRO influences

IEPs increasingly rely on (and expect) governments and their service delivery partners to supply free job search/career assistance (online and in person), especially language training, résumé preparation and interview coaching, and regulatory/accreditation guidelines. Service providers (career, settlement, etc.) need to be strategic in where they locate to optimize client numbers (find the population corridors), especially accessible by reliable mass transit. Collaboration must continue with employers and other stakeholders to amplify service and program impact: in short, leverage what is working and aim for establishing 'better' practices, especially in measuring results (emphasize quality, as well as numbers served).



In some cases bridging programs, internships, temporary placements, and volunteer engagements are an effective gateway to acquiring the elusive Canadian experience many employers still expect as a condition of extending job offers. Those IEPs seeking information on the labour market, as well as regulated professions and skilled trades (e.g. practice guidelines, credentials, etc.) indicate that online portals like *Global Experience Ontario (GEO)* are a valuable resource prior to landing in Canada.

Change is a constant: employers representing the Conference's five professional hubs reported that most new 'disruptions' in their respective sectors involved technology: Finance and Accounting, IT (big data, security, digitization); Engineering (infrastructure, environmental services); Healthcare and Related Professions (eldercare, systems efficiency); and Sales, Marketing and Communications (relationship management, EQ skills).

Employers that value IEPs as a key differentiator in their success, where appropriate, provide comprehensive onboarding (including cultural, technical and soft skills support) as well as ESL training. These talent development strategies appear to lend competitive advantage through the retention of more engaged, productive, and loyal workforces.

More employers are relocating to downtown Toronto from suburban communities to attract younger, skilled workers living there (and unwilling to commute): older workers (increasing number of IEPs in this category) who might qualify for positions with these employers (frequently multinationals) will need to consider housing affordability and long commutes (public transportation challenges, time away from family) as part of the job expectations (elevated stress implications).

Many 'traditional' job search strategies (networking, community engagement, volunteering) continue to rank as vital to IEPs' success, particularly familiarizing oneself and 'fitting in' to Canadian workplace culture. As one employer noted, "*Company culture transcends nationality – find out about it any way you can.*"

KEY THEMES AND OBSERVATIONS

faced by Internationally Educated Professionals

No real consensus was evident across the sectors regarding a 'best' strategy for overcoming lingering challenges of: no Canadian experience, credential/education acceptance; perceptions of over-qualification; navigating the application and interview process (comply or 'work around' the system): most agree that setting realistic goals, keeping motivated and growing one's network is integral to career advancement.

Increasing emphasis is placed on developing and maintaining one's profile – online and in person – given that recruiters rely heavily on *LinkedIn* and social media to source and screen potential candidates.

For many IEPs, "standing out" from the larger applicant pool requires a combination of communicating what they can deliver to a potential employer (versus highlighting past achievements realized 'back home'), as well as enthusiasm to adapt or upgrade their skills (short term pain for long term career gain).

Advice for IEPs on effective job search strategies includes:

Go where the market opportunities (and jobs) will be: employers and regulators advised of the benefits of taking courses, pursuing designations, and maintaining currency in technical skills (including project management): aligned with economic and social trends, job opportunities predicted from labour shortage projections.

Digitize your portfolio for wider access by recruiters; and familiarize yourself with video technology (résumés, interviewing). Vary your approach, including finding someone to 'walk in' your résumé to a hiring manager.

Surround yourself with positive, realistic people (including mentors, industry leaders) who value your capabilities and potential; nurture relationships versus contacts; and practise active 'netgiving' (the act of reciprocating for mutual benefit and support).



Take control and be bold. Do your own research, set and measure goals, and "attempt one thing every day that scares you" (or pushes you out of your comfort zone).

Be open to adjusting your strategy and tactics, even if it means abandoning your original plans: allow pragmatism and reality (stepping back to move forward) to guide you. Don't delay upgrading your skills or pursuing professional accreditation to close gaps. Improve your language skills (English is imperative; French, and others are a value-add), as this is increasingly a differentiator in hiring.

EMPLOYER, DELEGATE AND EXHIBITOR FEEDBACK



EMPLOYER

As in previous years this information was gathered online and manually, and consisted of several questions related to one's: overall experience with the event; level of satisfaction with the content, speakers, and skill building/networking/information gathering opportunities; and (in the case of the employer group) impressions of the IEP talent pool and their integration with the Canadian workplace.

"Lack of Canadian experience" and language barriers (notably, ineffectiveness articulating value to potential employers, and interpreting workplace "cultural norms") were cited by 78% of employers surveyed as the biggest challenges for IEPs entering the workforce. Other barriers to employment noted were IEPs' lack of Canadian networks to access, inadequate research (particularly regarding labour and job market data), and inability navigating the "employment system". When asked what strategies their company had in place to help IEPs "transition and succeed in the workplace", employers reported a mix of approaches including résumé and interview coaching, language education, internship programs, government programs (36%), and offering entry-level positions to facilitate integration. Fifty percent felt they possessed the resources and tools needed to help them hire (more) IEPs, while 29% expressed interest in learning more about resources available to assist them overcome their hiring and skills development difficulties.

As a result of their participation at the Conference, 83% of employers were more aware of the pool of qualified IEPs ready and able to work; and 43% indicated a willingness to modify their hiring practices to tap into this talent pool.

Employers were asked:

What strategies does your company have in place to help IEPs transition and succeed in the workplace?

They reported a mix of approaches:

résumé and interview coaching, language education, internship programs, government programs and offering entry-level positions to aid integration.

Employers' observations:

78%

of employers surveyed cited "lack of Canadian experience" and language barriers as the biggest challenges for IEPs

83%

of employers participating in the Conference noted they became more aware of the pool of qualified IEPs ready and able to work

43%

of employers participating in the Conference indicated a willingness to modify their hiring practices to tap into this IEP talent pool

* The 2017 IEP Conference solicited feedback and evaluation data from two main groups:

- **Employers** (represented by sponsors, exhibitors, panellists, hub facilitators, volunteers, and organizing committee members)
- **Delegates** (1152 who pre-registered, and 743 who attended the sessions)

EMPLOYER, DELEGATE AND EXHIBITOR FEEDBACK

DELEGATE

From a delegate perspective, the most important learnings they reported receiving fell into five main categories, prioritized below:

- 1 building and maintaining networks**
- 2 the value of a job search strategy (including multi-media)**
- 3 sector hub session information**
- 4 personal inspiration/motivation**
- 5 access to resources (regulatory, academic, etc.)**

Not only were delegates impressed with these Conference benefits: 88% reported an intention to change their job search strategy and take specific action steps in key areas such as goal-setting, obtaining a mentor, joining professional groups, and adjusting their résumé and cover letter documentation. Of the delegates surveyed, 76% indicated that the conference increased their confidence level, while 88% felt very satisfied or satisfied with the opportunities for networking and information sharing.

While an overwhelming 98% of delegates stated that they would recommend this conference to others, they also made suggestions for next year's event:

- 1 Building in more 'face time' and networking with employers, especially from those organizations who have a commitment to hiring IEPs;**
- 2 Incorporating skill building and practice (e.g., workplace culture and communication; and job search strategy, planning, and goal setting);**
- 3 Offering a wider array of sector representation, including small business owners/entrepreneurs**

For the majority of employers and delegates, this was the first IEP Conference they had attended; and in more than 70% of the cases, learning about it was generated by a combination of word of mouth sources (an organization, work colleague or family member/friend) versus the IEP.ca website or other media. Ninety percent or more of the delegates and employers expressed satisfaction with the Conference program and IEP Directory, while 81% indicated they were very satisfied or satisfied with the Marketplace exhibits and information.

Delegate perspectives:**88%**

of attending delegates said the information they received at the Conference has led them to change their job search strategies and to take more specific actions

76%

of delegates indicated that participating in the Conference increased their confidence level

98%

of delegates stated that they would recommend the Conference to others

Conference Resources Feedback:**90%**

of the delegates and employers expressed satisfaction with the Conference program and IEP Directory

81%

indicated they were very satisfied with the Marketplace exhibits and information

DELEGATE PROFILES AND DEMOGRAPHICS

CONFERENCE DATA

DELEGATE REPRESENTATION
BY CONTINENT

GENDER

HIGHEST LEVEL OF EDUCATION

YEARS IN CANADA

AGE RANGE

STATUS IN CANADA

OCCUPATIONAL LEVELS

EMPLOYMENT STATUS

SECTOR HUB CHOICES

CONFERENCE SOURCE

DELEGATE PROFILES AND DEMOGRAPHICS

NORTH AMERICA

Canada	195
Mexico	7
United States	4

CARIBBEAN

Antigua and Barbuda	1
Bahamas	1
Haiti	3
Jamaica	15
St. Kitts and Nevis	1
St. Vincent and the Grenadines	1
Trinidad & Tobago	4

CENTRAL AMERICA

Honduras	1
----------	---

SOUTH AMERICA

Argentina	3
Brazil	13
Chile	1
Colombia	19
Ecuador	4
Guyana	4
Peru	4
Venezuela	10

EUROPE

Albania	5
Armenia	4
Belarus	1
Bulgaria	3
France	4
Germany	2

Greece	4
Hungary	1
Ireland	1
Italy	1
Monaco	2
Poland	1
Portugal	3
Romania	6
Russian Federation	17
Slovenia	1
Spain	4
Sweden	5
Turkey	16
Ukraine	12
United Kingdom	6

AFRICA

Algeria	1
Botswana	1
Burundi	3
Congo, Democratic Republic of the	1
Egypt	36
Eritrea	9
Ethiopia	15
Ghana	2
Ivory Coast	1
Libyan Arab Jamahiriya	2
Madagascar	1
Morocco	6
Nigeria	33
Somalia	2
Sudan	8
Tanzania, United Republic of	2
Togo	3
Tunisia	1
Uganda	4

MIDDLE EAST

Afghanistan	13
Bahrain	1
Iran, Islamic Republic of	90
Iraq	13
Israel	5
Jordan	12
Lebanon	5
Palestinian Territories	6
Qatar	1
Saudi Arabia	2
Syrian Arab Republic	27
United Arab Emirates	1

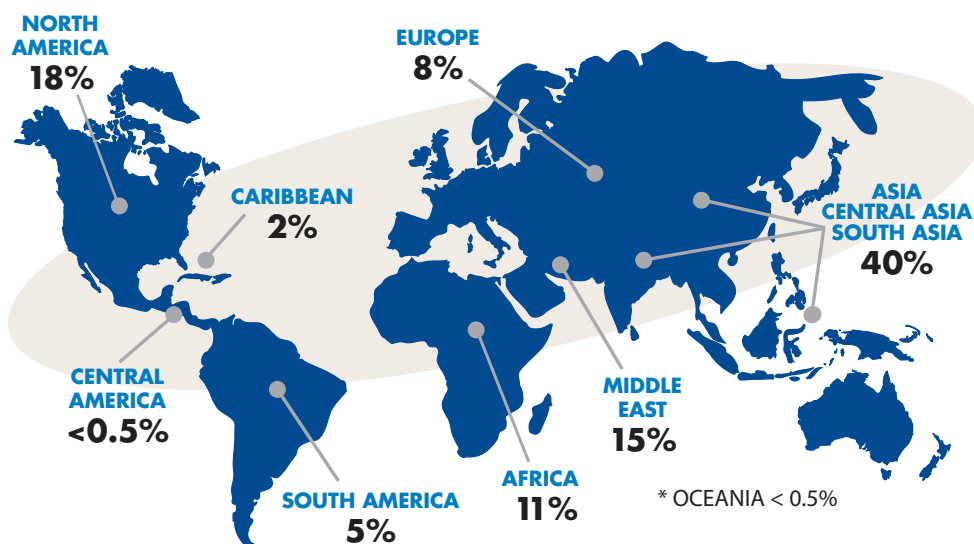
ASIA/CENTRAL ASIA/SOUTH ASIA

Azerbaijan	6
Bangladesh	53
China	66
Hong Kong	4
India	170
Indonesia	4
Japan	2
Kyrgyzstan	1
Malaysia	2
Myanmar	2
Nepal	20
Pakistan	53
Philippines	30
Singapore	3
South Korea (Republic of Korea)	7
Sri Lanka	14
Taiwan	2
Thailand	2
Uzbekistan	1
Vietnam	6
Yemen	2

OCEANIA

Australia	1
-----------	---

DELEGATE REPRESENTATION BY CONTINENT



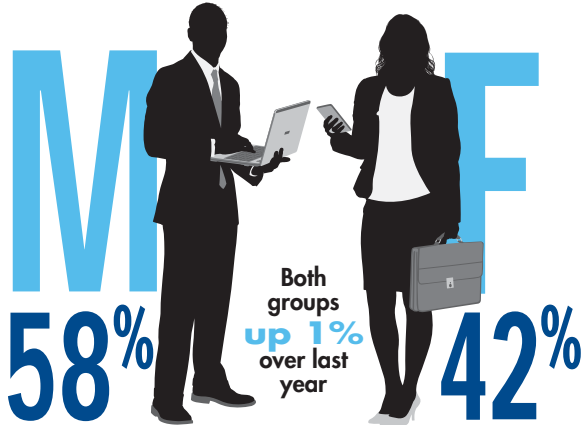
TOP 10

170	INDIA
90	IRAN, ISLAMIC REPUBLIC OF
66	CHINA
53	BANGLADESH
53	PAKISTAN
36	EGYPT
33	NIGERIA
30	PHILIPPINES
27	SYRIAN ARAB REPUBLIC
20	NEPAL

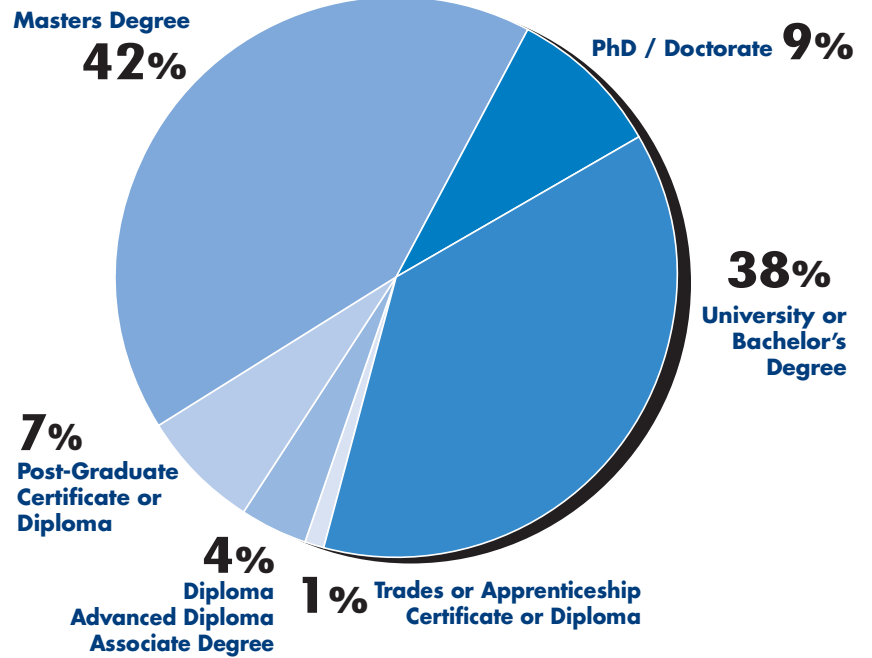
The data represented above reflects information collected of the 1,152 registrants who completed our online survey.

IEP CONFERENCE

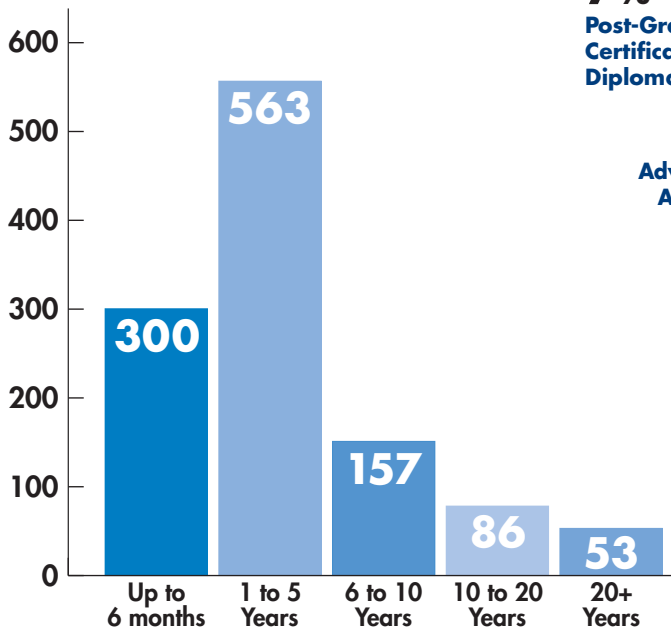
GENDER



HIGHEST LEVEL OF EDUCATION

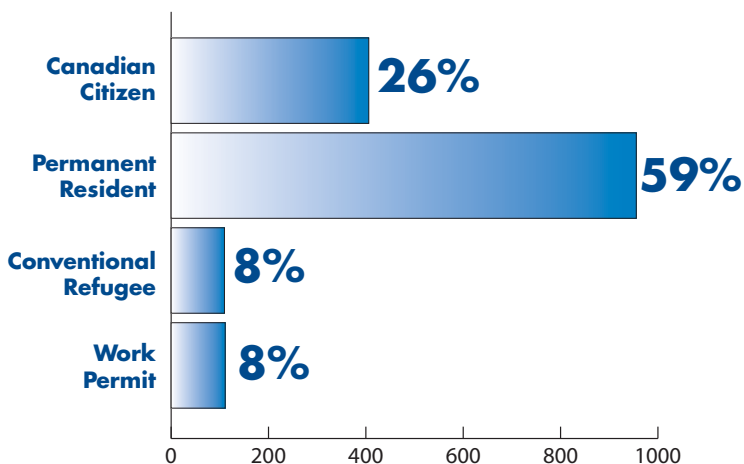


YEARS IN CANADA

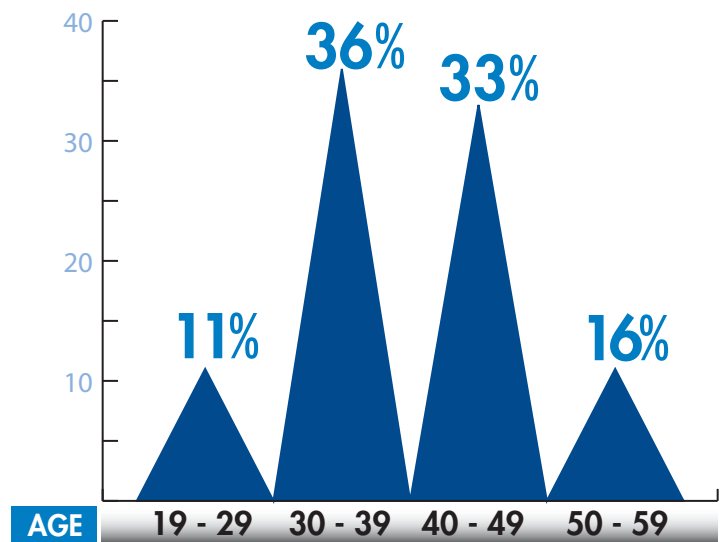


↑ **6%** registrants identifying as being in their prime work years (age 30-50)

STATUS IN CANADA



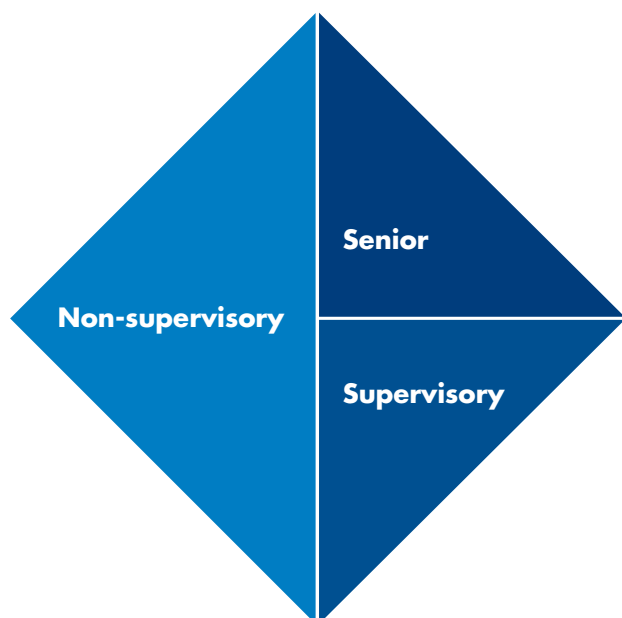
AGE RANGE



The data represented above reflects information collected of the 1,152 registrants who completed our online survey.

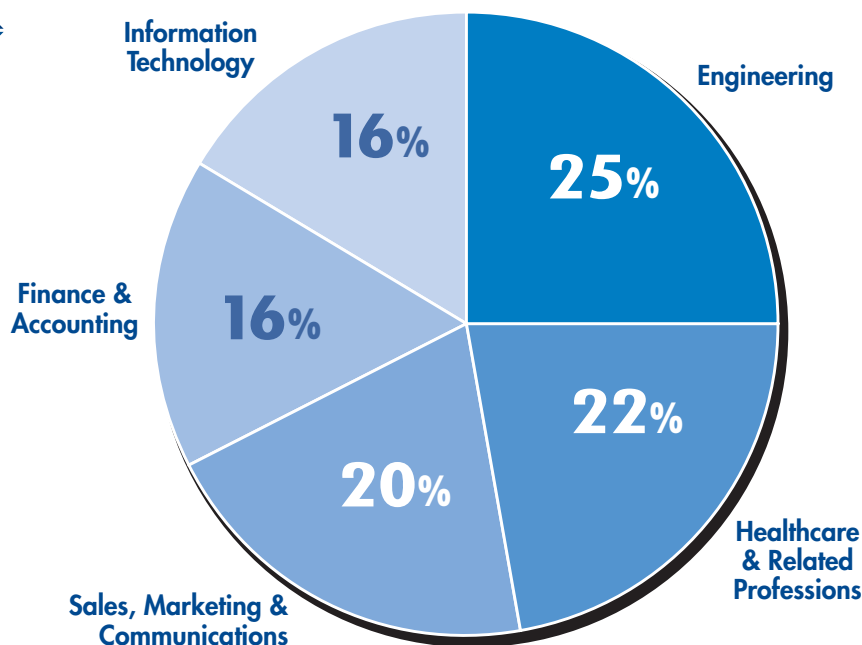
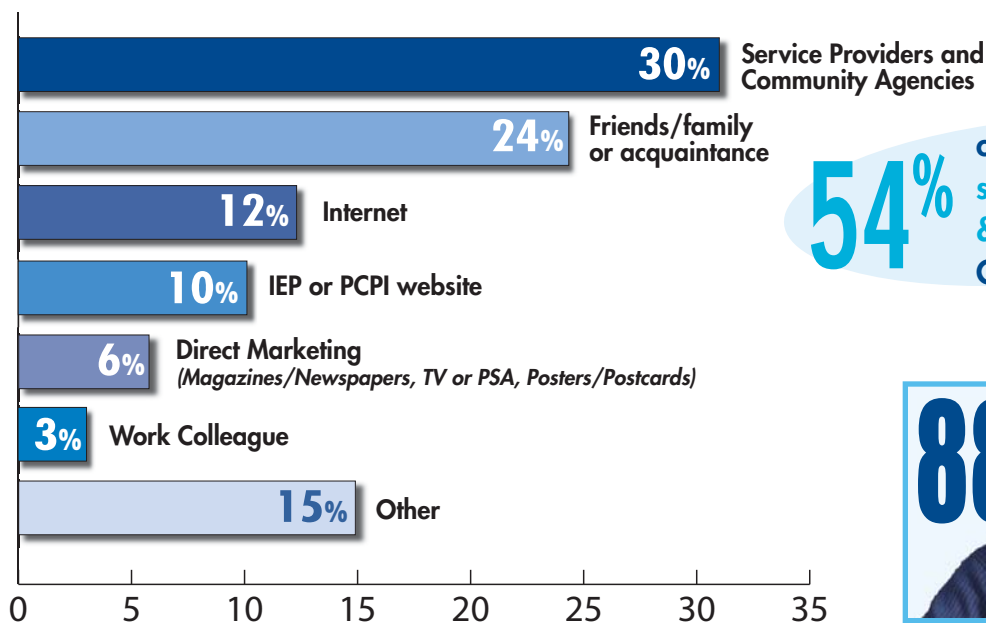
REGISTRANTS' OCCUPATION LEVEL

Of the online registrants, **50%** indicated they had the capacity to work at a **Senior** or **Supervisory** level.



