

Metro Toronto Convention Centre  
APRIL 2013



10th Annual

IEP™

CONFERENCE

A UNIQUE FORUM FOR  
Internationally Educated Professionals



[www.iep.ca](http://www.iep.ca)

# Conference Report



PRESENTED BY



WORKING TOGETHER FOR PROGRESS  
[www.pcpi.ca](http://www.pcpi.ca)





WORKING TOGETHER FOR PROGRESS  
[www.pcpi.ca](http://www.pcpi.ca)

Proudly Presents

# THE IEP CONFERENCE REPORT

## TABLE OF CONTENTS

---

Preamble .....	1
About PCPI and the IEP Conference .....	2
Executive Summary .....	4
Key Themes and Observations .....	5
Participant Profiles & Demographics .....	6
Delegate Feedback.....	10
Conference Proceedings .....	13
Welcome and Opening Remarks.....	14
Keynote Speaker.....	15
Panel: IEPs' Journeys to Success .....	17
Concurrent Sessions – Sector Hub Presentations .....	22
Morning Sector Hub Presentations: Regulatory, Accreditation and Academic Bodies ....	24
Engineering and Related Professions .....	25
Information Technology .....	31
Sales, Marketing & Communications .....	35
Finance & Accounting .....	41
Healthcare and Related Professions.....	45
Skill-Building Presentations .....	53
Communicating in Canada, Eh? .....	53
How to Differentiate your Personal Brand to Get Hired .....	55
Afternoon Sector Hub Presentations: Employers and HR Professionals .....	57
Engineering and Related Professions .....	58
Information Technology .....	66
Sales, Marketing & Communications .....	74
Finance & Accounting .....	81
Healthcare and Related Professions.....	87
Recommendations .....	97
Acknowledgements.....	98

---



## **PREAMBLE**

---

This report intends to accurately represent the themes, discussions, activities and feedback expressed by the various speakers, panelists and participants who attended the 10th Annual IEP Conference held at the Metro Toronto Convention Centre on Friday, April 5, 2013. The author with the support of the scribes has taken the utmost care to detail the Conference's proceedings as authentically as possible. Advice provided by the keynote speaker, guest speakers and panelists as well as comments from delegates are completely unabridged and the author, PCPI, and the Conference sponsors accept no liability for any errors that may be contained herein.

## ABOUT PCPI AND THE IEP CONFERENCE

---

*Progress Career Planning Institute (PCPI)* is a not-for-profit, business-focused organization. Its mission is to offer career development services for people to realize their full potential.

The IEP (Internationally Educated Professionals) Conference is PCPI's distinctive contribution to assisting skilled immigrants achieve success in their Canadian career journey. PCPI is the founder of the IEP Conference and has been delivering it since its inception in 2003. The very first Conference accommodated about 600 delegates, and since 2005, it has been accommodating over 1000 delegates annually. The number of countries represented among delegates has also grown from only 66 in 2005 to 118 this year. Volunteers, without which the Conference would not be possible, have totaled at least 100 since 2010. The Conference now in its 10th year brings together government, regulatory bodies, professional associations, IEPs and business leaders in a forum to discuss strategies on how to best assist IEPs successfully integrate into the labour force. In addition, the organization has published five research studies on the experience of IEPs in the Canadian workplace as well as best practices for their successful integration.

Under the name Progress Career Planning Centre (PCPC), the organization opened its doors offering career assistance to individuals in the Toronto East corridor in 1996 and became a privately incorporated not-for-profit in 1997. The organization currently operates as a single entity under PCPI, providing career development, employment and training services. PCPI is also active in the community attracting and engaging employers in an effort to get Ontarians working.

# **IEP**<sup>TM</sup> **CONFERENCE**



[www.iep.ca](http://www.iep.ca)

A UNIQUE FORUM FOR  
Internationally Educated Professionals



## EXECUTIVE SUMMARY

### ***Ask questions. Be inspired. Get connected for professional success in Canada.***

The 10th Annual IEP Conference was held at the Metro Toronto Convention Centre in Toronto on Friday, April 5, 2013. One thousand six hundred and ninety IEPs registered online and there were just over one thousand delegates throughout the day of the event. The no-show rate was lower than previous years and this year saw the highest number of evaluations submitted. Based on the online registration statistics, 118 countries were represented. Twenty-six percent of registrants reported themselves as employed. Similar to previous years, 56% of online registrants identified as male. Seventy-three percent of registrants indicated they were Permanent Residents and 22% reported they were Canadian citizens. Sixty-eight percent of delegates were between the ages of 30 and 49 and 19% were over the age of 50. When comparing the representation from different continents year over year, Asia represents 61% of delegates (65% in 2011 and 66% last year) while both Europe and Africa each represent 9% of the delegates. Big thanks once again to the more than 100 volunteers from the City of Toronto and not-for-profit/community organizations that staffed the event.