32% of online registrants noted they were currently employed

76% of delegates reported a level of increased confidence in securing meaningful work as a result of attending the conference

REGISTRANTS' SECTOR HUB CHOICESREGISTRANTS' CONFERENCE SOURCE

54% of online registrants sourced service providers & community agencies OR friends/family

88% of attending delegates said they are more motivated to take specific action steps in their career paths

The data represented above reflects information collected of the 1,152 registrants who completed our online survey.

WELCOME AND OPENING REMARKS



Steve Teekens of the
Nipissing First Nation.



Conference Emcee, **Marivel Taruc**
of CBC Toronto News.



Laura Albanese,
Ontario's Minister of Citizenship and Immigration
and Deputy Government House Leader



WELCOME AND OPENING REMARKS



Honouring the land and First Peoples, as well as the commitment of the IEP delegates in choosing Canada as their new home featured prominently in the stage setting and official opening of the 2017 Conference. Delegates and guests witnessed a traditional Smudge ceremony or smoke 'bath', a ritual cleansing designed to open one's mind and body to nurturing, new experiences. Combined with [Nipissing First Nation's Steve Teekens'](#) traditional drumming (and acknowledgement of the event occurring on Mississaugas of the New Credit First Nation traditional lands), the stage was authentically set to launch a day of progress toward building satisfying careers for IEPs.

Following the always-engaging version of Canada's national anthem (*With Glowing Hearts*), [PCPI President Silma Roddau](#) wished everyone an inspirational and rewarding day, noting that those present were demonstrating real commitment to making a new beginning for their careers in Canada. She also expressed sincere appreciation to the many Conference sponsors including: *Employment Ontario, Chartered Professional Accountants of Ontario (CPA), University of Toronto School of Continuing Studies, Metroland Media, CBC Toronto, WES World Education Services, Human Resources Professionals Association (HRPA), Canadian Institute of Financial Planning (CIFP), the City of Toronto, and Northeastern University (Toronto)*. Roddau also acknowledged the contributions of the Conference volunteers, Exhibitors, Advisory Committee, PCPI staff, and numerous speakers.

As she reflected on the audience, plenary emcee [Marivel Taruc](#) from [CBC Toronto News](#) shared that, as a country "we're going to be alright, based on the richness and brain power you all bring". She challenged participants to make use of the tips and networking offered, and to collaborate as a community for everyone's benefit.

[Laura Albanese, Ontario's Minister of Citizenship and Immigration, and Deputy Government House Leader](#) then expressed greetings on behalf of the province. Noting that she herself is the daughter of immigrants and could empathize with "the journey you are all going through", she appreciates that securing a good job is the "basis for so many other good things in our life." She encouraged delegates to make the vital connections (including networking and information gathering) necessary for meaningful employment, which in turn fosters individual and family prosperity.

"...we want and need everyone to have a really full experience, to contribute to their full potential..."

Minister Albanese described Ontario's commitment to building a highly skilled workforce through various initiatives, including the [Newcomer Settlement Program](#) benefiting nearly 80,000 professionals with essential integration services for career success; as well as the [Global Experience Ontario \(GEO\)](#) information centre/portal, helping IEPs become registered or licenced in non-health related professions and skilled trades. This program was especially cited as a highly reliable and convenient source of information when it comes to questions such as accreditations and licensure in Ontario. Bridge training programs, mentorships and internships, and job shadowing experiences delivered through a network of academic bodies, employers and community associations were also mentioned as effective resources for IEPs advancing their careers in more than 100 professions. They not only offer technical training, but the essential "soft skills" including workplace communication. With these supports in place, she concluded, "we want and need everyone to have a really full experience, to contribute to their full potential" and integrate faster into the Canadian workforce.

KEYNOTE SPEAKER



Keynote Speaker **Zaib Shaikh**, Toronto's Film Commissioner and Director of Entertainment Industries

Zaib Shaikh

*Toronto's Film Commissioner and
Director of Entertainment Industries*

Community and the importance of "feeling connected, wherever you're from"

Featured Keynote Speaker **Zaib Shaikh**, *Toronto's Film Commissioner and Director of Entertainment Industries*, was introduced by Marivel Taruc as "likely the only brown person in the audition room" when he was developing his Canadian acting career. Overcoming these early challenges, and with the support of his immigrant parents who landed in Toronto in 1970, Shaikh pursued his career dreams, culminating in a life changing role on *CBC Television's* hit series, *"Little Mosque on the Prairie"*.

His presentation focused on the theme of community and the importance of "feeling connected, wherever you're from". Working for Canada's public broadcaster was a source of pride for Shaikh, given *CBC's* global distribution of home-grown productions, allowing "our stories" to be shared in over 90 countries and "helping the outside to come in".

In his current position at the *City of Toronto*, Shaikh advised delegates to embrace all that being a Torontonians represents, as a means of connecting culturally and economically. Admitting that "you may feel a lot of super bad days" in your career journey here, he encouraged IEPs to persist in honing their skills (including English and French language training) as a means of feeling more inclusive. He observed that the upcoming Canada 150 celebrations presented opportunities to feel "more like an insider" while contributing the uniqueness of your own culture. Even though all levels of government want you to be successful, he said, "they don't always get it right: but compared to other places in the world, we're really aiming to connect you to the feeling of better".



SKILL BUILDING PRESENTATION

"Be authentic in pursuing your aspirations; learn through experience, especially the benefits of networking and understanding culture."

Jake Hirshe-Allen

Enterprise Relationship Manager

LinkedIn

Insider Information on Making Your LinkedIn Profile

Jake Hirshe-Allen, *Enterprise Relationship Manager* from *LinkedIn*, related his own career journey as well as offered practical tips on conducting successful interactions (in person and online), and creating a winning profile. He advised delegates to be authentic in pursuing their aspirations and to learn through experience, especially the benefits of networking and understanding culture. Hirshe-Allen currently advises students, staff and faculty at Canadian universities on optimizing *LinkedIn* and *Lynda.com* (an online education resource offering thousands of video courses in software, creative, and business skills).

Based on his knowledge in creating opportunities for members of the global workforce, Hirshe-Allen recommended the following career marketing advice to IEPs:

Career Marketing Advice...

- Display a good professional photograph (dress in business attire)
- Create a catchy tag line; and use personal titles
- Pay attention to your Summary and make it distinctive from your résumé
- Use SEO (search engine optimization) and choose key words related to work you would like to do or are currently working in
- Incorporate multi-media (images and videos)
- Mirror your on-line and off-line networking etiquette ("people are people": treat everyone as human beings, be respectful)
- If you want an introduction: mention why, and where you met; ask permission and if not granted, regardless always thank for being given consideration. To secure a 'warm' versus impersonal introduction, consider writing it for the person introducing you - make it easy for them
- Remember to regularly update your *LinkedIn* Profile



Skill Building Presentation with **Jake Hirshe-Allen**, Enterprise Relationship Manager of LinkedIn.

The best way to build your professional brand, maintain a network and distinguish a good from a bad profile.

PANEL : SUCCESSFUL IEPs

Successfully integrating into the Canadian labour market

Career journey advice and personal obstacles to overcome

Dwight Drummond, journalist trailblazer and award-winning *Host* of *CBC Toronto News*, moderated an inspiring conversation with guest IEPs, who shared their unique success stories of bridging from their international experience to the Canadian employment ranks. All three at various times had attended the *IEP Conference* as a delegate: this helped to frame their stories from a lived experience/lessons learned perspective, as well as offering encouragement to the audience.

The Successful IEPs Panel included professionals from the healthcare, finance and engineering sectors represented by: **Dr. Mary Sawdon** – Naturopathic MD in General Family Practice, *Perilla Integrative Medicine Clinic & Brown and Brown Family Chiropractic*; **Mingming Ren** – Branch Manager, *TD Bank*; and **Nicolas Rutikanga** – Environmental Advisor, *Ontario Power Generation*.

Dr. Mary Sawdon shared her challenges of attempting to practise in her chosen field, and of the satisfaction realized when a career ‘gear change’, supported through teachers and mentors, ultimately launched her toward a rewarding position in Naturopathic medicine. *TD Bank* manager Mingming Ren spoke of overcoming culture and language barriers, seeking out mentors, and motivating herself to contribute to and receive commendation for a remarkable business achievement at her workplace. Rwandan native Nicolas Rutikanga, an Environmental Advisor with *Ontario Power Generation*, spoke of his willingness to “challenge the norm”, conduct his own research and adjust how he expressed his potential worth to prospective employers. When he changed his approach, “I started to get calls back from companies”, he said.

Powerful examples of transition as well as acclimatizing to both work and country culture dominated their remarks to the questions posed. A synthesis of their comments and advice is provided below:

Q1. What was the pivotal moment when you realized you’d be successful in your (career) pursuit here in Canada?

- Realizing I wasn’t the only one on this quest; and that every step led to the next success: I was on the right path.
- When I got accepted into naturopathic medical school it finally clicked for me, this was what I was meant to do (after years of not being able to practise in Canada); happy to have changed gears and pursued an alternative path.
- Contributing to moving our bank branch from last to first place, and receiving a letter of recommendation from an area manager (who recognized her management potential).

Q2. What was the biggest challenge you faced?

- Financial – affording medical examination applications; and also emotionally – getting rejected each year was frustrating, made me angry and disillusioned: I was tempted to give up, and experienced a loss of identity.
- Language and culture: “Even now I listen to CBC news when I drive”, as a way to learn how to speak professionally. Taught to be “quiet and humble”; confronted with challenge of a new culture that encourages you to speak up.
- Applying for jobs - expressing what you can do vs. what you’ve accomplished. When I adjusted my approach, I started receiving calls from the companies.

Q3. Any mentors that helped you achieve success?

- They encouraged me to pursue alternatives; still help me today in practice management.
- Not sure what mentoring benefit was at first or in my early career how important mentors are: opened eyes to different opportunities vs. coaching from immediate managers.

PANEL : SUCCESSFUL IEPs



(L to R) Successful IEP Panel Moderator, CBC's Dwight Drummond with panel guests Nicolas Rutikanga, Mingming Ren and Dr. Mary Sawdon. While each IEP speaker expressed unique experiences, their keys to career success were similar: set goals, stretch your comfort zone, be persistent and try to learn cultural and language nuances.

- In addition to working hard, use mentors to connect with different people (especially if your profession has multiple designations, such as engineering) to source job opportunities.
- Find mentors through networking and social media; attend charity events and fundraisers (they don't necessarily come from the same organization where you work).

Q4. What resources did you use or do you wish you had?

- Attend company events, especially cultural, charitable or community ones (e.g., United Way, fundraisers) – it's a great chance to meet executives to network with.
- Wished I had discovered free resources like those at the *Toronto Reference Library* (access to computers, ESL courses) – learned about *Humber College*, *YMCA*, *PEO* and *LEAP* etc.

Q5. What would you do over again or differently?

- Don't look back...Have faith that everything works out for a reason. Be confident and believe in yourself: if one opportunity doesn't work out, another better one is waiting for you.
- I would have applied to medical school right away instead of trying to navigate the system as an IMG (International Medical Graduate): can't relive the past – only look forward to the future.
- Fitting in to the workplace culture is key: learn the company and their 'language', and know what the expectations are first. Do your own research and challenge assumptions. Wished I'd known earlier to put aside assumptions – challenge the norm that things will evolve in a certain way.
- Going back to school (even if you have previous degrees) has a cumulative effect of 'fitting in' to the workplace; be open to training/taking courses that can complement your skills and education.... In the end, it's all about what you can deliver for the company.

Concurrent Sessions | Sector Hubs

The Conference value of affording skilled newcomers the 'locus of control' in accessing job information (using a systems approach) was again in evidence through the perennially popular Sector Hubs. Delegates could choose to attend any of five major categories – *Engineering, Information Technology, Sales, Marketing and Communications, Finance and Accounting, and Healthcare and Related Professions* – ranging from increasing 'local' knowledge within their own profession, or exploring employment prospects outside their area of expertise.

Each hub session featured a similar format: guest panellists (whether representatives from regulatory/professional bodies or employers/entrepreneurs) who explained the purpose/mandate of their organization, shared trends and tips, and frequently offered career advice – both pragmatic and inspirational.

Delegate questions were entertained in various formats, including: inquiries posed online in the registration process; written submissions received in session; and facilitated Question & Answer segments.

Skill building practice and demonstrating Canadian workplace etiquette was a popular feature in all the sessions. Facilitators offered networking guidelines to delegates, who (after the formal program wrapped up), had access to many panellists who generously provided one-on-one job search tips, networking advice and professional career guidance.

SECTOR HUB PRESENTATIONS

Regulatory, Accreditation, Academia and Associations

MORNING

Engineering | 24

Finance and Accounting | 38

Healthcare and Related Professions | 44

Information Technology | 54

Sales, Marketing and Communications | 60

ENGINEERING AND RELATED PROFESSIONS

Facilitator:

Darya Duma, P.Eng., PMP,
PRINCE2 Practitioner
President at 4DPM

MORNING SECTOR HUB PRESENTATIONS
REGULATORY, ACCREDITATION AND ACADEMIC BODIES

PANEL MEMBERS

Pauline Meyer Lebel
Manager of Licensure,
Professional Engineers Ontario (PEO)

Aftab Khan, P.Geo.
Registrar,
*Association of Professional
Geoscientists of Ontario (APGO)*

Brian Brophy
Registrar and Director,
Ontario Professional Planners Institute (OPPI)

Barry Billing
Deputy Registrar,
*Ontario Association Certified Engineering
Technicians and Technologists (OACETT)*

Anne Egan, M.Sc. (Eng.), P.Eng.
President,
Ontario Onsite Wastewater Association (OOWA)

Harry Alakbarov
Learning and Development Program Manager,
Ontario Society of Professional Engineers (OSPE)

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



ENGINEERING Morning Sector Hub Panel

(L-R) : Facilitator, Darya Duma 4DPM (standing); Pauline Meyer Lebel | PEO; Aftab Khan | APGO; Barry Billing | OACETT; Brian Brophrey | OPPI; Harry Alakbarov | OSPE; and Anne Egan | OOWA.

ENGINEERING | PANEL INTRODUCTIONS

- Pauline:** I am the Manager of Licensure at [Professional Engineers of Ontario \(PEO\)](#). I am a chemical engineer. PEO is the regulatory body for engineering in Ontario.
- Aftab:** I am the Registrar for the [Association of Professional Geoscientists of Ontario \(APGO\)](#), and my background is as a geoscientist. APGO is the regulatory body for people in the geoscience profession. We have 3 domains: geologists, environmental scientists, and geophysicists. We have a pretty diverse membership.
- Barry:** I am Deputy Registrar for the [Ontario Association of Certified Engineering Technicians and Technologists \(OACETT\)](#). It's a professional association with 25,000+ members. I oversee the certification & admissions process. My background is in computer science.
- Brian:** I am the Registrar for the [Ontario Professional Planners Institute \(OPPI\)](#) - community, urban & regional planners. Outside North American called "spatial planners." I'm not a planner or an engineer, I'm a lawyer. OPPI is a professional association but OPPI is quasi-regulatory with 4,500 members in Ontario.
- Harry:** I am the Learning & Development Program Manager of the [Ontario Society of Professional Engineers \(OSPE\)](#). I'm not an engineer, but have 10 years experience in supporting engineers. We offer professional development and career services to engineering disciplines in Ontario.
- Anne:** I am a professional engineer, and am President of the [Ontario Association of Onsite Wastewater \(OOWA\)](#). We are an industry association – all volunteers, not a regulatory group but we provide opportunities for people working in the onsite wastewater industry, e.g. those who design or install wastewater systems, regulators, and academics.

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

QUESTION AND ANSWER SESSION

Q 1. In Ontario, who are the engineering sector regulators and what benefits do they offer the consumer and the industry professional?

Pauline: PEO is the regulatory body for engineering in Ontario. To practise engineering in Ontario, you must have a license, or be supervised by a holder of a license. PEO also regulates the profession. Licensing protects the public and ensures all engineers meet a standard and criteria.

Aftab: 7 of the 10 jurisdictions in Canada regulate geoscientists. In Ontario, Nova Scotia & Quebec geoscientists are regulated separately. APGO is the regulatory body for geoscientists in Ontario. License is important to practise geoscience in Ontario mainly for public protection and professional enhancement.

Barry: OACETT is an independent certified body that provides titles not licenses to engineering and applied sciences. We give the designation for certified technicians (CTech) and for certified engineering technologists (CEET). The designations are recognized across Canada. Also promote interests of engineering and applied science technicians and technologists in industry, education of public, and government.

Q 2. Do you need Canadian citizenship to obtain a license?

Pauline: Not with PEO to begin licensure process or to obtain a license.

Aftab: For geoscientists, can be member/licensed even if not a Canadian resident.

Barry: OACETT – same. Even visas acceptable; do not need a permanent resident card.

Q 3. Can you work in this industry without a designation and if so, what job options are available?

Anne: We have a diverse network in the onsite wastewater industry; some of us are practising engineers and technologists but many options exist in service providers, maintenance providers, or technical sales or technology: you can get involved in the wastewater industry without having a license or designation.

Harry: Similar to Anne. We field many inquiries from IEPs re: how to get jobs without a P.Eng., or for those working toward P.Eng. and need Canadian experience. Some fields we recommend are in companies with manufacturing plants requiring engineers to work in sales; in project management; and in research and academia.

Brian: Similar to engineering technologists, OPPI does not give out licenses or right to practise. You can practise as a planner in Ontario without a license but we do have the Registered Professional Planner (RPP) designation. Large consulting firms tend to look for that when hiring a planner, but they're also multi-disciplinary with engineers & landscape architects, so opportunities exist there, as well as in academia and research.

Q 4. Besides consulting companies, who else hires planners?

Barry: Municipalities are a big one. Once in, especially smaller municipalities, there can be opportunities to move ahead: you might get promoted in the planning departments, say as chief administrative officer, etc., because of the general scope of the practice and the need to know a bit about a lot of things. Sometimes there is the question of whether management skills are helpful – they definitely are, especially in the public sector.

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



Pauline: You can work as an engineer in Ontario & Canada without a P.Eng. license, as long as you are supervised by a professional engineer who is licensed and takes responsibility for your work.

Q 5. *What is considered engineering work?*

Pauline: There's a variety in our Act – e.g. design, supervision, management, etc., but the application of engineering principles is key to safeguard property and the health of the environment. There's a three-part definition, and if you meet the three parts, you can gain experience under the supervision of a professional engineer while waiting to be licensed.

Q 6. *About IT engineers - Does PEO adequately recognize prior educational experience of IT engineers; and how do you recognize software engineering?*

Pauline: PEO has five criteria to assess all experience. As long as it meets all these criteria, it will be assessed as engineering experience. The criteria are: application of engineering principles, practical engineering experience, some management of engineering, communication skills, and knowledge of the social implications of engineering. It's not a particular title or job, it's more what you do in your job that meets and can demonstrate those requirements.

Q 7. *What are the basic prerequisites for jobs in electronics engineering technology?*

Barry: OACETT covers 15 different disciplines, e.g. electrical, mechanical, civil, etc. For technologists, we look for an equivalent to the three-year engineering technology program in Ontario. We assess your credentials: if they equate to two years, it's at a technician level; three years is considered at a technologist level. We look at academic and work experience as well require at least two years work experience for certification. All members have to write a professional practice exam. For technologists, an additional report is required which the admissions committee reviews. Our designations are certified technician or technologist, with sub-disciplines like electrical, mechanical, etc.

Q 8. *What's the difference between OSPE and PEO?*

Harry: OSPE used to be part of PEO until 2000-2001. Since the same organization cannot advocate and regulate, these functions were separated. PEO regulates engineering disciplines and licenses; and OSPE advocates on behalf of engineers and provides professional development and career services.

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 9. What's the difference between PEO and Engineers Canada?

Pauline: PEO regulates and licenses engineers in Ontario. Engineers Canada is an organization that provides assistance to regulatory bodies across Canada. Each province has its own regulatory body for licensure.

Q 10. I'm currently unemployed. Can I become an Engineer-in-Training (EIT)?

Pauline: You can become an EIT if you have applied and have submitted an academic assessment and are in process of writing the exam.

Q 11. What are the steps to obtaining a Professional Engineering license in Ontario?

Pauline: Submit an application. We assess your academics. If you graduated from an accredited Canadian engineering program, your academics will be accepted. If you didn't graduate from a Canadian program, then the academic requirements committee assesses equivalency, and may assign an exam program. If you have a certain number of years of experience, you may be able to attend an interview with the experience requirements committee to determine whether the exam program can be waived.

Then you write the professional practice exam. After the exam, you submit a summary of your engineering experience – it must be 48 months, of which at least 12 months is in Canada under supervision of a P.Eng. Finally, they assess according to the five criteria mentioned earlier.

Q 12. What are the steps to becoming a geoscientist?

Aftab: (1) Apply, (2) we assess knowledge, transcripts, and (3) we assess experience.

If internationally trained, the only difference is we have outsourced the training evaluation. You have organizations such as WES, ICAP, etc. that evaluate your courses. We have five criteria, same as what was mentioned previously, to assess experience. If you are missing some requirements, we might ask you to write a technical exam. The committee then looks at your experience. If fine, then you are accepted provisionally, then have to write an exam and a 700-word essay.

Q 13. What about the academic requirements for OACETT?

Barry: We have a similar process. I want to mention that, for certain countries, we require ESL test equivalency (e.g. TOEFL, IELTS, MELAB). Also, we have a three-hour professional practice exam, and for IEPs, an additional half hour internationally-educated professional practice exam that focuses on language facility and engineering codes. Once you pass the exam, you still need two year's work experience, but it doesn't need to be in Canada. It's a benefit for IEPs.

Q 14. How does one become a member of the associations?

Anne: For OOWA, just submit an application and fee to join as a member. We have digital and print publications, access to member events - conventions, meetings.

Q 15. Where are good places to network & find jobs? With a BSc in mechanical engineering, are there any bridging programs to find work in wastewater management in Canada?

Anne: Industry associations are a great way to network – there's OOWA and many other engineering and sciences associations. You don't have to be actively employed. Many associations look for volunteers to sit on committees, etc. They're a great way to get involved and meet people in your field, with potential for jobs once they get to know you.

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



Harry: For *OSPI*, it's also easy to become a member. *OSPI* offers an 11-week, three hours/week bridging program to help international engineering graduates prepare for the professional practice exam. We are also developing a bridging program in environmental engineering, and we're looking to host IEPs for civil, chemical process, and mechanical disciplines who can participate. More information will be made available in the next couple of months. As for networking, we have an event three-four times per year where employers look for engineers (members of *OSPI*). It's a great opportunity to network and look for jobs. Don't expect to find a job right away: it might happen, but the point is to network and talk to people.

Q 16. How about *OPPI*?

Brian: You don't apply. We put you in touch with a professional standards board, which has standardized and centralized the certification process. If you have worked in planning for five years, your file is assessed by PLAR (prior learning and experience recognition). You have to do one more year of work with a mentor/sponsor, an online ethics course, and a professional exam to be certified.

Q 17. Is the license valid across Canada?

Brian: No, you still have to be a member of one of the provincial institutes.

Q 18. *APGO* – can geoscientists practise without a license?

Aftab: No. If out of university, apply for Geoscientist-in-Training (GIT) and become a geoscientist trainee member working under supervision. But if no license, it is better to stay in your profession and get what is missing. If that's too difficult, then get another job. We generally help to guide international geoscientists through the process. You can practise as a geoscientist under a PGO or PN supervises for 48 months.

Q 19. How long does *PEO* need to complete the review and what are they looking for?

Pauline: For IEPs, submit English-language transcripts in engineering, and provide course descriptions, which are assessed by our committee to ascertain Canadian equivalencies. The process is generally done within three months, and a reassessment may take longer.

Q 20. Would they suggest additional courses to meet the equivalency?

Pauline: Yes, if they're not sure about the university, they will assign four exams in that discipline to confirm your education is at the required depth. You choose from each section. If gaps, they assign a specific exam program.

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 21. Does PEO assess a BA and MA separately?

Pauline: They're assessed together. The requirement for licensure is a CEAB-accredited bachelor program in engineering. They review the Masters degree to see if it complements the bachelor degree.

Q 22. What is the stance on start-ups with new technologies such as nanotech and mechatronics? Do you need a P.Eng. or certificate of authorization for these?

Pauline: All engineering work, even for emerging technologies, requires a license. So a start-up needs someone there to have a P.Eng. If the company is offering services to the public, they need a certificate of authorization to practise.

Q 23. I'm not an engineer. I have an MA in electrical engineering and am interested in project management for electronic projects. Does OSPE help in getting these types of jobs?

Harry: OSPE helps facilitate getting jobs. We don't create jobs: we are the medium between employer and job seeker. We have an online job board.

Q 24. Are there coaching classes for electrical engineering exams?

Barry: We have an online seminar for the professional practice exam, but not for a specific discipline.

Harry: We do have 6-8 week technical exam preparation courses with instructional coaching twice a year. Emphasis is on self-study online. For all engineering disciplines look on the website.

Q 25. What are the advantages of a PMP designation?

Anne: OOWA doesn't care if you have a PMP designation.



ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Brian: In municipalities, one is often working on large projects. A few of our members have the PMP - it makes no difference in terms of the certification process but does appeal to employers.

Aftab: It can be a good thing for employers.

Pauline: Project management is not necessarily an engineering function, but valuable for employers. Working only in project management may make it difficult to get a P.Eng. license.

Harry: I suggest looking at 10-20 job postings online to see if they require PMP.

Q 26. For associations with academic review, is there any work experience that helps to waive the technical exams?

Pauline: For academic review, if you're assigned an exam program and you have 3-5 years international experience, you may be invited to an interview to assess your experience. If sufficient, they can waive the exam program. For the specific exam program, you need more than 10 years engineering experience, which is addressed in an interview to demonstrate knowledge and/or gaps.

Aftab: Same for us. If you miss three or less educational units – equivalent to one university level semester course – your application is deferred. If missing more than three courses, then application is denied. If you have substantial experience, e.g. 5+ years, the committee recommends how to fill any gaps. In geoscience, even Canadian students may be missing field courses. If you have some field experience, that is taken into account.

Barry: Same for us: you would demonstrate through work experience you have done the academic work, then the committee takes that into account. We try to propose alternative methods because sometimes taking courses is difficult for the applicant. You need at least two years work experience in your field.

Brian: For OPPI, if you don't have a Canadian or US degree, you are assessed by the PLAR route – a global evaluation of past education and five years of work.

Q 27. I've already applied for PEO provisional practice and have been assigned to an ERC interview. Am I considered an EIT?

Pauline: No. You cannot use an EIT or engineering intern title unless you are a member of PEO.

Q 28. Do you have any suggestions if one's international experience is not accepted? How much Canadian experience is needed after passing the professional practice exam?

Aftab: Licensing requires twelve months of Canadian experience. Generally, 48 months experience in total: one year of Canadian experience plus 36 months international experience.

Barry: For OACETT - two years Canadian experience for IEPs.

Brian: For OPPI – typically 1-2 years sponsor/mentor work experience before applying. We're a small organization and don't have many international applicants.

Q 29. I'm a civil engineer who has worked mostly in construction. Do you have suggestions for getting field or construction experience in Canada?

Darya: I think project management helps. There are other Canadian associations – mechanical contractors association, electrical and construction engineers associations, civil association, the Canadian construction association – all

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

which might have opportunities for courses, especially public courses. Besides joining the associations, it's an excellent way to network because it's a chance to meet people working in major construction companies who may know there's a need in their company – as site supervisor, etc. You don't need to get a PMP certificate to get a job in project management. There's also the Canadian gold seal accreditation for project management in the construction industry – a bit harder to get than PMP, but it's very well respected in the construction industry.

Q 30. *As an internationally trained engineer I have begun the P.Eng. registration process. I'm required to submit my experience but I don't have the 12 months engineering practice in Canada. Should I submit my international experience?*

Pauline: We will only assess your experience summary once all requirements are met, including the 12 months Canadian experience under supervision of a P.Eng. If you have a deadline, tell the admissions representative you haven't met requirements and how much longer you need. Assessments for EITs are done annually, so you can submit requests to them.

Q 31. *Same for others, re: 12 months Canadian experience – is there a deadline and can one ask for an extension after writing the exam?*

Aftab: We have no deadline. First we review experience. Once the committee accepts it, you can then get the 12 months experience. We give them the GIT title so they can apply for a job – most Canadian companies take GITs.

Barry: We understand individuals may not have the full 24 months experience: they can be an OACETT associate member with a 3-6 year deadline to work toward the experience and course requirements.

Q 32. *Does part-time experience count towards the 12 months?*

Aftab: The committee calculates hours, not duration. Experience should be relevant.

Pauline: We also look at part-time experience (typically a minimum 24 hours/week), also pro-rated.

Barry: Same for us.

Q 33. *What about if one's Canadian supervisor is a non-practising engineer or geoscientist?*

Aftab: Your supervisor must be practising in order to be considered a supervisor.

Q 34. *Should an environmental engineer pursue APGO or PEO for a license?*

Aftab: There is an overlap. If you have more engineering qualifications, then apply to PEO. And if more geoscience, geology, and environmental courses, then apply to APGO. Look at requirements of each to best determine.

Q 35. *Does work as a project management manager in Canada count toward the one-year experience requirement for PEO registration?*

Pauline: We can't determine on the basis of a title; you need to demonstrate you've met the five criteria, including application of engineering theory and practical engineering experience. It would qualify if you can show that through your project management experience. Project management as a function tends not to have the application of theory and practical engineering experience we require.

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



Q 36. *I have a PhD in wastewater treatment, but not an engineering degree. Can OOWA assist with job opportunities?*

Anne: It will certainly help for meeting people in the wastewater field. We are an industry association and all of our members are working in the field.

Q 37. *Is it possible for a transportation engineer with experience in planning to get the OPP designation?*

Brian: Yes. There is an overlap between transit planning and transportation engineering. Depending on where work is done, the professional standards board looks at your portfolio to decide if you have the relevant professional experience.

Q 38. *I am a food technologist with a PhD. Is it a 'must' to get licensed to work in industry or in academia?*

Barry: The colleges and institutions would be interested in you. You are probably beyond our requirements. You can apply with us for certification.

Q 39. *If I get a Canadian Master's degree, are the PEO assessment exams waived?*

Pauline: Not necessarily. An assessment is done on your file, and not all Master's degrees will confirm a Bachelor's degree.

Aftab: We give 12 months experience for masters and 12 for PhDs, but it won't help if you don't have all the proper courses.

Q 40. *Are there internship programs for IEPs?*

Pauline: Not in our association, but the Ontario Public Service provides a one-year internship for IEPs. It requires a foreign experience assessment by PEO and accepted.

Aftab: APGO doesn't have any, but a lot of mining companies do. I don't know of many bridging programs.

Barry: Not at OACETT.

Brian: No, OPPI is a small body. Nothing formal; bigger firms or bigger municipalities may have them.

Anne: Same for OOWA. We don't hire people but our members work for companies that may have internships.

Harry: No.

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 41. *Can I work as a junior engineer, supervised by a P.Eng., and use the title as manufacturing engineer?*

Pauline: You are not allowed to use the title of engineer unless PEO or any of the other Canadian associations licenses you.

Q 42. *Can I use the title of software engineer without a license?*

Pauline: I would say no, but there are cases between software and engineering that are using that title. Technically no, however, because the engineering title is protected.

Barry: Same for OACETT technicians or technologists. You cannot use the “certified” engineering technologist title. “Certified” is a protected title.

Q 43. *If you’ve graduated from a Canadian university, how many years experience are needed to become a professional engineer?*

Pauline: It’s 48 months field experience for everyone, at least 12 of which are in Canada - no different for Canadians.

Q 44. *I applied for an EIT from Alberta a year ago. If approved, do I automatically get EIT status in Ontario, or do I need to apply separately for EIT in Ontario?*

Pauline: EIT is not transferable so you need to apply in Ontario. You should however indicate on the Ontario application that you have applied elsewhere. You can apply to have a P.Eng. license transferred between provinces, but not for EIT.

Aftab: Same for APGO. GIT is not transferable. If you are a P.Geo in any province, we confirm you’re a member in good standing, and it’s very quick.

Q 45. *Since I have two years of Canadian technician experience and one-year overseas experience, can I apply for CET under OACETT?*

Barry: Yes, admissions looks at it.

Q 46. *Does PEO assess credentials or does one need another body to assess?*

Pauline: We do our own assessment so there’s no need for other agencies to assess.

Q 47. *OOWA – Where are your events held? How about the other associations?*

Anne: We are a provincial organization; and our office base is in Peterborough with membership across Ontario. We hold regional meetings and local opportunities.

Aftab: APGO has a lot of networking events in five different regions across Ontario.

Pauline: If you are an EIT or P.Eng. member, you belong to a particular chapter, and each has events and presentations. If you’re an EIT, there’s a licensure assistance program to connect you with a mentor in your chapter to guide you through the process.

Barry: OACETT has 28 chapters in Ontario with regular meetings and events.

Brian: OPPI has five districts, each with a team that organizes educational, social and networking events. OPPI has a continuous professional learning requirement so lots of motivation for people to be involved.

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



Harry: OASPI has a major engineering employment event – this April 11th and Sept 14th in the GTA. Go online to register and to see other social and advocacy events we offer. There's opportunity to interact with employers, and we have job search modules to improve networking skills.

Q 48. *How about volunteer opportunities in your organizations?*

Harry: Yes, we don't advertise them, but are happy to accept requests.

Brian: Certainly. We have an office, and all committees are volunteers who are experienced and well connected.

Barry: Yes, volunteers on council and committees.

Aftab: Our council and committees are all volunteers, and we hold regional events as well.

Pauline: Same: we have committees and councils, plus each of our chapters is run by volunteers.

Darya: I volunteered for PEO's Mississauga chapter and produced PEO's newsletter for a number of years.

Pauline: Mississauga has a huge chapter with well-run events.

Darya: It's a great opportunity to find out what field you want to specialize in in Canada, from people who are really dedicated.

Q 49. *Can you tell us about the professional practice exam? What does it test for?*

Pauline: PEO exam (1 ½ hour) has two parts: (1) test knowledge of the professional engineering Act; and (2) Ethics test cases – what you would do in various circumstances, and your requirements as a professional engineer re: customers and employers. Format is essay and short answer questions – none of which is multiple choice.

Aftab: We have a similar exam for geoscientists – 50% on law; and 50% multiple choice questions on ethics. There are 20 multiple-choice questions on the regulations and Acts (in 2.5 hours), and one essay question on geoscience (1 hour).

Barry: OACETT's exam comprises multiple-choice questions on law, practice, and ethics.

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Brian: For planners the three hour, multiple-choice exam is administered by the national professional standards board. Planning legislation is different in every province, so is not covered in the exam. Exam includes: professionalism, ethics, understanding and protecting public interest. You're tested on the professional code of practice based on a national model, your knowledge and how to apply it in different situations.

Q 50. Can one write the exams anywhere?

Brian: They're written twice per year in certain places. If in the Far North, you can arrange for an invigilator.

Aftab: PEO, APGO and all engineering associations have outsourced exams. Now a lot of centres administer them, up to five times per year with flexibility choosing one of three days. In remote locations, you can get it invigilated.

Barry: Our OACETT exam can be done online anytime through external vendors 24/7. An individual proctor watches on a webcam to ensure everything is done properly.

Pauline: Our PEO exams are written three times a year, anywhere in the world. Contact us to arrange it. We also offer three additional times each year in our Toronto office.

Q 51. If my membership lapses, is the P.Eng. still valid?

Aftab: It's good for life.

Pauline: Same for us.

Q 52. Are there similar organizations to OACETT in other provinces?

Barry: We have sister associations in other provinces. We do allow members to transfer in/out. Different provinces have different titles so we'd equate your previous title to its corresponding title here in Ontario.

Q 53. I have over five years experience as a designer. Can I apply for CET?

Brian: Yes.

Q 54. I am a chemical engineer and have applied for P.Eng. Where should I concentrate my attention to look for chemical engineering jobs?

Pauline: I'm a chemical engineer and I don't see much growth in that area right now. The environmental field may be a place to concentrate but the chemical manufacturing industry in Canada and Ontario is not booming right now.

Q 55. Is engineering manager a protected title?

Pauline: If you use the term engineering, that's okay; as long as you don't use engineer manager.

Q 56. Is it possible to apply for more than one P.Eng.?

Pauline: No. P.Eng is not discipline-specific. If you're working in multiple fields, we'll assess you in those.

Aftab: For P.Geos, sometimes you need to practise in more than one province, then you can have a P.Geo in each province you're working in.

Darya: It's the same for PEO. You would need to have more than one P.Eng.

Q 57. I am an industrial engineer. Which association should I apply to for a license?

Pauline: If you have a BA in industrial engineering, apply to PEO.

ENGINEERING AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 58. Does technical-based start-up experience count toward P.Eng. experience requirements?

Pauline: Yes, if it meets the criteria. You need 12 months supervised experience so if you don't have a P.Eng. Supervisor, you need to go to another job to get that.

Q 59. If one is self-employed, could you have someone else in another company supervise you?

Pauline: It does happen. We would look at the relationship to determine who's taking final responsibility for the engineering work.

Q 60. I am qualified as a civil engineer, but my experience is in commercial interior fit outs. Will my experience qualify for a P.Eng. license?

Pauline: We don't license titles: you need to demonstrate you meet the criteria aforementioned.

Q 61. Re international engineers - what can I do if I can't get an opportunity to work in Canada for 12 months, or if I have a job in Canada, but my superior is not a P.Eng.? I have 20+ years of international experience.

Pauline: The requirement for a P.Eng. as a referee is a legal requirement, so must have that. If your supervisor is not a P.Eng., there are ways you can obtain a monitor agreement to have someone outside the company who agrees to supervise your work

TRENDS AND TIPS

- Anne:** There's growth in water and wastewater fields, including increased demand for maintenance of onsite wastewater systems, and in service and maintenance of small-scale waste treatment units.
- Brian:** Re: planning field: there's need for infrastructure renewal and maintenance, especially big building projects and mass transit in Toronto.
- Barry:** In the technology field, the Conference Board of Canada reported over the next few years an increased demand for engineering and applied sciences in infrastructure projects, in municipalities and health & safety.
- Aftab:** Since the end of 2016, the mining industry has been improving. For geoscientists, environmental science is the biggest potential area for jobs in mining, also hydrology and hydrogeology. One indicator is that our membership is gradually increasing. Another solid indicator is last year many people moved from non-practising to practising status.
- Anne:** Industry associations are a great place to network. You don't have to be actively employed. Many associations look for volunteers to sit on committees, etc. They're a great way to get involved and meet people in your field, with potential for jobs once they get to know you.
- Harry:** Don't expect to find a job right away: it might happen, but the point is to network and talk to people.
- Darya:** Volunteering is a great opportunity to find out what field you want to specialize in in Canada, from people who are really dedicated.

FINANCE & ACCOUNTING

Facilitator:

Heather Turnbull

President, *Turnbull Consulting Group*,
Managing Partner, *Lanaverde Inc.*

MORNING SECTOR HUB PRESENTATIONS

REGULATORY, ACCREDITATION AND ACADEMIC BODIES

PANEL MEMBERS

Christina Ashmore

Managing Director,
Institute Financial Services Education

Trevor Buttrum

Manager Career Connections,
Insurance Institute of Canada

Sashya D'Souza

VP Talent Initiatives,
Toronto Financial Services Alliance

Carmen Jacques

Recruitment Manager,
Chartered Professional Accountants of Ontario

Kimberley Ney

VP Communications,
Financial Planning Standards Council

Aubrae Wilson

Program Director,
University of Toronto, School of Continuing Studies

FINANCE & ACCOUNTING

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



FINANCE & ACCOUNTING Morning Sector Hub Panel

(L-R) : Facilitator, Heather Turnbull | *Turnbull Consulting Group* (standing); Christina Ashmore | *Institute Financial Services Education*; Trevor Buttrum | *Insurance Institute of Canada*; Sashya D'Souza | *Toronto Financial Services Alliance*; Carmen Jacques | *Chartered Professional Accountants of Ontario*; Kimberley Ney | *Financial Planning Standards Council*; and Aubrae Wilson | *University of Toronto; School of Continuing Studies*

FINANCE & ACCOUNTING | PANEL INTRODUCTIONS

- Christina:** *IFSE* is the educational arm of *The Investment Funds Institute of Canada (IFIC)*. We provide courses in financial services, your first stop for licensing and certification. In addition there is career advice on the website and job postings.
- Trevor:** The *Insurance Institute of Canada* views insurance as a rewarding career option for financial professionals. There are 25,000 insurance agents eligible to retire in the next few years: this creates opportunities for people with diverse backgrounds who can leverage their experiences.
- Sashya:** I've worked with government, education and industry, collaborating on multi-stakeholder initiatives. Focus at *Toronto Financial Services Alliance (TFSA)* is on building the pool of employment-ready talent for the financial sector.
- Carmen:** I've been in your shoes and worked around the world before landing here. Achieving your goals usually involves professional certification at some point. The *Chartered Professional Accountants of Ontario (CPAO)* protects the public with standards that are regulated.
- Kimberley:** In Canada, anyone can call himself or herself a financial planner, except Quebec. *The Financial Planning Standards Council's* purpose is certifying people as financial planners, dealing with all aspects of financial planning, investments, insurance, taxes, estate planning etc. Working on a holistic view of their client's finances, many have CFP however there are many cross designations. A CFP works with individual people, not just doing mortgage calculations. They work on what your future may look like, so that you can have the life you want.
- Aubrae:** As a newcomer it was hard (for me) to get in the door, even coming from the US. Continuing professional education is valuable and courses at the *University of Toronto* offer many options, including location and range from one class to a whole course.

FINANCE & ACCOUNTING

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

QUESTION AND ANSWER SESSION

Q 1. *How can I get my foot in the door?*

- Aubrae:** Use *LinkedIn* to reach out to professionals, and to have a conversation about where your skills fit. Practise your skills and networking to get your foot in the door.
- Sashya:** Temp agency work can lead to a permanent position.
- Carmen:** Networking, including friends, family and neighbours. Use these connections to be mutually beneficial, use this IEP conference to network.
- Kimberley:** Writing a good résumé is critical, key word searches are used for all positions; work with someone who knows how to leverage key words. Then do your homework and research the company before you walk in the door. They look at how much care you take in the application. Find out what is important to the organization and what you can bring to solve or help with this.
- Trevor:** Think about who you are first, understand how you fit into the Canadian market and suddenly you are valuable with your skills and experience. Then your employer will support your certification journey.



FINANCE & ACCOUNTING

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 2. What is workplace culture? How do you find out about the culture before you go to an interview?

- Heather:** Deloitte, for example, has a whole page on their website about their corporate culture, called Life at Deloitte.
- Kimberley:** They vary; some are formal and structured, and some are small and family oriented or flat structured with lots of independence required. Figure out how you need to work, and then find opportunities where you will do your best and be comfortable in your workplace.
- Christina:** The industry hires a lot of new immigrants and they look at how new hires fit. They must move objectives along and must select people that can work together, so teamwork and collaboration is key. Advice from father, "You don't have to like everybody, but you must be able to work with everybody." You must be able to focus your efforts on what the team is working to achieve.

Q 3. What are the more entrepreneurial paths available to financial professionals?

- Sashya:** Many opportunities in fin techs: industry will buy you up eventually. Even large banks are creating digital divisions that are being set up at arm's length.
- Christina:** You are building your own book of business. Most of the individuals view themselves as building their own client base within a larger organization.
- Carmen:** Accounting, investing and insurance work well for entrepreneurs.

Q 4. Can you comment on the Mentoring process?

- Carmen:** Mentoring is a mandatory component of your CPA certification. Not just technical testing and employer reporting. Mentorship provides a well-rounded experience and support, to help you work on networking, communication skills, leadership skills, etc. You will be connected with a mentor and the experience is so beneficial.
- Heather:** Mentorship shows the value of asking good questions and being persistent. Suggests that the IEPs select a successful businessperson in your area, even possibly in another field. Have your questions in advance of the meeting.

Q 5. How important is Volunteerism?

- Christina:** CFPs must do continuing education and give back to the community. Volunteerism is amazing, employers know you have the technical skills: they need to see how have you helped your community grow. Go with your passion and creativity.
- Sashya:** Volunteering is a purposeful way to network. The banks are huge into events that you can volunteer to help at.
- Carmen:** Grab the opportunity to volunteer to learn about workplace culture and practise teamwork. Collect references from your volunteer experience, if you have done a good job, and add it to your résumé.

FINANCE & ACCOUNTING

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 6. What are some suggestions for accessing the 'hidden' job market?

- Trevor:** Have a way to put your skills in front of leaders before an opportunity exists. Purposeful networking or reaching out on *LinkedIn* is important. Do your research first and identify what you are looking for. Then you can leverage contact with a parent in your kid's playground, for example, or sitting having your hair cut.
- Sashya:** Have your 90 second elevator speech ready. There is a short attention span here in Canada. I actually hired someone quickly through networking for a new position.
- Heather:** Place your value proposition and that type of work or opportunities you're seeking on the back of your business card.
- Christina:** Look at www.ifse.ca, www.ific.ca - these are good for investment dealers.
- Sashya:** Meetup and Event Nights, are great opportunities for local networking.
- Trevor:** <http://www1.careerconnection.info> has a quiz that helps you figure out where you might fit. Also features career and industry tips.



FINANCE & ACCOUNTING

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

TRENDS AND TIPS

Christina

- Technology, especially robo-advisors marketing directly to the public. Will they replace traditional financial advisors? Most people still want to deal with real people who can also use the technology to their advantage and then communicate the results with clients.
- Independent firms are consolidating into larger organizations, creating more jobs in compliance (following the rules).

Tip: Develop language skills, both English and French; working on your soft skills will make you successful.

Trevor:

- Growth in fields such as risk management and business continuity.
- New insurance fields are emerging with the growth of the sharing economy, and we need insurance more than ever in new fields such as in credit card fraud, impact of climate change on business, etc..

Tip: Be your authentic self: be clear about what skills and experience you bring to the table.

Sashya:

- These are exciting times, in technology and transitions, innovation and data collection. In searching for talent they are tracking general aptitude, technology skills and business skills such as storytelling, project management etc. We are now competing for talent with the technology sector that also searches for these skills, experience and background.
- Workforce planning looks for skills rather than jobs needing to be filled. We do not know what jobs will be there in five years and we want talented skilled people that can move around to different positions as necessary.

Tip: Perfect your elevator speech; and build your brand.

Carmen:

- Nine out of ten positions require a designation. The good part is you can often work toward the designation with employer support. The future is bright and positive: do your own research and figure out where you fit in.

Tip: Be persistent, proactive, think positively; ask yourself what your goals are, and then determine how to get there.

Kimberley:

- There is an influx of regulations coming. CFP is the highest level of certification and most companies are promoting and certifying their current employees. It requires commitment to achieve this certification and the standard must be maintained.
- You can work for banks, investment and insurance companies or even hang out your own shingle. This is serious, you must make a commitment to get this certification, and the benefit is that you can make good money.

Tip: Soft skills are the most important in this industry: the calculations are done with new technology. Thank you for choosing Canada, there are wonderful things about fresh starts.

Aubrae:

- Greater IT and increased cyber security requirements are allowing more training options, creating flexibility in study options, locations.

Tip: Figure out what you want to do and select the courses from there. Networking in class is valuable: Instructors work in industry in different sectors and can provide insight into what employers are looking for. Your new goal of getting working can happen in many ways.

HEALTHCARE AND RELATED PROFESSIONS

Facilitator:

Joyce Kaplan
Kaplan Coaching

MORNING SECTOR HUB PRESENTATIONS
REGULATORY, ACCREDITATION AND ACADEMIC BODIES

PANEL MEMBERS

Caroline Morris

Director of Professional Practice,
College of Medical Radiation Technologists of Ontario (CMRTO)

Irina Edilova

IEHP Advisor, *HealthForceOntario Marketing and Recruitment Agency*

Dr. Danny Li

Director of Research and Clinical,
Traditional Chinese Medicine (TCM) Program, *Humber College*;
President,
*Association of Traditional Chinese Medicine Practitioners and
Acupuncturists of Ontario (ATCMPAO)*

Beatrice Traub-Werner

Dean, Applied Learning and Continuing Education,
Adler Graduate Professional School

Dr. Nick De Groot

Dean,
Canadian College of Naturopathic Medicine (CCNM)

Florent Villeneuve

Director of Admissions,
Sutherland-Chan School (Massage)

HEALTHCARE AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



HEALTHCARE Morning Sector Hub Panel

(L-R) : Caroline Morris | College of Medical Radiation Technologists of Ontario - CMRTO (standing); Facilitator, Joyce Kaplan | Kaplan Coaching; Irina Edilova | HealthForceOntario; Dr. Danny Li | TCM Program Humber College/ATCMPAO; Beatrice Traub-Werner | Adler Graduate Professional School; Dr. Nick De Groot | Canadian College of Naturopathic Medicine - CCNM; and Florent Villeneuve | Sutherland-Chan School

HEALTHCARE | PANEL INTRODUCTIONS

- Caroline:** I am originally from South Africa and have been in Canada for 20 years. My training was in South Africa—got employed when I came here. Now involved in the regulation of technologists in Canada at [CMRTO](#).
- Irina:** I have been at this organization (known as [HFO](#)) for 6 years as an advisor. I work with IEPs and regulated professions including doctors, nurses and midwives. I encourage you to connect with us. The Ontario government funds us and our services are free. We help IEPs navigate the system in terms of licensing and for alternative careers.
- Danny:** President of [ATCMPAO](#). Traditional Chinese Medicine is my field and is a newly regulated profession which now requires a license for practice (including acupuncture). We have several thousand members, of which most are internationally educated. There was no training program until last year—it's now at [Humber College](#) and is our official program. Now I am developing the clinical service program and research. Newness offers opportunity.
- Beatrice:** She emigrated from Argentina in 1970 and worked in mental health, social work and education; also completed graduate work in Toronto and served as president of [OAPSW \(Ontario Association of Professional Social Workers\)](#). Adler is permitted to issue graduate degrees because it has coaching certified by ICF.
- Nick:** Originally from South Africa. Dean, [Canadian College of Naturopathic Medicine](#). You heard from a Naturopathic Doctor this morning. There are two streams—4 years; 2-year bridge for people with medical degree from a recognized university. Integrates medical concepts with naturopathic training. We take 18-20 students a year in the IEP program from specialities and generalists. It's the integration of the complementary with the conventional.
- Florent:** The [Sutherland-Chan School](#) (Massage) has existed for 40 years, producing 3,000 grads since 1979. As a profession, it has changed: in 1994 it became part of the regulated health professions in Ontario - that was a hallmark. If you study in Ontario, you can set yourself up anywhere in Canada. We offer programs that are two years—standard anatomy and skills; and also a program for those who have trained in other professions, which complements alternative therapies. Many IEPs find it a nice career as it fits with their life style, plus you can establish your own business.

HEALTHCARE AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • **REGULATORY, ACCREDITATION AND ACADEMIC BODIES**



An overview of the regulatory environment | A visual presentation by Caroline Morris

What you need to do to practise in regulated professions in Ontario.

This is high-level regulation, and our professions are self regulated; this is a framework for those regulated professions.
(Slides were to be made available to participants)

What is regulation? It's oversight from government to protect the public.

It also sets standards to enter, ensures continuing competence, develops standards of practice and provides a method for patients to officially complain about a professional in that field.

Types of regulation—model in Ontario is self-regulation (1 of 3 models).

It is granted—professionals regulate their own practice.

This means that they regulate their members in the public interest.

Authority is delegated to them by a piece of legislation—the law.

So they also regulate on behalf of the government, which gives us objectives to achieve.

The framework came into place in 1991.

Health Regulatory Colleges—this is not the type of college that does educating.

Twenty-five professions are included in the *Regulated Health Professions Act*.

Our objectives include defining the practice requirements to enter the profession.

We have a Register of people who can practice, as well as programs to make sure professionals become competent.

If you are in one of these professions noted here, you must connect with the regulator of your profession.

Contact the college to provide these requirements as well as information on bridging programs.

Ontario College of Social Work and Social Services are not part of the health care professions; they have their own Act.

HEALTHCARE AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

QUESTION AND ANSWER SESSION

Q 1. Are social work and mental health workers under the same body?

Beatrice: Mental health as a profession does not exist. What exists is the *College of Psychotherapy*. You can also be mental health practitioner—it's non-regulated. You would need bridge training so you have an orientation to how mental health is done in Canada and Ontario. Entry-level jobs are in case management. Some of my students were psychologists in previous careers; those jobs appeal to people interested in mental health.

Q 2. What is involved in Licensing to Practice in Ontario?

Irina: You must do specialty exams and you may need specialty training, assessments and then some practice in the province. This applies to doctors and nurses. Physicians need a license and must take *Medical Council of Canada exams*.

This is how fully trained doctors become qualified:

- You need to do a residency in Canada (they are government funded)
- There are more applicants than are accepted—not enough places to do residency
- Practice is another way to get residency requirements
- Only 25 % of IEP physicians that we see at HFO get into medicine
- 75% go into related professions
- You need to find something that is satisfactory
- It will be different depending on the profession and what your background is, but HFO can help you
- We have sessions on all the professions, and help on how to prepare for the exams
- We are connected to the regulatory bodies that are listed in Caroline's presentation, and keep updated on changes taking place in sessions, etc.

Q 3. If you think you have the skills from your home country, how do you know what to do?

Some colleges have assessments about what learning you have done. Naturopath has an assessment to go through: it is rigorous and there are fees that go with it. You must ask the colleges what their assessment process is.

Q 4. Can you talk about a bridging program?

No, it's best for you to check out the college to discover what bridging programs they offer.

Q 5. What job options are there for working without designations or licensing?

Where could you take skills to work without needing regulation?

- In massage therapy and body therapy there are non-regulated practices
- For example, in alternative treatment like aroma therapy
- Need to be a member of those associations to get a permit to have a business
- Reflexology and Tai massage are two other examples; if you choose to pursue massage, these therapies would be beneficial

Q 6. How do you get a business license?

From the *City of Toronto*, but municipalities regulate the permits to run a business. If a massage therapist works from home, however, there might be restrictions on having a business operating in your home.

HEALTHCARE AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 7. What are more ideas about positions/professions that are unregulated?

Beatrice: Vocational rehabilitation is a profession.
 There is no vocational rehabilitation school; some online courses.
 Vocational rehabilitation works in the juncture between moving people back to work after injury... It focuses on the psychological and physical adjustments someone needs to make and what kind of work an individual can do with currently limitations.
 It is hard to find qualified professionals for this type of work.
 Provincial legislation tells you what you must do to get back to work.
Veterans Canada—requires a VRA designation to work in Vocational Rehabilitation.
 Companies that provide services for veterans are looking for people to do vocational rehabilitation.
 Insurance companies use these services to determine long-term disability; they work with those people.

Irina: We talk to people about what they need in the short and long term. In the short term, if you just need income, you might want a quick fix. In that case, you might consider the job of a clinical assistant—no education required, and not well paying.
 If in the longer term, you are interested in professions like cardio technologist or paramedics, you still need a longer plan and one that moves you toward a sustainable long-term career.
Seneca College is funding a new, short clinical research program, suitable if you want to go the route of clinical assistant in the short term. It all depends on what your goals are: everyone's steps will vary.

Q 8. Are there alternative careers for radiologists?

They are physicians.
 Two alternatives would be paramedic or sonography (or ultrasound procedures) radiology—an ultra sonographer, for which an X-Ray background would be relevant.
 Consult *Sonography Canada* to complete their accredited program.
 There is one program in Ontario, at the *Michener Institute* in Toronto.
 Do the exams; sonography is not regulated in Ontario, but is being investigated to determine if they'll regulate it.

Q 9. Is it easier from one province to another to get licensed?

Caroline: We have an agreement in Ontario with other provinces. People should be able to move across the country. It is mixed as to whether it is regulated. Those that are regulated—there is direct labour mobility, and no assessment is needed again. With initial assessment the process is standardized, and applies to unregulated provinces.

In Massage, an unregulated province will accept you from regulated provinces. When you transfer to a regulated province, you take a jurisprudence exam. You join an association that represents massage. You might need to provide them with a police check. There is (career) mobility in massage therapy.

Medical licences—some provinces are desperate: Newfoundland & Labrador, Saskatchewan and Manitoba are very short of physicians. Every province does its own thing in both education and health care. It is not federally managed. In Saskatchewan, you can become a practising physician. In Newfoundland, you need your exams and find a physician who will let you work under them.

HEALTHCARE AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



Licensing in Other provinces

Licensing in provinces—Doctors and CPSM (Certified Professionals in Supply Management) must pass the board exam to become a member of the College of Physicians and Surgeons. You need to finish residency in Ontario, as well as meet requirements for licensure (including language proficiency). If you pass the board exam the full license lets you practice anywhere.

Q 10. Can you clarify regulated vs. unregulated?

“Non-regulated professions” means:

Those not listed in the slide presentation are regulated—all have requirements. In absence of requirements, employers drive what the requirements are for a particular position—like sonography.

Employers will want them to have an exam.

Clinical research program; complete the program; then look for a job and get it.

Physician Assistant—take the two-year program at *U of T* or *McMaster University*. It is not regulated. You just have to pass the exam and become a member of the professional association.

Nursing Alternatives—an alternative would be to get a license as a PSW. But in Ontario you have to train for PSW and know what you are doing.

If you want to go the route of working as a healthcare professional, you will still have to prove that you have the training required for the specific profession. As a massage therapist, for example, you can't do chiropractic adjustment. Massage therapy would have a problem if this occurred.

HEALTHCARE AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 11. How do we find work, get connected with employers involved in Traditional Chinese Medicine?

Danny: Government gave funding for TCM – check out the *Humber College* website. We now have a three-year program—it is a condensed version of the four years.

The college will make connection with hospitals. It is not integrated in the healthcare system.

Some acupuncture clinics are in hospitals but it is not part of the hospital system.

Our training is designed to make sure our students can work in multi disciplinary practices.

About getting jobs:

Can't answer that, but licensed practitioners get jobs easily. In the past, doctors wanted to integrate this TCM service into their practices. They look for licensed practitioners to help them. We get these kinds of requests from doctors, and we refer students.

Beatrice: About networking:

In other cultures, networking may not be normal, so it isn't easy. But it is the only way. You have to ask for informational interviews—to establish relationships that you can come back to. Those short interviews can link you to other people.

Nick: Naturopathic Medicine:

Getting a job depends on the people you know. Our profession can alleviate suffering and we give people the tools to do so. After the program, people form partnerships with colleagues, physicians and chiropractors.

We have a pilot naturopathic clinic in Brampton. You will start your own practice with partners. Medicine is the gatekeeper to healthcare. Offer complementary service through partnerships with medicine. We now have training in oncology, sports medicine, and paediatrics. The model is changing, and more care is needed.

Massage jobs—also include clinic team member; receptionist; assisting with parts of a clinic. To pick up jobs, some will work at a clinic after school; this is an opportunity that can lead to work after graduation. Also, volunteering can help. Someone volunteered to moderate a hockey game, and that led to broadcasting.

Irina: Job hunting:

80% of all jobs are found through networking. If you only go online and register and reply with your CV, you will be left behind. You must connect with people.

Q 12. How can you connect with people for networking?

- If you have kids at school, participate in school life; connect with parents; get talking with people you meet.
- Go online and volunteer in a hospital in a formal program. Offer four hours a week—this gives you access to other people.
- Don't be afraid of having an accent, as this shouldn't be a barrier. Connecting with others helps you improve your English language and communication skills.
- Use *LinkedIn*.
- Be positive. Connect with people who are successful and happy.
- Make connections through social activities, hobbies, and religious affiliations.

HEALTHCARE AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Caroline:
Radiology

You have lots of experience and skills and knowledge - you are like typical new graduates. The trick is being adaptable: take stock of your skills—determine where your strengths are, and build on those to find opportunities.

Look at opportunity and think outside the box: would I end up where I am? I started by doing x-rays...then I became a manager in a department. I took steps, and prepared myself along the way.

I talked to someone at a dog park.

Be clear about who you are, what you can offer, and what you are looking for.

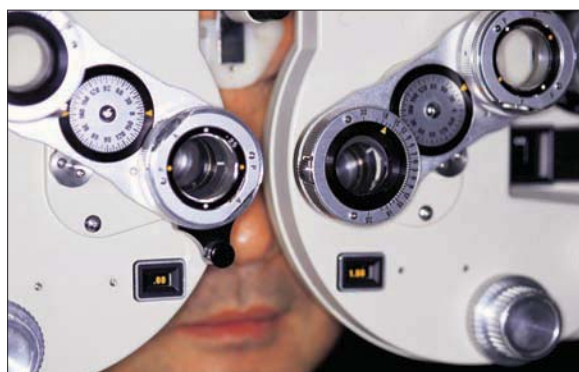
People will help you. But you need to be clear about what you want, and have the ability to tell people.

Skill sets - you have transferrable skills beyond your résumé

- You need to pull those out when you are in transition
- Unpack what you have
- Listening, analytical skills are important

Information Interviews

- Use connections to find someone who is doing something you are interested in doing; ask them for 20 minutes of their time.
- Don't make them feel that you are asking for a job.
- Leave with the name of someone else to talk to.
- Do you know other people in that area? Can I use your name? Keep the ball rolling.



HEALTHCARE AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 13. *Given the economic outlook, what are the growing areas in health care, for retraining, businesses, etc.?*

Massage:

This is growing; more people are using massage therapy and now more than 70% of physicians recommend it. Public use has increased 20-25% and this is growing. There is a broad range of users—particularly as we age. People keep seeking it. Clients come back to you; this makes it possible to build a business.

Naturopathy:

People have to be creative and entrepreneurial to address the overloaded healthcare system. There is public interest in paying for services in naturopathy. People are looking for different types of care. Some services (most on this list) are covered by insurance.

Beatrice:

Social Work

Seniors are going to require services. Now PWS work is an entry-level position. There is work here that gets you into agencies. To work for *The March of Dimes*, you need grade 12 and you can direct programs in their agency.

A civil society is organized into agencies that deliver services. The government will pay for registered psychotherapists supported by evidence-based science. I think this will come.

“Community Matters” is a program that works with IEPs with backgrounds in psychology. It assists them to find alternative careers, to develop résumés. Your identity is wrapped up in who you were: this will help you find who you are.

Danny:

Traditional Chinese Medicine (TCM):

It has been regulated for only three years and many practices are now full. There is public trust. Our association has 3,000 members—and half of them are from Western medicine.

Irina:

HFO

We still need physicians, as there aren’t enough in certain provinces. There is a need in nursing, too. There was a program for nurses at York. Now there are more programs for addressing the gaps in competencies. Nursing leads to management, researching.

The Nurse Practitioner position is like a general practitioner in your country. They are doing what family doctors are doing now.

Caroline:

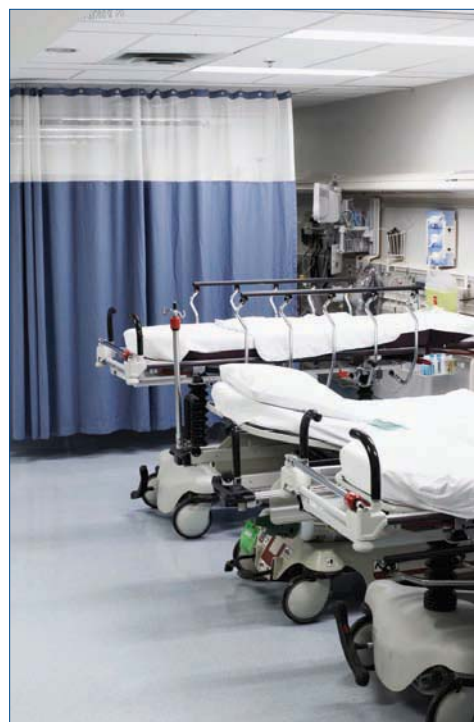
Radiology

Healthcare is changing in Ontario, especially finding cheaper ways to do things. Pharmacists are doing prescriptions. Nurse practitioners are out there. RNs switching to Registered Practical Nursing: watch what is happening.



HEALTHCARE AND RELATED PROFESSIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



TRENDS AND TIPS

Joyce: Believe in yourself.

Caroline: Don't lose heart: it takes about five years to be happy with where you are.
Use the resources that are there.

Irina: Life is not about medicine; it is about being happy, being the best, and believing in yourself.

Danny and Beatrice: Keep open minded.

Nick: Discover ways to get you out into the community. Know you are talented; you have things to offer.

Florent: Change is the constant. You got here, and have already proven you can reach a goal.



INFORMATION TECHNOLOGY

Facilitator:

Maureen Ford

Program Manager, Talent Innovation
Information and Communications
Technology Council (ICTC)

MORNING SECTOR HUB PRESENTATIONS

REGULATORY, ACCREDITATION AND ACADEMIC BODIES

PANEL MEMBERS

Albert Danison

Chair, School of Computer Technology,
George Brown College

Amin Panjwani, PMP, CSM

Founding Partner,
Execute Strategy, Inc.

Mannan Mohammed,

CSP, Cert. APM, PMI-ACP, SCT, PMP, P.Eng.
Project Management Division,
Can-Consult Services Inc.

Kevin Kamal

Senior Manager, Client Relations,
World Education Services (WES)

Denis Gravelle, BA, MEd

Chair, Faculty of Continuing Education and Training,
Seneca College

Carl Oliver

Director, School of Applied Technology,
Humber College

Wadih Zaatar

Area Manager Corporate Affairs,
Cisco Systems

INFORMATION TECHNOLOGY

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



INFORMATION TECHNOLOGY Morning Sector Hub Panel

(L-R) : Facilitator, Maureen Ford | *Talent Innovation ICTC* (standing); Albert Danison | *George Brown College*; Amin Panjwani | *Execute Strategy Inc.*; Mannan Mohammed | *Can-Consult Services Inc.*; Denis Gravelle | *Seneca College*; Kevin Kamal | *World Education Services - WES*; Carl Oliver | *Humber College*; and Wadih Zaatar | *Cisco Systems*

INFORMATION TECHNOLOGY | PANEL INTRODUCTIONS

- Albert:** Chair, *School of Computer Technology - George Brown College*; networking, wireless, game development; want to believe they're the best in GTA.
- Amin:** Founding partner of *Execute Strategy Inc.* concentrates on retail, financial services and agile and scrum implementation. *Scotiabank* online digital platform: interested in networking with potential applicants.
- Mannan:** Consulting services provider with *Can-Consult Services Inc.*
- Denis:** Chair, *Faculty of Continuing Education and Training - Seneca College* coordinates corporate projects; *Tableau* and *Oracle* authorized training centre.
- Kevin:** With *World Education Services (WES)*, determines authenticity of foreign credentials and Canadian equivalents. Noted he was at the very first IEP conference years ago.
- Carl:** Director, *School of Applied Technology - Humber College*. The College offers a wide range of credentials to community and industry, of which IT Infrastructure is most relevant. Helps students to adapt to new technology and Canadian workplace.
- Wadih:** Runs *Cisco Academy*. Someone from outside with *Cisco* credentials gets a transferable "in".

INFORMATION TECHNOLOGY

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

QUESTION AND ANSWER SESSION

Q 1. How can IEPs get their credentials recognized in Canada?

Kevin: WES is not the only service in Canada. The others are good and we are excellent. Process depends on whether applicants are in regulated professions. Approach regulator first. If non-regulated, approach WES, apply on line, bring academic transcripts. 191 countries' educational institutions are covered. Copies of transcripts need to come from institution directly to WES. We authenticate first. Second, look at equivalency in Canada. Do your homework before using any service including WES. Evaluate once for all and get credential for equivalency. After credentials, need to get recognition from post-secondary institutions in Canada. www.WES.org/ca

Q 2. Do certifications matter?

Denis: EQ before IQ. *ICTC* has excellent resources. Include certifications on your *LinkedIn* profile.

Carl: Usually know in retrospect. Certifications do matter. No Canadian experience usually means employer has no reason to believe applicant has skills. Certifications are one way to convince employers of skills.

Wadih: Asks audience how many had jobs. (Almost none.) How many are looking for a job? (Almost all.) Came 8 years ago myself. 10 or 15 seconds is the most recruiters spend on each application. Look for keywords, certifications included. Highlight them with your soft skills.

Mannan: A hiring manager looks at certifications; some certifications verify other skills such as law and ethics.

Albert: Certification means that you went the extra mile, took initiative.

Q 3. What is the role networking and connecting play in securing employment?

Amin: Challenge is the courage to approach people in new environments; my parents faced this. Last year at the *IEP Conference* two individuals approached me and came on board and were part-time interns: today, one is a business analyst at *Enbridge* and another at *Mortgage Alliance*—it is a two-way street.

Carl: You won't get "yes" if you don't ask.

Wadih: Social media, *LinkedIn* is an excellent connectivity tool; when you're scouting and looking for jobs, see if you have a first or second connection, and if they can put your CV on the HR desk; generic approach not as effective.

Denis: Answering questions real time on *LinkedIn*. Go to *TRIEC* booth; results from mentoring partnership - ¾ participating got job in field in 1 year.

Q 4. Due to illness, I have a 6-year gap in IT. What do I do about that?

Albert: See where you want to be; starting at ground zero; try to get current certification in something like cloud computing, big data, mobile.

Amin: Technology teaches you different way of thinking; can be transferred to other settings; a lot of IT people make good project managers and business analysts.

Mannan: My hairdresser for 16 years got a job as project coordinator; proves that skills are transferrable.

Maureen: In our program at *ICTC*, women who have been at home for 6 years, can start at marketplace.

INFORMATION TECHNOLOGY

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



- Wadih:** Effectively certifications expire after 18 months; wherever there is a gap in a résumé which is unjustified, there's increased scrutiny; useful strategy is to treat as a career shift: get recertified; pursue Continuing Education to get up to date.
- Amin:** *ICTC*; lots of government bodies have programs for immigrants as long as they are not citizens; associations; invest time in volunteering.
- Albert:** When you are volunteering you are networking.
- Carl:** Be a mentee and volunteer; seek out part-time opportunities.

Q 5. Where are there places to volunteer? And is volunteering as effective as professional organizations?

- Wadih:** Anywhere; worked at *Red Cross* during Syrian Crisis and met CEO, students, a full range; you can be you at your best (in those situations).
- Amin:** Some employers do unpaid internships, or are subsidized by government programs. Exploration interview can be used to pitch at end, bring résumé; be wise about not giving services for free; set a time limit.
- Carl:** People are going to say "no"; just keep asking.

INFORMATION TECHNOLOGY

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Mannan: Did meet up session a couple of days ago; *Toastmasters* excellent for immigrants.

Denis: Make sure your résumé has a volunteer section.

Kevin: Canada has a lot of settlement agencies; lots have co-op placements; can be relevant to occupation in terms of skills; any mode or any fashion; *Yorkdale Adult School* has been offering placements for 20 years.

Q 6. What about the IOT (Internet of things) and related courses?

Wadih: Devices interconnected; smart appliances, cell phone, new jobs coming in.

Denis: 5,000 IT related companies in York Region. Big Companies are the focus for most applicants. Need to look at entrepreneurship, colleges.

Q 7. Companies seem to need 'supermen' with all sorts of specialized skills. How do you respond to that?

Carl: Tell them you can acquire skills; show them how you know you can do that. Don't say you have skills you don't have.

Albert: If you have 50% of skills in job posting go for it; be assertive.

Mannan: Very important if you have some skills; show how you're working to acquire other skills; keep current. In Canada, the job market like the ocean: if you stop, you sink.

Wadih: Have no grammatical errors in résumé or cover letter.

Maureen: Get someone to read over application materials; attention to detail is detective part of IT professional toolkit. When you're in interview, ask about next steps and try to firm up. Figure out naming convention for organizational email and send follow-up thank you message.

Amin: Be careful with follow-ups; don't keep asking for status updates.

Q 8. I was an Instructor at a university/college in my home country but here they want industry experience. What's your advice on acquiring that?

Albert: Some don't care if you haven't taught in Canada; students demand instructors here who have current knowledge. If you know *Hadoop*, big data, not so much *MS* you can teach here. Know *Java*, *JS Angular*? You can go to colleges; need for *Cisco* accredited networking academy instructors in Canada - will get interviews.

Kevin: Immigrants have high aspirations for post secondary positions. Investigate settlement agencies, career colleges; some reputable, some not to build teaching experience and then move to community college, university.

Carl: If one place says no because of lack of industry experience, try another.

Maureen: Told that no Canadian experience is a problem? Don't consider that a dead end; when you get that feedback question at interviews, ask why you were invited in for the interview in the first place.



INFORMATION TECHNOLOGY

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 9. *I was a Project manager back home but I see jobs here that need coding. Comments?*

- Amin:** Ontario has the highest number of PMPs in the world; focus on core skills, project masters, scrum masters, agile masters.
- Carl:** Upgrade skills in IT Infrastructure, *Dot net*, 1 semester long tech and wrap. Tophundredprojects.ca is list of all the companies with government money for tuition and other support.
- Wadih:** Between now and 2019 at least 125k new jobs in IT in Canada; unemployment in ICT in Canada 5% lower than average; 2.4% unemployment according to recent stats; women 20 to 25%, so room to grow; important thing is skill matching, alignment requirements.

Q 10. *How do I regain confidence? Tried now for 1.5 years and the gap is growing.*

- Wadih:** Get fresh eyes through mentorship.
- Carl:** Change what you're doing.
- Denis:** One thing for sure, this country cares.
- Albert:** Had an exploration interview with security program applicant who applied elsewhere and didn't get offer; don't care about gap as much as contextual performance; look at networking in company; what's makes you and next person help company grow.
- Mannan:** Research blue chip companies for opportunities; get credentials in line or start recertifying; learn the language of employers' needs and how to 'fit' in their organization.

TRENDS AND TIPS

- Kevin:** Focus on how to handle the first job; hope it's relevant to field; don't dwell entirely on task performance.
- Wadih:** Manage expectations. Canada's one of the best places to immigrate to: people are kind and helpful, a fantastic population. Learn about the environment and its differences. You have pulled yourself out of a social comfort zone - never give up!
- Albert:** Adaptability is key as humans don't like change. IT people are often introverts – tough to express what you know, but need to start the discussion. I expanded my usual sports interests beyond soccer and went to films, cultural events. Do not stick with home community: nobody cared about me being a prof back home. I fixed website at church and wouldn't accept payment, after having faxed 200+ résumés and getting depressed. Church community had CIO at company and I started a job in 2 weeks.
- Amin:** Show how what you do fits company need; opportunity to explore new areas; setbacks are an opportunity. When laid off I became entrepreneur; when you get the job offer there is always opportunity to negotiate - don't be scared; maybe they'll say no, but it's not always about money.
- Maureen:** Take job offers home and consider them carefully.
- Denis:** The body of knowledge is a big circle, and what you know is a sliver. You don't know what you don't know; finding out what you don't know is your job. We value how you learn.
- Carl:** Who you are now, matters: all the upgrades are to help you to market yourself.
- Mannan:** We're offering *Scrum Masters* and *6 Sigma Fundamentals* free of charge.

SALES MARKETING & COMMUNICATIONS

Facilitator

Wendy Woods, MBA
Founder & Principal,
Watershed Training Solutions

MORNING SECTOR HUB PRESENTATIONS
REGULATORY, ACCREDITATION AND ACADEMIC BODIES

PANEL MEMBERS

William H. Smalley, MBA, CSP
President, Route Five International Inc. (RFI)

Nina Nie, MBA
Career Consultant, Store4Health

Dr. Horatio Morgan
Associate Professor of Global Management,
Ted Rogers School of Management, Ryerson University

Sophie Turner
Principal, Brazen & Co.

Liz Oke
Partner, Trust Marketing,
University of Toronto School of Continuing Studies

Oktay Kesebi
Director of Strategic Marketing and Communications,
University of Toronto School of Continuing Studies

SALES, MARKETING & COMMUNICATIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



SALES, MARKETING & COMMUNICATIONS Morning Sector Hub Panel

(L-R) : Facilitator, Wendy Woods | Watershed Training Solutions (standing); William H. Smalley | Route Five International Inc.; Nina Nie | Store4Health; Dr. Horatio Morgan | Ted Rogers School of Management - Ryerson University; Sophie Turner | Brazen & Co.; Liz Oke | University of Toronto School of Continuing Studies; and Oktay Kesebi | University of Toronto School of Continuing Studies

SALES, MARKETING & COMMUNICATIONS | PANEL INTRODUCTIONS

- William:** Consultant, trainer, key note speaker; specialty is business development to help businesses grow.
- Nina:** Helps especially immigrants take an enterprising approach to find a job you love.
- Horatio:** Associate Professor, *Ryerson*; originally from Jamaica; social impact research.
- Sophie:** Branding and communications consulting and coaching; career transitioning.
- Liz:** Second generation Canadian, my background is Polish and North European; Instructor, *School of Continuing Studies*; Foundations of Digital Marketing program; helps organizations to transition into digital marketing and to implement.
- Oktay:** Director of Marketing at *University of Toronto School of Continuing Studies*, of Turkish and Bosnian background. We all are marketers and to understand the audience equals true marketing.

SALES, MARKETING & COMMUNICATIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

QUESTION AND ANSWER SESSION

Q 1. What courses do you recommend for Sales, Marketing and Communications?

- Okta:** Look at it philosophically: what courses can you take to make yourself more marketable? Take courses that complement your skill set, e.g. Project Management. One designation is often not enough; another degree is not necessary.
- Liz:** Digital courses in Social Media, SEO and SEM; the certificate can be completed in 1 to 3 semesters through U of T, Ryerson and George Brown.
- William:** I recommend Leadership Essentials certificate; you need six courses and 20 are available at U of T School of Continuing Studies; look at CPSA.com: Canadian Professional Sales Association for certified sales professionals, only one in North America, in high regard; companies are looking for leadership skills and functional skills.

Q. 2 What are some of the trends?

- Okta:** Professional development and certification in Project Management, Business Analysis, Accounting, Marketing Innovation and Data Mining; harnessing information on moving businesses forward; the word innovation is overused: the definition is, 'making better happen' with proven strategic advantages and executing results.
- Horatio:** Broader trends like automation: sophistication in products and services, therefore decreases in staffing; new skill sets required to sell sophisticated products; shortage of sales people for start-up companies = gap; capacity to sell is a challenge for a start-up company; it is not attractive to work for a start-up to sell high-end products.
- Sophie:** Business analysis: determine what makes you different; look at your own inventory: What do you offer? What makes you different?
- Liz:** Traditional marketing and sales have become more enmeshed with each other; each needs to better understand each other; trend toward digital and all-in-one technologies.
- Wendy:** Silos breaking down; more industries need marketing expertise, especially innovation and high tech companies.

Q 3. How does one go about getting the skills necessary to sell high-end products?

- Sophie:** Find an industry you're interested in, request: Can I buy you coffee? Ask that person a lot of questions since that's the purpose. Reach out to those you're interested in and be open to mentoring.

Q 4. What associations or groups can you join to find mentors?

- Liz:** Try meetup.com: join business groups or start your own for networking in the Toronto area. I've found many connections: one man offered me a marketing job - you never know who you're going to meet. Canadian Marketing Association has events with speakers.
- (Offered explanation of Blockchain: basically a new way of exchanging money over the internet - new software platform for digital assets); update your website and résumé: use tools to build your personal brand like WordPress, Weebly, Wix sites to show your experience; make sure you come up in a Google search.

SALES, MARKETING & COMMUNICATIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



- Nina:** Networking is very important for newcomers: go to the website Eventbrite and join events, *Toastmasters*, conferences to meet people. Don't just go, do your preparation: prepare your story, and ask questions. The business type doesn't matter. Change your mindset from job seeker to problem solver. If a company has a problem to solve, ask: 1) What kind of problem? 2) How can I provide a solution? 3) Provide specific results: e.g., increase sales revenue by 50% in one year.
- William:** *CMA, AMA, Canadian Professional Sales Association*; the IEP directory is filled with associations, some allow you to come for free the first time. Do information interviews, go to events: you want to find information about trends, new skills, get information and position yourself to move forward. Do not ask for a job but connect with someone. Doing research provides you with a strong foundation to make decisions.
- It's the era of collaboration, connecting with people, sharing ("Netgiving") not just sitting in front of a computer sending résumés; be with people and an opportunity will open up; it takes confidence and courage to keep the momentum going.
- Horatio:** Turn to entrepreneurship because social support is tapering off; governments are channelling funds into business incubators such as *Mars, DMC, Start-up Canada* - they offer space, advice, networking, mentoring. The *City of Toronto* provides referrals. Get connected to incubators, volunteer work. Find out what's coming through the pipeline? Challenge yourself to grow your network outside of your ethnic community; build acquaintances on *LinkedIn* to strengthen ties, develop resources. Networking is time consuming: how quickly can you expand your network outside of your community?
- Sophie:** In *LinkedIn* and web profiles, use keywords for recruiters to find you. To differentiate yourself, consider: what can you bring to the table that helps me as a leader to sleep at night?
- Okta:** Provide value for a genuine exchange. Build a messaging platform: develop three statements, e.g. 1) experience 2) cross-functional skills 3) delivering on time, on budget - they become clearly defined talking points, so that people understand who you are.
- Wendy:** Time and energy are short right now. Connect to develop relationships, not interactions (Netgiver) – you give and receive.

SALES, MARKETING & COMMUNICATIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES

Q 5. From a volunteer perspective of getting into the industry, where to start?

- Sophie:** *CharityVillage.com*: great resource for jobs and volunteering in Canada. *Bcorps.org*: for posting your résumé.
- Liz:** If you have no Canadian marketing experience, ask: "I'm a marketer. Can I do some marketing for you?"
Ask people, friends, family: Do you want free marketing?
- Oktay:** Assist in conferences such as this one; engage with people and you will get exposure.
- Wendy:** Associations need volunteers at events: greeters, at registration = meeting people.
- Nina:** Suggested volunteering to a client who had good communications skills, problem-solving skills, was a good seller: they created a job for him in less than 6 months. Think about volunteering strategically, step outside your comfort zone.

Q 6. What is the best way to develop leadership skills? Where do I start?

- Oktay:** It's about characteristics: be a great listener, have conflict management skills. Talk about success stories in your interviews and leave behind the stories with employers: stories give life to who you are, are a powerful tool. Structure the story in a format (it doesn't matter where the story took place, Canada or abroad) and highlight: 1) What challenge did you face? 2) What was your solution? 3) What was the result of your solution?
- Horatio:** It's a lifetime journey; live in a purposeful way to create your story.
- Liz:** Have empathy and be a problem solver: understand challenges and help people.
- William:** Be comfortable with change and do not fear it. If employees are disengaged, you can engage and motivate them through helping them manage change; it's a very marketable skill. Pay attention to your attitude; keep it positive, respectful and empathetic.
- Nina:** Figure out your own "Why" and other people's "Why?" (*Wendy: Does everyone understand their "Why"??*)
- Sophie:** Show that you can handle responsibilities and conflict; be creative, not reactive. Simon Sinek has a book (*Start With Why*) and a *TED Talk*. When you know where you are coming from, what ignites you from within is what drives you. Know who you are and 'show up'.
- Wendy:** Volunteering develops skills and supports the messages you are bringing to employers; foreign experience and success stories are valuable for interviews.
- Nina:** If you don't have Canadian experience, that's the bad news: the key is how to translate international experience that is meaningful to the local employer. You bringing value to the company is really the bottom line.

Q 7. Should I start from scratch? Or get my equivalency? I'd like some guidance.

- Horatio:** What's the real concern? Is it depressing to start low? I was a banker in the Caribbean; my colleague offered me a job at another bank if things didn't work out in Canada, but that motivated me to succeed. The challenge is to need to succeed on your own terms. I worked at a call center in Hamilton, cold calls for Amex; it was a good experience. It is better falling forward; not moving is a worse thing.
- Liz:** Align yourself with positive people. Find mentors and give back. Create a healthy support system to help you fall forward.
- Wendy:** Find a mentor by asking: "I love what you are doing. Could you mentor me?"

SALES, MARKETING & COMMUNICATIONS

MORNING SECTOR HUB PRESENTATIONS • REGULATORY, ACCREDITATION AND ACADEMIC BODIES



- Okta:** All of us struggle when we don't have a plan. Look at your situation and determine: "What paths can I take?" If you have experience elsewhere, I recommend continuing studies; that will open doors in Canada. Take your experience and translate it into a language that can be understood; and study.
- Nina:** What motivates you? What's your passion? Start a group on *LinkedIn* to develop leadership skills: just by doing this you become a leader.

TRENDS AND TIPS

- William:**
- 1) Passion: track something you're interested in and it will give you energy;
 - 2) Competence; and
 - 3) Value to others: your passion and what you're good at; make a difference.
- Have a positive attitude and ask for help.
- Nina:** Create a job by writing a job proposal asking three questions:
- 1) What is the problem I'm good at solving?
 - 2) Who has a problem? Identify the company and what challenge it faces.
 - 3) How? Find a way to market yourself. Need for people to bring value to companies.
- Horatio:** Package what you have and sell it.
- Sophie:** Continue to network and expand your connections.
Access free online courses - [udemy.com](https://www.udemy.com), [coursera.com](https://www.coursera.com)
- Liz:** Pursue continuous learning: conferences and courses; be prepared when networking: people are really busy: one person said, "Give me 5 questions and I will write back to you."
- Okta:** Be a good listener: understand the pain, motivation; be a solution provider. Relationships are emotional, and sprout opportunity. Delight: What can you do to delight someone—deliver the WOW!
e.g. *Aroma Espresso* coffee.



SECTOR HUB PRESENTATIONS

Employers and Human Resources Professionals

AFTERNOON



Engineering | 68

Finance and Accounting | 84

Healthcare and Related Professions | 90

Information Technology | 100

Sales, Marketing and Communications | 111

ENGINEERING AND RELATED PROFESSIONS

Facilitator:

Darya Duma, P.Eng., PMP,
PRINCE2 Practitioner
President at 4DPM

AFTERNOON SECTOR HUB PRESENTATIONS
EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

PANEL MEMBERS

David Fortin
CEO, *DataRealm Inc.*

Nataliya Tkach
Senior Hydrogeologist, *exp Services Inc.*

Caroline O'Shea, CHRL
Director, Talent, *IPEX Management Inc.*

Daniel Ankomah
Project Coordinator, *SNOLAB*

Rene McKeown
Director, Human Resources,
The Municipal Infrastructure Group (TMIG)

Mehemed Delibasic
Manager, Transportation Planning,
WSP Canada Inc.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS



ENGINEERING Afternoon Sector Hub Panel

(L-R) : Facilitator, Darya Duma 4DPM (standing); David Fortin | DataRealm Inc.; Nataliya Tkach | exp Services Inc.; Caroline O'Shea, CHRL | IPEX Management Inc.; Daniel Ankomah | SNOLAB; Rene McKeown | The Municipal Infrastructure Group - TMIG; and Mehemed Delibasic | WSP Canada Inc.

ENGINEERING | PANEL INTRODUCTIONS

- David:** I am the president of **DataRealm**. We're an engineering company in Windsor that does electrical and software engineering for manufacturing systems.
- Nataliya:** I'm a senior hydrogeologist with **exp Services**. It's an engineering consulting company that provides services worldwide. We have 3,000 employees with an office in Brampton.
- Caroline:** I'm the director of talent for **IPEX Group**. We're a manufacturer of plastic piping systems in Canada and the US.
- Darya:** We will discuss employment and making your way as an IEP in Canada. I was also an immigrant but came as a teenager. I graduated in 1985 as a mechanical engineer and as a female it was really tough. I feel your pain and understand what you're going through.
- Daniel:** I'm a project coordinator at **SNOLAB**, located in Northern Ontario.
- Rene:** I'm the director of Human Resources at the **Municipal Infrastructure Group**, a multi-disciplinary civil engineering firm in Vaughan and Whitby.
- Mehemed:** I am a manager for transportation planning at **WSP Canada**, located in Markham with offices worldwide. My background is traffic and transportation engineering. I came to Canada in the 90's as an IEP engineer with no experience, and I have gone through a lot of the experiences you are going through.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

QUESTION AND ANSWER SESSION

Q 1. How does social media help with employment opportunities? Do you look at social media when interviewing applicants?

Rene: Yes. I'm on *LinkedIn* every day. I spend much time recruiting people so *LinkedIn* is very important. It's very important that your *LinkedIn* profile be professional, up to date, and that the dates of employment, experience, and where you worked line up with your résumé.

Q 2. When you're looking at a potential candidate to hire and they've passed the first steps, do you check their social media profile, or is that an HR function?

David: I don't have time.

Rene: As an HR professional recruiting for engineering positions, I sometimes share profiles with engineering managers.

Caroline: We also do a lot of research through *LinkedIn* and other career sites. One thing we especially look out for with candidates with international experience is their achievements and how these relate to the positions that we're looking for. We skim the *LinkedIn* profile. I understand sometimes it's difficult to know how much to put on *LinkedIn*, but it's easier for us when we're looking for people and scanning profiles. Also sometimes the history is not so clear on *LinkedIn*. It's also important to build networks on social media, like being part of associations because we also post engineering jobs on association websites.

Mehemed: These days *LinkedIn* works both ways - we look at profiles, and job seekers look at our company profile. As for association affiliations, it's extremely important. For transportation engineering we have the *Canadian Institute of Transportation Engineers*. Ninety percent of the positions are posted only with them, and members get the information right away by email. It works quite well.

Q 3. What are the career prospects in data analysis? Is it feasible to switch careers from big data, engineering or project management?

Nataliya: Of course it is possible. You have to be persistent, to love what you do, demonstrate your main strength, show you can do the work and provide value to the company.

Q 4. Do courses help? Which universities are well respected for this?

Nataliya: For data analysis – courses will help to add value to your set of skills. If you want to change careers, you have to have a valid point and be honest with yourself. Once you decide a career shift, the courses should be related to that.

Rene: *Waterloo University* has a good program for civil engineers; we work with them all the time. But if you're an IEP, a lot of engineers go to *Seneca College* because they have a really good technical program where you can get a diploma and then your *OACETT* designation, the CET, because that leads towards getting your P.Eng. – you can get hired and receive Canadian experience.

Caroline: Also if you're looking to take courses in Canada, take something with a co-op program. Courses are good but a co-op program will give you practical experience.

Daniel: First you need to figure out what you want to do, and then determine a plan of action, such as courses to take. Taking time to think about this is crucial.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

**Q 5. If one has a Master's degree, do you consider them overqualified?**

David: Definitely not. I have a number of people with Master's degrees - usually MA.Sc., not necessarily M.Eng.

Mehemed: Definitely not - 80% of candidates are coming to us with master's degrees, a radical shift from 10 years ago. Many IEPs are coming in with Master's. Co-ops are very important. These days, universities offer three or four co-ops, and between someone with a Master's Degree with co-ops and a Master's with no co-ops, we choose the ones with co-op experience.

Rene: I agree. In engineering design the technical hands-on experience helps you over someone who only has a BA and a Master's. There are other options than university-level courses, which cost money. *TDSB* offers services and subsidized programs; *Peel Family Services* hired an IEP engineer who now works for us; and *Next Steps* in Vaughan - run by *TDSB* - is free and offers services, subsidized programs.

Nataliya: There's also a wonderful co-op program at *Riverdale Collegiate* for IEPs to get hands-on experience. You don't necessarily have to go back to university, which is expensive. It will add value to your résumé and help open doors.

Daniel: Once you start looking for jobs, don't limit yourself to only Ontario or Toronto. I went from England to Brampton to Sudbury, and I'm still there! Once you get into the system, you may end up loving where you are. At least you will be able to decide where you want to live.

Q6. How is the automotive sector in Ontario now, and what's the best way to apply for a job in this sector?

David: It's steady but not booming. The most common jobs are electrical (controls engineers) and mechanical (process engineers). To start, go for tier one or tier two suppliers, get a reputation and then apply to bigger companies.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Q 7. Do you have an internship or co-op program? If yes, how can one apply?

Caroline: We launched an associate-in-training program internship. We are looking for recent graduates to work on 3 – 6 month projects in manufacturing, supply chain, innovation, to learn the business. After 18 months of training, permanent placement is available. We focus on trying to build in-house. As an industry, we face a lack of polymer experience and polymer education in North America.

Q 8. I'm an internationally trained architect looking for a job. Can I find a job as a project coordinator or such work in the construction field? Large companies typically want 3-4 years Canadian experience. How do I start work?

Mehemed: I'm not so familiar with the process for obtaining a project management license. They have a bit more difficulty than us engineers coming to Canada. More important than a license to practise architecture or working as a coordinator is whether the work of the company has some connection to your work back home or what you studied. Also it's much easier to change jobs or get a license when you have a job. The market now for construction and infrastructure jobs in the GTA and Hamilton area is the best in Canada.

Q 9. Rene, do you have advice for getting a job as a construction supervisor?

Rene: We hire site inspectors and construction contract administrators. Most have gone to technical college and are certified engineering technologists. A project management designation does help. I think you need 4,500 hours of project management experience but not necessarily in Canada. There's also project assistant, CAPM – for which you need 2,300-2,500 hours experience – one-year experience or coursework. There are also designations for architecture – Google it.

Q 10. For construction/safety management – safety inspectors, coordinators, officers – it may be a good field?

Rene: In manufacturing and construction, health and safety are crucial. Many look for CRSP designation and another one that shows you have experience in health and safety. Find out about Ontario standards.

Caroline: What we have found to be successful is IEPs with technical degrees come in to our company not at the professional or engineering level, but they learn about the company, work with us, and we have a strong internal posting process. Once in, build a name for yourself, the opportunities can come. We have some who started on the production line and have moved into leadership and management positions by proving themselves.

Daniel: I agree. Get into the company and then prove yourself.

Darya: Taking courses can help. I had a student who took a course in project management who got a job by making connections in that course - even though he didn't have Canadian citizenship – which was required for the shipbuilding industry he was in.

Daniel: Yes, try new avenues and non-conventional ways to approach solutions to your issue, e.g. I went on *Kijiji* and found people I could discuss an issue with.

Rene: And there are study groups on *LinkedIn* with whom you can study or talk and network.

Nataliya: Keep your mind open. Don't consider that this is a step down. Many of you have come as professional engineers with high positions but be ready to start at an entry level in Canada. Prove to your employers what you're capable of. Maybe you'll become the next president or CEO of the company.

Rene: You're not just learning technical capabilities; you're learning English (written and verbal) communication.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Q 11. You mentioned PAIE (Professional Access into Employment) before: can IEPs apply for it?

Nataliya: I graduated from the program: it's a program that cooperates with professional associations to get designations. To get a job as a professional geoscientist in Canada you need a license and PAIE is a step toward that. Taking courses made me aware of the Ontario legislation in the geoscientific industry. Some employers were also involved in PAIE; there were unpaid co-op programs but some employers hired people from the program. Also people were able to fulfill the Canadian experience requirements.

Q 12. Where can one apply?

Nataliya: I highly recommend PAIE. Check for the PAIE program on the TRC website — (Toronto and Region Conservation Authority). Our program was a pilot for internationally trained environmental planners and geoscientists. Later they expanded to include programs for civil, chemical, mechanical and electrical engineers.

Q 13. I have 16 years as an IEP and am willing to start entry level but I've heard from employers that I'm overqualified.

Mehemed: No employer should be saying you're overqualified. Don't give up; learn and move forward. Over 50% of engineers in my work are IEPs. Start at entry-level positions, even if you have two-ten years experience. For me, saying you are overqualified is because they don't know what to tell you. It's not fair to say you are overqualified or that you need Canadian experience because it's only really required in a few places in Canada.

Rene: I agree. I've hired PhDs as engineers in training (EIT) because they didn't have municipal or regional experience and because they needed to learn how to deal with the TRC. One of them is now a project coordinator. I wish I could find "overqualified" people.

Daniel: I would rather be over than under-qualified. Sometimes they don't want to pay as much as they should. Perhaps it's a way to negotiate to get your foot in the door. Don't let anyone use that against you. Don't keep yourself too rigid. Leave it on the résumé. More important is persistence. It's frustrating coming to Canada, but set your plan and persist. It just takes one job.

Caroline: We see "over qualification" as a benefit. But one question in my mind is: are they just going to use us as a stepping-stone? So if you get an interview, bring it out on the table, "I know I may be overqualified for this job, but here's why this job is important to me as part of my plan," and convince them why. To be honest, sometimes it's on our minds when someone is overqualified for certain positions.

Q 14. How do I obtain a résumé debrief? I have applied for many junior positions but have never received any calls for interviews. Nataliya: how many résumés do you receive?

Nataliya: I'm not in HR, but many résumés come in and we don't have many openings. Keep trying. Keep tweaking your résumé for specific requirements for the position. Also try to find people – e.g. on LinkedIn to link with people already working in the company. "I would be interested to know about your company..." It will give you insight into the company, and you might be able to ask them for help.

Darya: Is it okay to call to follow up?

Nataliya: Yes. You have to be persistent to stand out.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Caroline: There's a fine balance between following up and being persistent. It can work but I caution you to be conscious that if you call too much, it can be negative.

David: It's also possible your résumé got missed. I look at a résumé for 20-30 seconds so if it's not tailored to the right audience, you'll get missed.

Rene: Larger companies put résumés into a database: it doesn't go to a person. If no employer calls back, follow him or her - they could be at a meeting such as this or at a career fair or a college.

Q 15. Your company advertised junior and senior positions.

I have 20 years experience but no Canadian experience. Which should I apply for?

Nataliya: The main requirement for most senior environmental engineering positions, for instance, is registration with the PEO and having experience. With 20 years experience and you're not reluctant to get in at an entry level, apply for the junior position. You can apply for both, but if you don't have the license, you will be rejected.

Mehemed: It's important to read carefully the requirements for each position. It's hard for us to call into an interview someone with 20 years experience who applies for the junior position. The reason we want junior applicants is we want to hire right out of university. If I were that person, I would apply for the senior position to get the interview.

Daniel: For us, if you have started the P.Geo process, you can apply for the senior position.

Q 16. Is US experience equivalent to Canadian experience?

Caroline: Absolutely.

David: Absolutely.

Caroline: About the Canadian experience question: it's about learning about different cultures and the ways businesses operate in North America, and communication skills are key. Especially today, we're asked to work in cross-functional teams – people in other areas of the business with broad-based skills, so not only using our technical skills.

Mehemed: In our case it doesn't matter what country you're from, we use the same software. We realize over years, the people coming from this country or university are good at traffic engineering; they bring really good experience, which is easily applied here. Same software and modeling. Communication barriers always exist, but if the position is really technical, it's not a problem. It's not a problem to hire people who came one month ago.

Q 17. Caroline – please talk about the co-op program.

Caroline: It's brand new and designed for people starting careers in mechanical or chemical engineering. We're looking for young graduates as well as people with co-op experience, typically four positions – 18 months of training.

Q 18. What are the job prospects for engineers with the PM designation?

Rene: Have good verbal and written English because it requires collaboration, teamwork, dealing with clients. Could be a barrier even if you have your PMP. For example, knowing how to deal with clients who are unhappy because your deadlines are behind.

Daniel: It might help. Most engineering jobs require coordination and management.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

- Caroline:** There are two levels of soft communication skills: basic to get work done; and then the nuances, project management, dealing with difficult people, presentation skills to customers, teamwork. In our organization, those types of skills are more valid.
- David:** Don't emphasize PMP if the job doesn't require PMP; otherwise they might think that you're overqualified, because PMP is a career direction.
- Daniel:** In our jobs for senior management PMP is becoming a must-have. It depends if the employer is looking for engineering or coordination.

Q 19. *Follow-up versus persistence: what's the difference between following and 'stalking'?*

- Daniel:** Persistence means always possible, and might take some time. Once your mind is made up, work towards your goal. Stalking? No, but find different ways and means to get where you want. If this option doesn't work, follow another strategy.
- Rene:** From an HR perspective, if you apply for a posted position and you have the requirements, I would meet you. If an applicant is not qualified, I will screen your résumé, identify whether it moves forward to a manager. If it is stopped on my desk, I would let the applicant know. But if you haven't gotten a response and call all the time, you're probably not one of the candidates they're looking for.
- Caroline:** 'Stalking' might be you send in your résumé, and you call saying "I sent in my résumé" and you haven't heard back, a day or two goes by and you call again, sometimes more than once, to ask if they have received your résumé. It's more about the heightened frustration you're feeling by not getting a call back that gets communicated. [Examples of successful strategies for follow-up:] There was an internal candidate – he would find opportunities to run into me. He would even come to say, "I'd like to meet with you to talk about what's available," and I would see him different places. Another good example is an applicant who I'd met at a career fair and he sent in his résumé, and I also saw him at function dinners. Use different touch points to follow up.
- Nataliya:** You can also indicate in the cover letter, you'll be calling at a certain day and time and then follow up. This will give the impression of not stalking. If you don't hear back and try again to call many times, this is stalking. If people aren't returning your calls, stop and try something else.
- David:** One-two phone calls? One call and one email? What's best?
- Caroline:** There's no formula: two calls + email? Three attempts might be pushing it. Bear in mind you don't know what's happening with that person.
- Daniel:** Engage with them to break the ice.
- David:** Just as long as they don't think you're a telemarketer!
- From Audience :** *I'd love to reach the hiring manager but it practically never happens.*
- Daniel:** At least you ask the question.
- Darya:** It's like being a sales manager: you have to send out 20 leads. How many résumés do people get for each position? I once advertised for a sales position: I ended up with 500 replies, 400 incredibly unqualified, but you have to look through every single one. Smaller companies don't have search engines so it's more difficult for them. It's difficult on the employer's side as well.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Caroline: Our applicants don't always get responses. When we meet, yes, but given the volume, you're lucky to even get a letter.

Darya: But don't hesitate to call the employer to ask.

Q 20. Some organizations don't recognize an international degree. What's your advice?

David: 30-40% of our employees were trained internationally, so it's not an issue for us.

Caroline: It depends on the position. Some require Canadian degrees.

Rene: Organizations – e.g. *PEO* - would have already evaluated the information.

Caroline: Those résumés will come to the top of my pile.

Nataliya: I am an IEP; it shouldn't stop you. Canadian employers are looking for technical & soft skills - how you fit in, add value to company, etc.

Dan: If it's an issue, go to *WES* to assess. Then have documentation to back you up.

Q 21. Are you comfortable receiving a LinkedIn request from any of us?

Caroline/David: No.

Others seemed to have said: Yes.

Mehemed: It relates back to those points of contact. Pretty much all is networking these days. Talk to the people. Try to follow them, remind them in an interview "We met 6 months ago...." In Toronto there's easy access to many conferences, etc. Try to meet people in the industry. It's way better than calling people.

Rene: Along with your résumé, include a project list: it's helpful if an employer is looking for a specific skill-set.

Caroline: And don't just list the skills, mention actual achievements – how you saved the company time or money. Also, I'm building a network on *LinkedIn* so *LinkedIn* networks are important.

Rene: Find a mentor in your field. Many organizations offer mentoring.

Daniel: *PPAC* this weekend (more mining) is a good place to talk to people. Hand out your résumé.

Q 22. I'm a structural engineer and want to switch to interior design. Can you advise on courses?

Rene: Interior design? Don't know – *Google* for courses.

Q 23. Eighty percent of jobs are hidden jobs. How do I find out about them?

Rene: Network. Many companies look for people who know people. We love to hire our referrals.

Mehemed: Sometimes the jobs are not hidden. We are applying for new projects all the time, so we hire when we get a project. We can't hire until we get a project.

Rene: Look on association jobsites. *Wastewater*, *OPWA*, *OWA*, - all the associations in your field.

Caroline: Volunteering for an association is a good way to network. When we look to fill positions, we look internally, and then look at referrals.

Rene: Use recruiters if it's a niche industry. I will contact a recruiter I trust, build a relationship with. Don't send to any old recruiter. Find one known in your industry. You can see what their connections are on *LinkedIn*.

David: If you have the skillset, apply without a job posting. We're always looking.

Daniel: If my focus were to get into project management, I would volunteer with *PMI* to make contacts.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Q 24. *How do recruiters help get into niche industries?*

Rene: Some employers use recruiters because they don't have time to look. Find recruiters on *LinkedIn* – some work hard to match a lot of positions.

Caroline: We have 40 jobs open at any time so we use a recruiter.

Rene: Recruiters have different focuses; often have temporary positions, which are better than nothing at all. Look at recruiters' connections on *LinkedIn*. Some hide their connections; some don't. As well, recruiters keep their information on hand, so try to make an impression on them.

Q 25. *How do I break into the wind engineering industry? What companies are there?*

Rene: I used to work for *Siemens Canada* for 12 years and I know they have the wind turbine manufacturing business. Wind technicians – people setting up wind farms – is a hot field.

Q 26. *What is the job scope for instrumentation & control technicians and engineers?*

David: I think the job prospects for process or component manufacturers are good. It's hard to find engineers these days. Depends on the industry, location. Electrical engineering should be a good field now.

Caroline: In our processing, we're looking for mechanical engineers, not so much electrical engineers. We're often looking for double-ticket trades, e.g. mechanics and electricians, to work in operations.

Daniel: Mining and oil – instrumentation.

Rene: The Liberal government has invested money in infrastructure, transit, and roads.

Q 27. *In applying for an entry-level position in tier 1, is it better to leave off a Master's in Mechanical Engineering from the résumé?*

David: Leave it on. I've hired many like that, as long as you don't expect special treatment because you have it. A Masters doesn't make you a better engineer; you have to show what you can do in the field.

Caroline: When applying with a Master's degree for a job that requires a BA, your pay expectations need to be in line with what the job asks for.

Q 28. *What's the difference between internship and co-op?*

Caroline: Co-op has a paid salary; internship implies you're in school and earning credit. May have stipends at the end.

Rene: We only have paid placements for university students.

Mehemed: We have both but mainly co-op students. Internships are few but it's more co-op with students or researchers.

Q 29. *What do you say when an employer asks what are your salary expectations?*

Daniel: Our salaries are based on requirements of roles and responsibilities. Ask what would you think? Don't under or over price. You need a benchmark.

David: Many say, "I'm flexible."

Caroline: Have a realistic amount in mind and be flexible. When we've been in negotiations where someone's reluctant to have a discussion up front, I'm reluctant to go forward. We need to start on a place where we can work together.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Rene: Research what you think your job is worth – e.g. look at the *Ontario Society of Professional Engineers*. Be honest. No HR person wants to make an offer without knowing your salary expectations. If you have a Master's and apply for a junior role, take that into consideration. The employer is giving you an opportunity.

Nataliya: Do your homework with professional organizations, salary networks. If you don't have professional papers, you have to start lower.

Q 30. I'm a civil engineer with traffic analysis and am looking for a job.

Mehemed: The market for traffic engineers in GTA/Hamilton is very good. Keep looking; you'll get a job. In Canada no universities produce traffic engineers. *Mohawk College* produces traffic technicians. Here we have civil engineers. At the Master's level there is traffic engineering training. Jobs are available for traffic engineering including modeling, planning, congestion, timing, transit engineers and transportation engineers in highway design, road design. We're planning up to 2051.

Q 31. I'm an internationally trained civil engineer. Can I get a volunteer unpaid job in civil engineering or in construction?

Mehemed: Back to co-op positions - it's not easy for IEPs to get into co-op programs. But programs like *TRC*... it's hard to get in to companies to volunteer. Go through an organization or agency to get to placement programs that work with government, or take courses. There are insurance considerations if you volunteer and work for free. Try to get a placement type of work through *WSP*. For me, "co-op" relates to university programs.

Rene: *TDSB* has placement programs. Check out *Peel Family Services* and *Next Steps*.

Caroline: I don't recommend volunteering directly for an employer. Technically, employers are not supposed to have volunteers.

Mehemed: No employee should work for free.

Rene: Check out *Yorkdale Institute* also.

Q 32. Do you recommend visiting companies to request internships?

Caroline: It's a hard sell to go to an organization and have them agree to internship. Reputable employers stay away from that kind of thing; they would go through agencies.

Q 33. Does the length of résumé affect selection? Two pages? Three pages?

Rene: It depends on the position. If related to project work, I like to see what has been done.

Caroline: For me it's more important how it is organized: can I find information easily and is it clear.

Mehemed: It depends who's making the first call. In our case, we use recruiters who know about traffic engineers. They preselect for me. If it's a more senior position, I want to see more details about what you did, what software you used. Just the name of the company doesn't tell me enough. One paragraph is perfect.

Rene: Use keywords and state briefly how you used the required specific technology in your project.

Caroline: Tailored résumés are better. It used to be that people would tailor the cover letter.

David: Do you read cover letters?

Rene: I read cover letters. I like well-written, honest cover letters with no errors. It should match with your *LinkedIn* profile.

Mehemed: I love them; they're important.

(Others said: No.)

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

**Q 34. Could you recommend training courses for environmental engineers?**

Nataliya: Seneca College has an excellent program with hands-on environmental assessor courses. With the certificate, you are fully prepared to get a job in the environmental sector: you'll know what to do, to collect samples.

Q 35. Can I apply for two different roles in the same company – e.g. technical writer and electrical engineer?

Rene: If you have the qualifications, sure.

David: As long as it's in the same field.

Caroline: Adjust your résumé.

Q 36. What qualifications are employers looking for in the energy sector?

Mehemed: In general, there may be a lot of good opportunities in energy renewal. We work as a civil engineering consulting company and these days we provide logistical support for wind farm construction.

Q 37. Which sector, public or private, is better for newly graduated civil engineers to start their career?

Rene: Private is better to get detailed hands-on experience. You can take that experience into the public sector later.

Mehemed: I agree. If you don't have a lot of experience, you have to learn the engineering work before you go into the public sector. But there are people who go right into public.

Rene: You can be a good project manager, but if you don't have design experience, the technical capability, you can't manage people.

Daniel: If have options, go private.

Q 38. Caroline: Do I need to get my Master's degree from England assessed by WES?

Caroline: Not necessarily, but it would depend on the role. At a Master's level, we typically look for people in the R&D area so the equivalency is not as critical as your experience.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Q 39. Who do you prefer: someone with more technical experience or someone with a good educational background and good communication?

Caroline: It depends on the role. We have highly technical positions, and we also have sales staff who need communications with a technical base. As mentioned previously, many of our people are working in cross-functional teams where communication skills are essential.

Rene: It absolutely depends on the nature of the work. Some may just be doing CAD on a computer all day, so you won't necessarily be dealing with clients.

Caroline: Figure out what you like to do.

David: Good tech skills will get you a job but you won't be promoted without communication skills.

Nataliya: In my field it's essential to have both.

Q 40. Do you support co-op programs funded by the federal and provincial government (not universities) to help IEPs integrate into a job?

Caroline: Yes, we support them.

Q 41. How does a civil engineer – a construction project engineer - find a job?

Mehemed: The market here has lots of construction. Demand exists on both sides – industry and government – for more construction supervisors these days than in design. In Toronto, *Metrolinx* is looking for construction supervisors for transit projects. There isn't so much consulting work but we still struggle to find experienced people.

Rene: Re consulting: most work is based on proposals and winning bids. The proposals include curriculum vitae so your credentials and experience are important for the company to win the bid. There are designations one can get – *RCJI*, *RCJA*. *Humber College* and *Seneca College* both run good CDT programs.

Nataliya: Highlighting the value you bring to the company is key. Make your achievements stand out in the résumé. Never give up.

Darya: Consulting companies hire when they get the job. Watch the news. Look at consultants' web pages, as they often brag they got a contract.

Mehemed: They mention these on *LinkedIn*. Sometimes we interview people when we hope a project will be awarded, yet we don't get it – it is not because we don't like you. Nowadays, construction companies, financial institutions, and insurance companies are all teaming with consulting companies to invest in projects and they are hiring engineers.

Darya: Safety management will also be important for construction supervisor positions.

Q 42. I am an engineer with experience in tool manufacturing, and also have a Master's. Which job should I target that does not require a PEng.? My previous job was as an industrial and development engineer in England.

David: For jobs in manufacturing, the climate for professional engineers is not great unless you're a machine builder. There are jobs for tooling engineers, metal cutters - typically tool and dye places, engine plants, die-casting plants.

Caroline: Look in molding manufacturing. We have mold makers, and setup which is a technical position. There's really no designation/certification in Canada. We would look at the person's background.

ENGINEERING AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Q 43. Do employers use Indeed?

Mehemed: Yes.

Caroline: Yes. *LinkedIn* as well.

David: I used to use *Monster*, but now I use Indeed.

Rene: There's a very high volume of persons that aren't qualified for the positions on Indeed. Lots of competition, including applicants who could be internationally based or from another province.

Q 44. How does one stand out from all other applications?

Daniel: If you know the name of the company, look on the website, research and apply.

Mehemed: Many positions are advertised in multiple locations. Look on association sites in your field and on *LinkedIn*, *Indeed*, and company websites. That should be your first stop. Then go everywhere else.

Q 45. I have 25 years experience in Johnson Controls. I have been here two years with no luck. What do I do?

Daniel: Start your own business. Or find a partner. You can hit the ground running.

David: Take a job as technician instead of as an engineer and stay in the field - you're still learning.

Darya: Try the *Mechanical Contractors Association of Canada* in Ottawa; it has provincial organizations to get work in mechanical companies.

Caroline: Research to find where the demand is. There may be an oversupply here. Are you willing to relocate?

Rene: Find out who their competitors are.

Q 46. Is it beneficial to have a P.Eng. in the construction field?

Daniel: Yes. It opens doors. Get it sooner.

Nataliya: If you decide your future is in engineering, no matter in which province, P.Eng. is essential.

Mehemed: Many positions require it or that you are enrolled in the process. Apply and put it first on your résumé (in two-three years), but you don't have to have it in order to get jobs.

TRENDS AND TIPS

Nataliya: Network. Go to professional associations, find people to talk to, make connections. Build the relationship.

Daniel: I was willing to displace myself. My focus everyday was applying for 100 jobs. I left no stone unturned. Persistence pays off.

Mehemed: Networking. Persistence. They told me you have to change your field: in the 90's there were no transportation engineering jobs. Even if you do something else, keep looking for jobs with your background. There are jobs. Don't give up.

We wish you luck. Remember – persistence is key.

FINANCE & ACCOUNTING

Facilitator:

Heather Turnbull

President, *Turnbull Consulting Group*,
Managing Partner, *Lanaverde Inc.*

AFTERNOON SECTOR HUB PRESENTATIONS

EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

PANEL MEMBERS

Susan Chong

Manager, Investment Governance,
Canada Pension Plan Investment Board

Trini Mitra

Manager of Finance and IT Services,
Ontario Heritage Trust

Nadiya Koshtura

Controller,
Old Mill Toronto Resort and Spa

Glorious Okpali

Senior Accountant,
Canadian Stewardship Services Alliance (CSSA)

Kristina Skera

Accounting Manager,
Brad J. Lamb Realty Inc.

FINANCE & ACCOUNTING

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS



FINANCE & ACCOUNTING Afternoon Sector Hub Panel

(L-R) : Facilitator, Heather Turnbull | *Turnbull Consulting Group* (standing); Susan Chong | *Canada Pension Plan Investment Board*; Trini Mitra | *Ontario Heritage Trust*; Nadiya Koshtura | *Old Mill Toronto Resort and Spa*; Glorious Okpali | *Canadian Stewardship Services Alliance - CSSA*; and Kristina Skera | *Brad J. Lamb Realty Inc.*

FINANCE & ACCOUNTING | PANEL INTRODUCTIONS

- Susan:** At the [Canada Pension Plan Investment Board](#) we manage money on behalf of all Canadians. I have a range of staff that I supervise including new immigrants in Canada less than a year.
- Trini:** Has been working with not for profit organizations since arriving in Canada from India, including [Canadian Opera Company](#), [Opera Atelier](#) and is currently at the [Ontario Heritage Trust](#). The *Ontario Heritage Trust* includes historic properties such as the *Elgin Theatre*, *George Brown House*, etc. They are responsible for many properties and historic artefacts.
- Nadiya:** I remember myself on these chairs, where you are, a few years ago. I came to Canada as a visitor and then became a four-year resident, enrolled in CMA certification: that required two years of hard work to complete. As Controller at the [Old Mill Resort and Spa](#), I work with many industries. It is a 24/7 operation with a hotel, spa, restaurants, conferences, etc.
- Glorious:** Ten years ago I was new to Canada, with three kids. So far it has been very interesting and a good decision. I trained in Nigeria as an accountant. When I arrived I attended a program like this *IEP conference* and chose the CMA certification program. The [Canadian Stewardship Services Alliance \(CSSA\)](#) represents businesses that are passionate about recycling their products and materials. Passionate about the environment in their products, materials, packaging etc. - it is a growing industry.
- Kristina:** I was in your shoes 17 years ago as a newcomer from Albania. I now work as the controller for a large condo developer, [Brad J. Lamb Realty Inc.](#), which has a brokerage, mortgage and real estate division within the company. You cannot move real estate off shore and so there will be new jobs in this growing economy.

FINANCE & ACCOUNTING

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

QUESTION AND ANSWER SESSION

Q 1. *If there are no jobs posted, what are your recommendations to tap into the hidden job market? How do you find out about these opportunities?*

- Trini:** Speak up when networking, connecting with other volunteers and put yourself out there. Most of these jobs were not advertised. Tell them what you can bring to the table by making yourself visible. Most of the job market is hidden.
- Kristina:** I suggest looking for a headhunter; they can help find you a temp job as an entrance to a permanent position. *LinkedIn* works for many people and you must check frequently. Work on your designation to show you are investing in yourself.
- Susan:** I recommend networking and/or finding a mentor as part of your professional connections. Networking is a two-way relationship and not just a one-time thing, so develop the relationship.
- Nadiya:** Go to your community for networking, not just this sort of event. Your community will think you are terrific and will champion your cause. Keep them updated on the things you do or need with information every step of the way.

Q 2. *We discussed the résumé earlier. What most impresses you about a good résumé?*

- Nadiya:** I look for achievements as well as work experience. What have you done?
- Glorious:** Achievements on a résumé must be measurable. Not just saying 'I did this'.... Measurements convince me and I want to call you to find out, 'How did you do this?' Take your time to make a good-looking document.
- Susan:** Demonstrate collaboration on your résumé. I was talking to an HR person yesterday. Get help to bring your résumé to Canadian standards; do not mention marital status or children. In cover letter, do mention your work permit for Canada.
- Kristina:** Be careful when you write an email; English communication skills will be reviewed. Prior to interviews, check the company website to know their corporate priorities before you go in. Send a thank you letter after interviews.

Q 3. *How do you ask for work experience validation or references? What formats work best?*

- Trini:** The best references are the people you reported to. Use email and provide phone numbers. Contact your reference up front, to let them know what you have applied for and send them any information. Let them know that they will be contacted for a reference, this is a networking function and you must keep your references apprised of your career and professional growth.
- Heather:** Remember to thank your reference, with a hand written note, as rapidly as possible after they agree to be a reference. Always keep a list ready and maintain contact with your references, updating them on your work search activities.

FINANCE & ACCOUNTING

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS



Q 4. *What kept you motivated during your (career) journey?*

Kristina: My kids kept me motivated for a better life for them.

Glorious: Determination to succeed: there was no alternative and I started to work right away on the local designation. You may not have to start from scratch. Getting a job is one thing, maintaining and advancing is another and you will need certification.

Nadiya: My dad said, "OK, go as a tourist; you will be back". I did all sorts of work. You need a goal and take any job to start, taking time to learn. Don't be afraid: practise and you will get better. I spent a lot of time in the library with my foreign language accounting books that my mom sent to learn equivalent English terminology. At my final board presentation, the panel said it was proud of people doing this without knowing English. I was here all by myself. Go toward your goal.

FINANCE & ACCOUNTING

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Trini: We are all trying to integrate. Canadian culture motivated me; people are easy to speak to here. I did get my designation. Volunteering has helped me give back to this country; joy is giving back in the way you want and how to make a difference to the community.

Susan: Have a passion for what you do. This makes going to work every day easier. Show this when you go to interviews...passion for what you do and what the company is, etc.

Q 5. What would you do differently if you had to conduct your job search all over again?

Kristina: Network earlier and start professional certification earlier.

Glorious: Networking and volunteering is essential to build community, it is what you have to give. Even greeting someone you see in a local coffee shop or walking the dog can lead to a job opportunity.

Trini: I would have volunteered more and earlier. I would also talk more with others who are positive and driving forward. Try to stay away from negative people. Insulate yourself with others who have a goal.

Susan: Never compromise in what you believe in and who you are; set a goal and move forward even if you are not confident, work on a strategy to do this.

Q 6. What resources can you recommend for either technical or soft skills?

Kristina: CMA is the greatest network; they know you and they become your references.

Heather: Alumni networks are useful for tapping into a common bond. *LinkedIn* can offer recommendations on this.

Susan: I got my first job here through an accounting class. *MeetUp.com* is also recommended.

Kristina: Community centres can help with résumés, employment readiness resources and set up volunteer work.



FINANCE & ACCOUNTING

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

TRENDS AND TIPS

- Heather:** Everyone is getting older, Canadian workers (baby boomers) are retiring, they will need retirement planning and employers will be replacing these retirees. There are financial planning and accounting services required in virtually every business, especially in small to medium sized businesses which are the 'engine' of the Canadian economy. In Toronto just look up: there is a lot of real-estate development going on. The future is bright for employment and career opportunities in the financial services sector.
- Nadiya:** Advises that you set a goal and not be afraid. There is a huge hospitality industry in Toronto and it is extremely competitive. The profit margin is very thin, you must watch where you spend, and most of the business is seasonal.
- Glorious:** Make a two, five, and ten-year plan and then take steps to reach your goal. Canada is a unique and wonderful opportunity for newcomers. Make eye contact with bosses and work on teamwork. If you are NOT making eye contact, you are not being sincere. Soft skills will make a difference, like body language, shaking hands. You must make a commitment to learning the culture as much as you made the commitment to immigrate. In five years about half the people in this room will be in top positions. Network, especially if you do not have any friends or family here. Talk to people in your faith community, cultural community, etc. as these people can help you with references. You need people to vouch for you.
- Kristina:** If you really want to achieve something you are in the right country. Match the interviewer regarding body language and energy. Make sure you get a professional résumé. Consider volunteering as your first work.

HEALTHCARE AND RELATED PROFESSIONS

Facilitator:

Joyce Kaplan
Kaplan Coaching

AFTERNOON SECTOR HUB PRESENTATIONS
EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

PANEL MEMBERS

Bill Meredith
Associate VP,
Healthtech Consultants

Donna Pascal
VP Human Resources and Talent Management,
Dynacare

Michelle Theroux
Manager,
Canada's Health Transformation Practice, Deloitte

Renee Schumann
Former Director of Human Resources,
Humber River Hospital

Vija Mallia
Director,
Long-Term Care Homes & Services (LTCHS), City of Toronto

Vuk Stambolic
Senior Scientist,
Princess Margaret Cancer Centre;
Professor, Department of Medical Biophysics,
University of Toronto

Waheeda Rahman
Director of OD and Chief Diversity Officer,
Scarborough and Rouge Hospital

HEALTHCARE AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS



HEALTHCARE Afternoon Sector Hub Panel

(L-R) : Facilitator, Joyce Kaplan | *Kaplan Coaching*; Bill Meredith | *Healthtech Consultants*; Donna Pascal | *Dynacare*; Michelle Theroux | *Deloitte*; Renee Schumann | *Human Resources*; Vija Mallia | *Long-Term Care Homes & Services (LTCHS), City of Toronto*; Vuk Stambolic | *Princess Margaret Cancer Centre and University of Toronto*; and Waheeda Rahman | *Scarborough and Rouge Hospital*

HEALTHCARE | PANEL INTRODUCTIONS

- Bill:** I work in Information systems for healthcare organizations.
- Donna:** I am in Human Resources at [Dynacare](#).
- Michelle:** Management consultant with [Deloitte](#).
- Renee:** I currently work as an independent Human Resources recruiter. Previously, I had an HR role at [Humber River Hospital](#).
- Vija:** Director of Long-Term Care Homes for the [City of Toronto](#). They own 10 long-term care and community services facilities. The *City of Toronto* has won an award as a diverse employer.
- Vuk:** I am an immigrant to Canada. I am a senior scientist at [Princess Margaret Cancer Centre](#) and a Professor in the *Department of Medical Biophysics* at the [University of Toronto](#). The university works on basic research and clinical research.
- Waheeda:** Director of organizational development and diversity at [Scarborough and Rouge Hospital](#). Focus is currently on leadership development—learning, diversity—how to best serve a diverse population in Toronto. I came to Canada in the early '80s when her parents struggled to find employment.

HEALTHCARE AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

QUESTION AND ANSWER SESSION

Q 1. What are the trends in health care, especially the non-regulated professions?

Bill: We hire 2,000 people a year in information technology. Jobs require clinical background and not IT. People should have clinical experience and knowledge of information systems. This role is found in hospitals and healthcare organizations as well as in independent contractors. 50% are independent contractors who work with us.

Example: a woman came to us with skills as a business analyst. We contracted her. She came and said what she thought we needed. Her networking was volunteering in hospitals getting to know the managers, so she was familiar with their systems.

There is a health informatics website: they promote health informatics in Canada. They have a certification process. It is *coachorg.com* (*Healthtech.ca* is ours...)

Donna: Jobs are on the sales team—they talk to clients. Customer care—they support patients and doctors when queries come in. Program management—when on-boarding new clients, we need to manage their programs. Roles in IT—they require knowledge of healthcare; level one support needs IT training because it is support for the technology.

Also, there are entry-level roles—couriers that pick up samples and transport them, plus warehouse logistics and management. Next week we have a job fair at our office (March 9th).

Michelle: There are three specific trends:

- 1) in the business domain: we hired an IEP with a clinical background and they did an MBA in Canada. It was with a global firm: it's similar problems and different ways to approach them, depending on the country. Global perspective is welcome.
- 2) Strategy and operations: hospitals need a strategic plan as they are trying to get more for their money. Work with them to develop strategies.
- 3) Operations: help hospitals be more efficient to keep costs down, drive operations excellence. One field of growth is in digital and analytic space. People are interested in understanding healthcare data and how to use it at the hospital level or as aggregate data.

Renee: Hospitals hire nurses: we are constantly recruiting. At *Healthforce Ontario* we recruit for international. It's beneficial if you are experienced and qualified; you will need specific education/training to move into a critical care area, or work in emergency departments.

The clinical informatics area involves having a healthcare background and understanding of technical information.

Community hospitals are multi-disciplinary organizations requiring pharmacists, technicians. A challenge with hospital positions is they are unionized. Keep applying. It is hard to get in, but get to know people.

Clarify what training you need to do; for example, nursing in critical care—a degree plus what? Hospitals are willing to train if you have required nursing experience. If you have worked in critical care and need a bit of education, get it done. Some hospitals will pay if they get your commitment you'll work in that area.

HEALTHCARE AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

**Vija:**

Market trends—it is about aging. The City of Toronto employs over 30,000 individuals. 40% of our staff can retire in the next two-three years. I direct long-term care homes. On average, I have over 3000 staff working in long-term facilities or in emergency departments. I hire 300 a year and could hire more if we had qualified people.

We started to look at developing a marketing strategy to attract staff. Programs are being initiated to hire IEPs. One program is with *Toronto Employment and Social Services*. The job incentive program was created five years ago, helping unemployed residents get volunteer experience to gain the Canadian experience that is required.

At first, 100 people entered the program. Last year there were 1,000 participants. The population is aging and staff is required to work with them. This is one way to gain Canadian experience.

Volunteering may take 5 months...or more. After 5 months, part time jobs are realistic. We have hired some in long-term care homes and services. *Toronto Public Health* has staff as well. Paramedics have 12,000 staff. Programs for shelters and supportive housing are always recruiting for staff.

The community program division has grown, as well as more services for the elderly. It is an area that we request and get budgets for programs. The vision is to keep individuals in their homes, if possible, providing services in their settings. Many have complex problems (e.g., dementia) requiring more skilled workers.

HEALTHCARE AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Vuk:

Research (academic and other) is trending.

All members in labs are IEPs. My lab is an example of this international representation. With turnover, we are always looking for professionals educated elsewhere. Research is an international field. The University is attracting foreign nationals for research, coming from different cultures. They are attracted to the university community. We are the largest biological medical research centre and those hospitals represent the largest concentration of biomedical research. In this area, there are 600 labs in biomedical research and each lab employs 5-75 people. It is absolutely international.

I encourage you to get information off their website regarding positions, including the graduate program. There are programs that speak to trends. Newer program is a Masters in Translation of Medicine. We are researching into the care of our patients, requiring knowledge and coordination. This program includes new professions that aren't defined yet, such as Health Informatics and Research Informatics.

Other areas include artificial intelligence (AI); and the origin of machine learning—the Department of computer science have been proactively recruiting for artificial intelligence. Those students are leading the way.

Trend in medicine: machines will replace reading x-rays; then pathology will be replaced by machines. Even in medicine, we are changing.

Science and research is very multi-disciplinary: we want unusual people who might not have roots in academic learning. We need to engage people to research.

Obstacles to this: *U of T* recognizes Canadian citizens differently than international applications. We would like to see the university supplementing tuition fees for internationals to eliminate the difference in tuitions.

Waheeda:

Community and teaching hospitals. Renée talked about community hospitals—this is like working in a city within a city. There are clinical and non-clinical positions including Informatics... business...having healthcare experience would be helpful.

On average, the government spends 3/4 of the provincial budget on healthcare: It's expensive and inefficient.

We have an aging population. Canada needs those who can transfer their skills in innovative ways—e.g. process improvement. You can have training for efficiencies.

Money is going into the community where people live. Community services—working at community retirement homes, CCACs and agencies that hire PSWs at entry levels and other individuals. In government—there are lots in public service who have aging populations, like the *Ministry of Health*, *E-health*: look at other places beside hospitals.

In hospitals, we see the need for specialist nursing care—registered nursing in the field, specialists like in emergency and critical care. It is hard to find people. There are opportunities: look at what is being advertised on websites for retirement facilities, hospital, and agencies.

Consider specialized education, but make sure there is a co-op opportunity—placements are important.

On the IT and finance side, those departments are becoming crucial as they help us understand the funding as it is changing. We want people with finance skills.

Look at *Healthforce Ontario* - they have good programs to fund physician assistants, for example, but there are only two places that offer this training: *University of Toronto* and *McMaster University*.

Main trends in healthcare are figuring out how to do things more efficiently and cost effectively.

HEALTHCARE AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS



Q 2. IT and informatics—can you clarify what kind of education you would need—like a community college program? What is the balance between technical and clinical?

Bill: Healthtech is a small field. Some have a clinical background, like kinesiology or social work. IEPs could be used in clinical informatics. The website with the most information on these careers and job posting is coachorg.com. CPHIMS.ca certifies informatics careers. Their training covers three areas: *Canada Health Act* and the Healthcare system, Clinical information knowledge and systems analysis.

You get those materials and people take courses and exams across the country (CPHIMS.ca). If you have that training and certification as well as the clinical background, you would be of interest to us. Do the self-study and take the exam. Within a couple of months, you could do it.

Q 3. Pharmacists: with a Master's degree, what is the best approach? Should I go for licensing? Clinical research? Any ideas?

Bill: Medication management is where we have an active area and information systems is also a huge opportunity.

Waheeda: I hired a pharmacist from Egypt. He came as a volunteer in the *Patient and Family Centre*. He wanted to do the informatics program at *U of T*. With pharmacy and informatics, we wanted him for medication management. He got a job at our hospital.

Q 4. When networking, how do you quickly share your value proposition?

(*A networking skit or role-play demonstration was presented to the audience, after which a discussion occurred):

Who was looking for work? Networking is give and take. It is good to be giving as well as asking. The art of networking is about meeting someone new—NOT about the job, or you want something vs. I am excited to meet you: say instead, I would love to hear about your background. If they can't help, they may have a neighbour who can, so be authentic.

When you meet with someone to network:

- Start by talking about yourself and your interests
- Don't start with asking for a job
- Take time to hear about the work environment
- Convey a brief understanding about your background
- See it as a mutual opportunity to learn about each other
- You never know if you have something to offer

HEALTHCARE AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Michelle: As an introvert, have the courage to be bold. You have nothing to lose. We all put our pants on one leg at a time. We get busy—send a second message if we don't get back to you.

How do you follow up after an interview? Exchange business cards. To follow up with me, for example, tell me that you heard me speak at this event. You are interested in knowing more about *Deloitte*. If I think you sound interesting, I will get back to you; also, I would like to see your CV. After a week or two, if you haven't heard back from me, send me an e-mail that says: I'm just following up to see if you are still available to have a quick chat.

Renee: There are lots of organizations that are now doing referrals. You never know who is looking for people. Just tell people what you are looking for when you meet them; keep in mind that referrals from an employee could bring them a bonus.

Belong to a professional association—important to join them as they have meetings, conferences. You will be connecting with like-minded individuals who can help.

Volunteering is important—I have always volunteered even when working full time. Volunteering opens many doors; could be anywhere. People hire based on fit of personality.

Networking and volunteering—gives you opportunity to learn about the trends, ideas.

Consider and research opportunities for volunteering and giving back—and be strategic about where you volunteer. The hospital employed the people that volunteered for me because they understood how the hospital worked.

Q 5. Can you clarify about the hidden job market?

Waheeda: For our hospital, we only take résumés on line. You need the right words on the résumé; they are online systems, involving screening.

Q 6. How do you talk about no Canadian experience?

Showcase your experience; don't discount your 'back home' experience. Translate your experience—look at the job description; connect your experience to the job description for the person hiring.

Donna: When interviewing people with international experience I want them to be succinct on the points. I don't want a long-winded explanation. What is the most important thing you need to hear from or about me?

The best candidates don't need Canadian experience: they can explain their experience, and have figured out how to talk about their knowledge and skills clearly.

Do your research on the company before you go for an interview. You need to know about the organization—its all on the website. Research the job description. In your cover letter, link your 'back home' experience with the job description.

Under Ontario HR rules, the employer cannot discriminate based on Canadian experience.

Online systems screen for the skills. During the interview, focus on the bottom line. We want to know what you can offer. Period.

Vuk: We look for accomplishments, which are different from experience—feature your accomplishments.

It is more than your degrees. What have you contributed to a job? Work accomplishment is good to build on; also timely execution of a program. The conversation goes both ways—you make an interviewer curious about the problem you solved. They are interested in this type of discussion and will be more engaged.

HEALTHCARE AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Q 7. Behavioural questions are a popular interview approach.

How do you demonstrate the skills, understand what your accomplishments are, and prepare?

Interviewers will want to know how you handled a problem/situation in the past: that is basis of behavioural interviews. When asked a behavioural interview question, responses don't always come quickly. Therefore, It is ok to think about it...ask to take a minute and respond thoughtfully. Take time to process the question—there could be several parts, so write them down.

It involves lots of thinking on the spot! Check online for question samples and tips on answering. You could prepare some answers to behavioural questions; come up with some stories and bring them in your 'back pocket'.

Q 8. What are some additional interview tips?

- Look for whether you are a good fit, from a cultural perspective
- Personality type, drive, etc.—demonstrate that you want what they want
- You have to research to know about the culture of the organization
- Ask how long have they (the interviewer) has worked in the organization
- Treat the interviewer as though you are interviewing them as well
- In North America—shake hands
- Don't bring the personal into the professional.
- Make eye contact
- Express pride—tell about something that made you proud
- Send a thank you note after an interview; e-mail is also fine
- Thank at end of interview as well
- Know the boundaries.
- Asking "So where are you from?" could put someone off
- In two minutes, they have an impression of you

Q 9. How do you use LinkedIn when hiring?

Bill: I go to *LinkedIn* and type search terms for the first and second circle of connections. I check for who I bring up related to proposals that we plan to be working on. I would always look at *LinkedIn* profiles first: who are they? What is on their profile? If they don't have a profile, they are at a disadvantage.

Donna: At *Dynacare*, *LinkedIn* is major for us. Key roles are posted there. We pay for *LinkedIn* to push our jobs to people's profiles. If you have a background that is aligned, *LinkedIn* would notify you. We also use it to mine information on candidates—with a background or region.

Your profile needs to mirror your résumé. You need to have a photo as it represents who you are. I paid someone to help me professionalize my profile.

Michelle: At *Deloitte*, we use *LinkedIn* as a first filter, and because it's the trend. We don't always have active postings. We look at your brand. If you say what you are looking for, that will help you be seen; your key words are important for when you get searched. Are you looking friendly? Your visual representation is important, and you get overlooked if you don't put a photo. It shows you have a valid account. It becomes a brand. Improving your profile is a good idea. Employers will reach out, and they are posting as well.

HEALTHCARE AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Vija: We don't use *LinkedIn* for job postings or recruiting long-term care and home care services professionals – all postings and applications go through the *City of Toronto* website, offering equal opportunity for all to apply. Read about the jobs and highlight the areas where you have accomplishments. Don't e-mail me your résumé as I can't forward it: you must do it all online.

Vuk: We don't use *LinkedIn*. We hire people for skills that are about intelligence, academic achievements, and research. *Research.net* is a site that we use, however. The currency in our business is someone's publications and the quality of the publications. We are looking at the topic of the research and qualifications and authors. We are looking for people who will blow our minds with their ideas.

In biomedical research—we use *Pubmed* (used to be *Medline*). It features all research papers that have been published, cross-referenced by title, journal and interest of researchers. We also accept résumés.

Waheeda : We use an online system with résumés that are screened. I do sometimes look at their *LinkedIn* profile. Recruiters use *LinkedIn*.

Q 10. What are useful websites for healthcare jobs?

- www.charityvillage.com for volunteering, as well as www.research.net
- *Healthforce Ontario*
- *Toronto Regional Immigrant Employment Council (TRIEC)*
- *Naturejobs*—science jobs
- *Twitter* has been embraced for networking by scientists; positions get tweeted and re-tweeted

Q 11. I have never been called back by a hospital. What are some easy jobs?

Waheeda: Hospitals don't employ physicians. They have rights to practice. Nurses and others are employees. Where do you want to be working? There are some entry-level positions, but what interests you? Gear your training and volunteering around those interests, and if further education is required. It may not be the answer. Know your path as the process for becoming a physician is very long. Consider the Physician Assistant (PA) program it is a year and a half program.

Q 12. What are the differences in workplace cultures?

Non-verbal, and attitudes to authority—both impact on being successful.

Concerning work style: we are a small consulting firm and we work out of our homes, with most business conducted over the phone. We are a 'flat' organization but looking for teammates.

Workplaces are inclusive: don't try to carbon copy their culture, but understand their core competencies...you must have a minimum of these core competencies, like customer service, collaboration, non-negotiables—so everyone's differences align around them. Consider how your skills apply or relate to those 'cores'.

Observations from two countries: in Asia, it was hierarchy and team orientation. Here you watch the culture and listen. Balance that with what you have to offer the organization, then provide value by saying what you have to offer.

Change is the constant: your role will change over time. Flexibility is key, rolling with the punches, accepting changes that are happening.

HEALTHCARE AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Toronto is multicultural—and the workforce is reflective of the City. We have inclusive workplaces so when hiring people, we ask: do they reflect the organization? Observe behaviour and mannerisms, as these people will be representing the organization.

In research, ideas are the main currency: what needs to be learned, the ideas themselves don't fall under a hierarchy. So, whether you are a technician or whoever, we are turning ideas into work. Respect for other's ideas and the ability to discuss them in a respectful environment is key. That isn't how undergrad and grad work and those boundaries are lost. I look to the people that are working for me: I give them education and they give me contribution to the research.

Strong work ethic is important. Understanding that in health care it is fast moving, changing and you must be able to navigate those changes, including being willing to be a quick learner. It is not a 9 to 5 job, but an intense place to be. Be positive and resilient to change.

TRENDS AND TIPS

In general:

- Volunteer, showing how global experience is helpful and relevant.
- Before job interview—read the website, job description.
- Prepare. Find out about the person you are meeting; you might find connections with that person.
- Outline the critical success factors you bring to the job.
- When you are asked if you have a question of the interviewer, fast forward a year from now and ask: You are giving me a superlative review. What will I have done that will give me that review? They will tell you exactly what you need to do, to have done well.

Bill:

When a candidate knows what they want, they are enthusiastic about the opportunity.

Donna:

Self confidence; candidate is confident in who they are, what they bring, and their experience

Michelle:

Ask, can I work with this person? You need to create that connection for them and bring intelligence.

Renee:

Be persistent. You will be rejected; it is all part of learning. Take it and apply it to the next one. You will get it.

Vija:

Research the organization... no one home is the same as another.

Vuk:

Work on your communication and language skills. Oral and written skills will allow you to shine.

Waheeda:

Learn how to tell your story. Be open-minded about the possibilities for you as IEPs: you'll more likely find a purposeful role for yourself. Be true to yourself; don't pretend to be someone you aren't.

INFORMATION TECHNOLOGY

Facilitator:

Maureen Ford

Program Manager, Talent Innovation
Information and Communications
Technology Council (ICTC)

AFTERNOON SECTOR HUB PRESENTATIONS

EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

PANEL MEMBERS

Anne Bloom

Consultant; formerly Senior HR Leader,
LG Electronics

Mark Jackson

Indigo Chapters

Valerie Gelinas

Manager, IT Rotation Program,
RBC

Ted Maulucci

Chief Information Officer,
Tridel

Marc Lijour

Director,
Savoir-faire Linux

Ollie Zaydik

Manager, Recruitment/Planning for Canada
Advisor,
Career Edge

Praveen Kumar

Director Consulting and Training,
2iSolutions Inc.

INFORMATION TECHNOLOGY

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS



INFORMATION TECHNOLOGY Afternoon Sector Hub Panel

(L-R) : Facilitator, Maureen Ford | *Talent Innovation ICTC* (standing); Anne Bloom | *HR Consultant*; Mark Jackson | *Indigo Chapters*; Valerie Gelinas | *RBC*; Ted Maulucci | *Tridel*; Marc Lijour | *Savoir-faire Linux*; Ollie Zaydik | *Career Edge*; and Praveen Kumar | *2iSolutions Inc.*

INFORMATION TECHNOLOGY | PANEL INTRODUCTIONS

- Anne:** A consultant and most recently with **LG**; prior to that with *Infasys* technology. Works in compensation design and organizational design and development.
- Mark:** Works in retail and mobile solutions at **Indigo Chapters**. Prior to *Indigo* worked at *Sunlife Financial*, *Bell Canada*.
- Valerie:** Works in New Talent for **RBC**; there are approximately 800 participants in co-ops, placements and new grads.
- Ted:** His role at **Tridel** has evolved to encompass smart buildings and connected facilities.
- Marc:** Immigrated to Canada in 2000. **Savoir-faire Linux** is an IT professional services company based in Montreal. Previously worked at *Cisco* and Ontario Government.
- Ollie:** Runs a paid internship model for immigrants at **Career Edge**.
- Praveen:** Of **2iSolutions Inc.** works with a Federal Government, Ontario Government and City vendor. Looking to hire candidates.

INFORMATION TECHNOLOGY

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

QUESTION AND ANSWER SESSION

Q. 1 What do employers look for in candidates?

- Valerie:** Curiosity, diversity of thought, experiences from other places.
- Ted:** *Tridel* tests for skills in IT and business administration. Very diverse on purpose, and don't even interview.
- Mark:** It's complex. Ask the organization you are applying to, "What can I bring?"
- Praveen:** A contractor looks for certification and experience.
- Anne:** Look at whole career and what you've accomplished.
- Ollie:** What are your curiosities and what are you interested in? Think where you're going, not where you've been.
- Marc:** Java programming; EAP, Linux OpenStack; group in Northern Toronto; community of business people to network; Techconnex happened this morning; conversation on talents...behaviours and capabilities come first and skills secondary; fit; varieties of testing, general problem solving specific to tasks.

Q. 2 What is your advice on working for start-ups?

- Marc:** Much happening in Toronto; sign up for *Meetups* and *Tech Toronto* events; nominal charges; there are a number of start-up organizations - *Ryerson DMZ*, *UT Creative Destructive Labs*; *York University Startup Accelerator*; *Hackathons*; *Civic Tech Toronto*; *Australian Unearthed Bitmaker Labs* before *PDAC Convention* this week.

Q. 3 How do employers use LinkedIn?

- Praveen:** Used to use websites to hire; today, *LinkedIn* represents 80% of hiring; shows what applicants have done as well as their networks. Use profile to stand out from crowd; belong to *LinkedIn* groups and contribute; post publications that relate to your field: for example, post about new SAP feature.
- Valerie:** Recruiters look at *LinkedIn*; if no profile for student, we will ask why. Show awards and certificates, volunteering.
- Ollie:** All recruiters are looking up prospects on *LinkedIn*; a pitfall is just copying and pasting a résumé on *LinkedIn*.
- Ted:** Use tutorials on how to post properly on *LinkedIn*; did my own a couple of years ago and it took about a week.
- Anne:** Look at the new *LinkedIn* interface posted in the last few weeks; *YouTube* research what you don't know; recruiters don't take you seriously without a picture. Show that you are a member of associations. Post references.

Q. 4 What if posting your picture goes against your religion?

- Anne:** Don't go against your belief; highlight other parts of the package. Be on it daily. Don't send generic requests to connect on *LinkedIn*.
- Mark:** It's really the totality of the *LinkedIn* profile that matters. Try to make your profile personal; and use a good quality picture.
- Marc:** Looking for a job is a full time job; keep updating and reviewing; this is time well spent.
- Maureen:** Using a standard default conveys laziness. Carve out time for your job search every day.

Q. 5 What is your opinion on video résumés?

- Ollie:** For all applicants at *Career Edge* this is standard operating procedure. At first, the feedback was that this would be discriminatory. After two years it has become an astounding success, a real timesaver. Employers can't see video résumé until after they have shown interest in textual part of the application. It's a way to showcase you, especially for busy companies; employers can access at their convenience.

INFORMATION TECHNOLOGY

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS



Marc: A link to code on *GitHub* would be the equivalent.

Valerie: Create an online portfolio, work samples.

Mark: We in tech should be able to use all tools to our advantage; we review samples from applicants.

Q 6. How do you navigate workplace culture, for example, non-verbal communication, attitudes to authority?

Ted: Not so important at hiring stage, but during first three months of work. Don't be afraid of accents; culture is embraced in Canada; get out there! Mention events in requests; especially those related to vendors, security.

Valerie: *Mosaic* group is made up of immigrants who arrived a while back; they connect with people to do orientation on culture. *Meetup* events are low or no cost; *TechTo* (Maureen says employers wear different colour name tags); *DevTo*, *HackerNest*.

Maureen: Do homework on financials and culture at company. Show up early; ask registration desk for tips and work the room. You will be judged a few times; don't take it personally; move on – I am saying this to be real.

Anne: Ask about culture and getting access to a mentor in first 3-6 months. To get connection on *LinkedIn* show how you can add value; not too long, limit to two sentences; get introductions. When seeking introduction, give bio and value proposition to introducer; should be no more than three sentences - four is too long. Become a member of IT associations, go to association job boards; another reason to join.

Praveen: Connect to someone who can value you; for example, at project manager level. I retain an accent personally. Remember to slow down to aid comprehension.

Marc: Applicants need to look at personal fit requirements. At our company, the first language is French; Russian became an asset so our founders are learning Russian.

Ollie: Companies register with us to get access to IEPs.

Q 7. What do you suggest for an IEP who wants to move from a different field, back to QA (Quality Assurance)?

Anne: Update your résumé showing what you did in your time away - show what you've been doing to keep up to date, for example, show online tutorials, certificates.

Praveen: Get the latest certification (*HPLN*); do small projects remotely from home for a few months.

INFORMATION TECHNOLOGY

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Q 8. Does it take six months to get certifications?

Marc: We do *Linux* training at our organization. Certification time varies; some requirements are more extensive such as *Red Hat*, *Linux Foundation*.

Q 9. What can we do about not getting interviews?

Marc: Highlight that you are ready to work and also your legal status, if obviously a newcomer. Make sure that key words are used and they fit the context. Don't be one in a stack of résumés. Let's say you're looking for a job in the leading edge of technology; lots of *Hadoop*, *Spark* is requested. Make sure you can communicate what you can work in right now. Do not be dismayed by a "no"; organizations can be altruistic but you still need to bring value.

Valerie: Talk about what value you add.

Anne: Use the key words in your application to match the ad; algorithms will find you. Explain what your accomplishments were and what they mean for employers; in today's world of work it is no longer good enough just to apply for a position; connect with somebody in *LinkedIn* at the employer organization; get them to 'walk in' a résumé to a hiring manager. For search firms you will need a longer résumé; but for an employer organization, show no more than the last 10-12 years of work experience. The length should be no more than two or three pages.

Ollie: Tailor résumé specifically for small organizations; no cut and paste; larger organizations will be less specific.

Praveen: For more senior jobs, perhaps longer or will not be shortlisted by ATS (applicant tracking system).

Q 10. Can a cover page be too long?

Ollie: Learn to communicate clearly.

Valerie: Simplify your value to metrics.

Mark: Three to five points where you've met requirements; elaborate more; if it goes past two pages, it doesn't get read.

Anne: Less is more; don't give all information in letter and résumé; incite them to call you in to talk to you.

Ted: Don't worry about looking good but more about what you are going to do for them.

Q 11. Which is best: Functional or Chronological Résumé?

Anne: Functional only, with gap or career change. Do a combo.

Ollie: Show you've been keeping up to date during a gap.

Valerie: Show community volunteering etc. if gap; still looking for great people.

Mark: With an employment gap, accept that a technology gap is a barrier.

Valerie: Consider *Coursera* and *Udem*: have overheard people talking favourably about them.

Q 12. Should I remove Master's from my résumé when applying for junior jobs?

Valerie: No, because we have other jobs that require a Master's.

Mark: In 1998 I wanted a CSR job at Bell after working offshore; applied several times and showed that I was applying for the opportunity of working for the organization; after getting hired I liked the job and moved up to associate director and held that job for 10 years.

INFORMATION TECHNOLOGY

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Ollie: Employers are concerned with retention; after onboarding expense, they want to know if employees will go somewhere else; don't remove Master's but explain your wanting a career path.

Praveen: For a basic job, put the Master's or less relevant credential such as overseas MD at the end of the résumé.

Q 13. What are Canadian companies doing to allow newcomer Canadians to work in IT?

Ted: Tridel brought in an English language teacher and individual language coaches. And we're looking to bring back Toastmasters.

Valerie: Check out the Second City improvisation class for scrummasters to boost confidence; there is a Toastmasters chapter specifically for IT; RBC Execs are mentors with organizations like TRIEC.

Marc: French classes; culture is all around open source software; hire people with their projects; tech is second place to culture; triple bottom line accounting projects; segment of workplace that cares about the environment; also community incubator in Montreal; charity events; company culture transcends nationality.

Ollie: Canada 150 celebration this year; immigration is a cornerstone of Canada history and culture; our program is challenging IT sector to hire 150 IT IEPs.

Q 14. Is GIS under IT? What employers hire that?

Marc: Hackathon, Unearthed, Barrick Gold, Esri Canada, Ontario Centres of Excellence, R & D Challenges

Q 14. How can I convince (employers) my generalist IT background is useful?

Ted: Workforce is going specialized so show how you can adapt.

Mark: Depends... larger and mid sized companies want specialized; but smaller companies want IT managers to do all sorts of tasks, especially with hardware.

Anne: Even generalists have some specialist backgrounds. If you don't believe in you, how do you expect your employer to believe in you?

Marc: Focus on job posting and cater résumé to show applicable skills.

TRENDS AND TIPS

Anne: Stand out.

Mark: Look for opportunities within organizations for career growth and not just for a particular role.

Valerie: Look for organizations making diversity and inclusion lists.

Ted: Perseverance and passion—it's like a marathon so don't give up. There's 3% unemployment in IT but effectively there's a shortage; passion is infectious.

Marc: Confusing for applicants, as sometimes a job description is out of date, so if you try to fill a role it's always out of date. Remember: only you can move yourself forward.

Ollie: Stay positive and be ready with your elevator pitch. Be ready to take advantage of opportunities. At Career Edge this is exactly what we're about.

Praveen: Remember: You are just like me and one of 'us.'



SALES MARKETING & COMMUNICATIONS

Facilitator

Wendy Woods, MBA
Founder & Principal,
Watershed Training Solutions

AFTERNOON SECTOR HUB PRESENTATIONS
EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

PANEL MEMBERS

Moustafa Abdelrahman
Contracts Specialist,
Johnson & Johnson

Samuel Balzan
Senior Client Executive for North America,
Dassault Systemes

Rohini Dhowan
Director,
CIBC Customer Marketing

Winnie Biala Mittal
Senior Marketing Manager, Multicultural Marketing,
Telus Mobility

Maureen Shuell
Communications Consultant,
RendezVous Communications

SALES, MARKETING & COMMUNICATIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS



SALES, MARKETING & COMMUNICATIONS Afternoon Sector Hub Panel

(L-R) : Facilitator, Wendy Woods | Watershed Training Solutions (standing); Maureen Shuell | RendezVous Communications; Moustafa Abdelrahman | Johnson & Johnson; Rohini Dhowan | CIBC Customer Marketing; Winnie Biala Mittal | Telus Mobility; and Samuel Balzan | Dassault Systemes

SALES, MARKETING & COMMUNICATIONS | PANEL INTRODUCTIONS

- Moustafa:** *Johnson and Johnson*, contract specialist, CPG. Third time volunteering at IEP Conference. Landed in Canada in 2009 and am now a Canadian from Egypt. Couldn't find a job and started from scratch, my career zigzagged.
- Samuel:** With *Dassault Systemes*, a French software company in Canada and US, in CPG (consumer products goods like food, beauty, skin care) and Finance industries. Spent the last 6 years in Canada and originally from Paris, France.
- Rohini:** Director of Marketing Communications at *CIBC*, includes deposits and capital markets divisions. Eight years at CIBC; 15 years in Canada. Came to study as an undergraduate.
- Winnie:** Started recently with *Telus Mobility*, a telecommunications company, in charge of multicultural marketing: how best to market to multicultural communities. A Hong Kong native of South Asian descent she noted that 11 years ago, I was in your (delegates) shoes.
- Maureen:** With *RendezVous Communications*. Born and raised in Thunder Bay, Ontario born and raised. Went to the *University of Toronto* and has a background in PR, communications, marketing and politics including experience working with different communities in a diverse riding with a lot of new Canadians. Worked in government relations and transport; entrepreneurial and corporate experience.

SALES, MARKETING & COMMUNICATIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

QUESTION AND ANSWER SESSION

Q 1. What are some market trends in Communications, Sales and Marketing?

- Rohini:** Digital marketing, moving away from traditional channels of TV, radio, print. more targeted social media: *Google analytics* tracks who is seeing information and retargeting; follows you through other sites.
- Samuel:** It's a perfect time to get into Sales. A lot of people around me are retiring and there are great opportunities... the downside is it's not easy.
- Maureen:** Digital marketing, everything is moving quickly; get a basic knowledge of *Adworx*, call 1-800# for free tutorials; learn *Google AdWords*. When you need a break in your job search, focus on learning. Take 2 hours to learn something new and research how the industry is changing. Access *Lynda.com* free from the *City of Toronto* website homepage.
- Wendy:** Speed of change - challenges resources and time. Emphasis on increasing skills by joining networking groups, share trends. Check *Toronto Public Library* for free courses.

Q 2. What were some of the skills and competencies that got you work (ones you'd recommend to use in Canada)?

- Moustafa:** Networking skills. I had no support system. I needed to build a network so I joined groups: sports, chocolate lovers, professional groups (Finance, CPG, Advertising) where I could meet as equals and find something in common. I relearned English; listened to *CBC*, repeated words, changed accent and intonation.
- Focus on buzz words. Understand dynamics of how to approach colleagues and the boss. Practise how you communicate and understand what one person is trying to tell you. Use networking, word of mouth marketing to discover job opportunities. Mindfulness and stress management through sport, healthy eating habits (build resilience through your job hunting journey/marathon). Demonstrate ability to work autonomously, be an independent thinker but also a team player aware of your position in the group. Be careful about proactivity: it's ok to say, "I need to think about it" if you're not ready to answer.
- Winnie:** I worked at *L'Oreal* in Hong Kong and tried to leverage an international name, personal experiences and skill set. After 6-8 months, I landed job in the alcohol beverage industry which is different from the CPG World. My mantra: Keep trying and do not give up. Prepare answers to "what would you do if?" interview questions, including concrete examples. Figure out what's 'right' for you, especially the company culture. Show your uniquenesses; differentiate yourself from others.
- Samuel:** Came in 2008 before the financial crisis with wife and 3 kids; connected and met with alumni. February 2010 sought professional job search help through free government training: résumé writing, workshops. Most successful when getting your application through the right channels, senior people or having someone advocate on your behalf: lesson is to meet people who will help you. Toronto is like a village: the big guys look at others coming in and view them as a danger or opportunity. You need to build trust, and then demonstrate your competence. Remember: you came to Canada to grow, not to shrink.

SALES, MARKETING & COMMUNICATIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS



Maureen: I do one scary thing every day and write it on a note. Put yourself out there, reach out to someone, be a little bit vulnerable: people identify with that. Connect people who can help each other. Pay it forward—it will come back to you in many ways. Be authentic and very self-aware of where you do your best work. Do your company research in advance, discover their gaps/weaknesses from *LinkedIn*, etc. (e.g., Are they going under? Do you really want to work for them?). Be aware of Canadian cultural nuances.

Wendy: Have an attitude in the interview, “I’ve got this (job).” Be creative in positioning your unique experience to employers. Use what’s been successful for you in the past, but know life will open new doors too: when that door opens, let go of one thing. Specialize your research, otherwise it can be overwhelming. Ask questions that others are afraid to ask, therefore stand out from the crowd.

Rohini: Sales and Marketing skills = relationship management; project management (managing timelines, expectations and deliverables from different stakeholders). Keep up with trends and obtain certifications in digital marketing. Emotional Intelligence: EQ is just as important as IQ; ‘read’ people through body language and get to the point when communicating.

SALES, MARKETING & COMMUNICATIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS

Q 3. *How can I move up from one job/ industry to another?*

- Samuel:** My first job was at a lower level: I trained, met a lot of people and found another job, moved up and doubled the salary. Find a connection and go with it.
- Winnie:** Find your uniqueness and position it from others in the industry. Identify the transferrable skills.

Q 4. *How do you get feedback when you haven't gotten the job?*

- Rohini:** Send an e-mail asking for feedback: what could I have done better? The company can't tell you everything but other factors are involved in the decision making process.
- Samuel:** Might be they have an internal candidate. Sometimes it's a company strategy to promote from within. That happened to me at SAS (they've now changed their strategy: remember it's business, not personal).
- Winnie:** From recruiters and employment agencies.
- Wendy:** Ask a mentor/support group: what can I do to improve presentation skills or do a 'course correct' next time. Don't burn your bridges.

Q 5. *How much importance do you place on certification vs. volunteering?*

- Winnie:** Depends on the field and the career path. Certification in digital marketing can help. There are many forms of volunteering; the best way to get Canadian experience and showcase transferrable skills is via internships, short-term contract positions. *LinkedIn* is great avenue to look for contract positions.
- Rohini:** Volunteer experience - it depends on the area. If you volunteer for *CIBC Run for the Cure* you would gain relevant experience there.
- Wendy:** Volunteering is a networking opportunity and you give back.
- Samuel:** Accept a lower position and show that you can stand out in the crowd: not comfortable to work for free. Consider volunteering in a mock enterprise to gain Canadian experience: everyone has a role to play as if it were an actual company.

Q 6. *Is there a reference manual or best strategy for finding a job? There's lots of confusion out there it seems.*

- Samuel:** There's no book: you need to find your own path, adopt a strong mindset combined with networking, cold calling and 'closing' the sale.
- Winnie:** Choose to accept taking that step down: it's short-term pain, long term gain if it's in the field you want. Apply strategy to progress faster.
- Rohini:** Manage expectations: be realistic and have a plan, ideally before you come to this country.
- Maureen:** Be careful about giving your time freely; belong to an association; volunteer in your community; focus on relationship building: I'm not going to do business with you just because I met you briefly and shook hands with you at an event.
- Wendy:** Centre yourself in an industry where you want to work. Ask for information interviews: Can you meet with me?

SALES, MARKETING & COMMUNICATIONS

AFTERNOON SECTOR HUB PRESENTATIONS • EMPLOYERS AND HUMAN RESOURCES PROFESSIONALS



TRENDS AND TIPS

- Samuel:** Don't discount or diminish yourself: people don't know you (yet).
- Winnie:** Get comfortable with taking a few steps back for an opportunity; persevere, stay on course, it will come in time.
- Rohini:** If you have wide experience, be as specialized as you can: stand out as niche, especially when identifying key words or skills in job postings.
- Maureen:** Know where you want to be; educate yourself through research (newspapers); target hiring companies; attend free events to build business networks; monitor your behaviour and use social media carefully; keep your professional and personal lives separate. Send a *LinkedIn* note to someone in a strategic way. Do one scary thing that challenges you.

MARKETPLACE EXHIBITORS

2i Solutions
 ACCES Employment
 AltimaTelecom
 Canadian College of Massage and Hydrotherapy
 Canadian College of Naturopathic Medicine
 Canadian Immigrant
 Canadian Institute of Financial Planning (CIFP)
 CARE Centre for Internationally Educated Nurses
 The Career Foundation
 CBC Toronto
 Centennial College
 Chartered Professional Accountants (CPA) Ontario
 City of Toronto
 City of Toronto – Public Appointments
 EPIC
 George Brown College
 School of Immigrant & Transitional Education
 Global Experience Ontario
 Healthforce Ontario
 Human Resources Professionals Association
 Humber College
 ICAS Canada
 IFSE
 Immigrant Access Fund Canada
 Job Skills
 Magnet-Ryerson University
 MCIS Language Solutions
 Metroland Media Toronto
 Northeastern University Toronto
 OACETT
 Ontario College of Trades
 Ontario Society of Professional Engineers (OSPE)
 Parsai Immigration Services
 Progress Career Planning Institute (PCPI)
 Raymond Chang School of Continuing Education
 (Ryerson University)
 Score Up
 Seneca College
 Skills for Change
 Supply Chain Management Association Ontario (SCMAO)
 Sutherland Chan School of Massage Therapy
 Toronto Region Immigrant Employment Council (TRIEC)
 University of Toronto – School of Continuing Studies
 VPI Working Solutions
 Welcome Centre
 Welcome Pack
 World Education Services (WES)
 YMCA-GTA



THANK YOU TO OUR SPONSORS

The IEP Conference would not have been possible without the support of our sponsors who share our commitment to the successful integration and improved employment outcomes for IEPs:

Title Sponsor



Strategic Partners



Media Sponsor



Platinum / Sector Sponsors

Finance & Accounting



Sales, Marketing & Communications



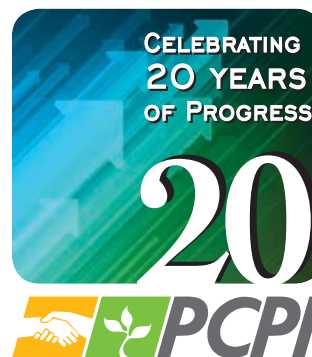
Silver Sponsors



ACKNOWLEDGEMENTS

The IEP Conference recognizes the following individuals for their valuable contributions to the Advisory Committee:

Silma H. Roddau – PCPI - IEP Conference Chair
 Devi Arssanayagam – City of Toronto
 Susan Brown – Toronto Employment & Social Services, City of Toronto
 Zana Dragovic – Learning Disabilities Association
 Carol Ford – Event Planner, Bottomline Consulting
 Cristina Goncalves – University of Toronto School of Continuing Studies
 Carmen Jacques – CPA Ontario
 Joyce Kaplan – Kaplan Coaching
 John Moudakis – JM Consulting
 Michael Marville – PCPI
 Rhonda Singer – Global Learning Group of Companies
 Annu Sood – Toronto Employment & Social Services, City of Toronto
 Ronit White – Metroland Media



Conference Report

Report Writer – Heather Turnbull, Turnbull Consulting Group
 Editors – PCPI Editorial Team
 Designer – Linda Kroboth, Elkay Design & Graphics
 Printing – Kwik Kopy Printing
 IEP Conference Project Manager & Chair – Silma H. Roddau, PCPI
 Photographer – Galvanize Studio
 Videographer – Bio-Docs

Special acknowledgements are extended to:

Toronto Employment & Social Services
 PCPI Team, especially; Michael Dacuycuy, Neva Kotsopoulos and Sheryll Smith
 All the Volunteers

Sector Hub Notetakers

Sue Berlove
 – Healthcare & Related Professions
 Hilary Buttrick
 – Engineering
 Andrea Demchuk
 – Information Technology
 Karen Gray
 – Finance & Accounting
 Diana Semenuk
 – Sales, Marketing and Communications



UNIVERSITY OF TORONTO
SCHOOL OF CONTINUING STUDIES

Are your overseas credentials holding you back?

To help you get started in the Canadian workplace, it'll be a smart move to get your overseas credentials validated in Canada. You may also need further certification to help land your first job or get that promotion you deserve. Choose from over 80 world-class certification programs including:

- Project Management
- Accounting
- Engineering

Register now!
learn.utoronto.ca

Reputation **Matters.**

Go from making calls to making the calls.

Today's business climate demands informed, insightful decisions that can decide the fate of a company. A CPA designation arms you with the tools and knowledge to make impactful business decisions that'll change your career path.



Navigating change.

cpaontario.ca



International Credential Evaluation |
Research and Training | Consulting Services

OPEN DOORS TO CAREER & EDUCATIONAL OPPORTUNITIES

A WES credential evaluation makes it easy for licensing bodies, academic institutions and employers to better understand international academic qualifications.

WES is recognized by the Government of Ontario and is a designated service provider of educational credential assessments (ECA) for Immigration, Refugees and Citizenship Canada (IRCC) – formerly Citizenship and Immigration Canada (CIC).



WORLD EDUCATION SERVICES

Our Expertise. Your Success.

wes.org/ca



PROGRESS CAREER PLANNING INSTITUTE



WORKING TOGETHER FOR PROGRESS

PROGRESS CAREER PLANNING INSTITUTE

400 - 1200 Markham Road | Toronto, Ontario | M1H 3C3 | 416.439.8448

www.pcp.i.ca

LIKE US ON