Since 2003, Progress Career Planning Institute (PCPI), with strategic partners City of Toronto and Toronto Community News, a division of Metroland Media Group Ltd., has been presenting the IEP Conference in Toronto. The Conference has been bringing IEPs from Engineering; Information Technology; Finance & Accounting; Sales, Marketing & Communications; and Healthcare & Related Professions together with stakeholders to get career advice, discuss labour market information, and provide an orientation to the Canadian workplace and Canadian job search practices. Stakeholders included various municipal governments in Ontario, business professionals (HR and technical managers) from both regulated and unregulated professions, educators, community organizations serving newcomers and skilled immigrants, regulatory bodies, credentialing services, and accreditation bodies.

To mark the 10th anniversary, PCPI, with the guidance of the Advisory Committee, redesigned the format of the Conference to address the emerging needs of IEPs. The new format included both morning and afternoon sector hub discussions. The morning sessions provided an opportunity to hear from sector-specific panelists representing regulatory, accreditation and academic bodies and the afternoon discussions spotlighted employers and HR managers. This year's successful IEP panel, now in its fourth year, represented four of the sectors and for the first time, was moderated by Matt Galloway, host of *Metro Morning* on *CBC Radio One, 99.1 FM*, the top rated morning radio program in Toronto. Due to budget cuts, the Conference did not receive funding from the federal government. As a result, this year's Conference omitted the research study on IEPs and their experiences in the Canadian labour market as well as the Employer Luncheon, where findings from the research study were typically presented.

Nil Köksal, Emcee, weekend news anchor and host of *CBC News Toronto*, Saturdays at 6 pm and Sundays at 10:55 pm on *CBC Television*, greeted delegates and introduced the Conference's Keynote Speaker, Idris Mootee, CEO of *idea couture*. Mootee encouraged IEPs to become innovators and argued that real growth opportunities no longer come from productivity gains but from innovation. Mootee's presentation was followed by the successful IEP panel. After a mid-morning break and the first opportunity to visit the Information & Resources Marketplace, delegates convened in their respective sector hub discussion rooms to hear from regulatory, accreditation and academic bodies. After this 100-minute segment, delegates had the second opportunity to visit the Marketplace. A complimentary lunch was provided just outside of the Marketplace. The afternoon sector hub session focused on a panel of employers and HR managers representing the various sectors; based on evaluations, delegates found this component of the Conference to be the most important. Evaluations were collected and prizes were awarded in each of these breakout rooms. The day ended with the final opportunity for delegates to meet exhibitors representing immigrant-serving organizations, bridge training programs, employers and others to get additional information and gather resources.

## KEY THEMES AND OBSERVATIONS

- Innovation is more easily found in small to medium-sized businesses that are better equipped to make changes quickly.
- True innovators are proactive and anticipate disruption rather than respond to competitors.
- Many panelists emphasized targeting one's resume to a specific position with appropriate use of key words or buzzwords, but not dumbing it down.
- Employers expect candidates to come to interviews prepared, having researched the company with a good understanding of the position he/she is being interviewed for.
- High-demand fields in healthcare include working with an aging population - both care at home and in the hospitals - and with healthcare technology (ex. Informatics).
- Panelists reiterated the importance of focusing on what sets you apart from the next candidate and having that uniqueness evident on one's resume and in one's conversations with employers.
- Delegates had the opportunity to learn firsthand from several employers who are already actively recruiting IEPs (and some on a widespread scale).
- Many IEPs recognize the value of having an effective online presence, particularly on LinkedIn while panelists emphasized the importance of keeping it up-to-date and relevant to one's career goals.
- Good communication skills are about more than social skills; it's about being able to communicate effectively with a diverse workforce including co-workers and clients as well as successfully marketing one's self to an employer.
- There was an increased focus on networking as a give-and-take activity. Delegates were encouraged to look first at what they could offer a potential networking contact. For effective networking, the relationship needs to be meaningful for both parties.
- When immigrating to Canada, IEPs are motivated by more than economic reasons; they want a better life for their children.
- Volunteering and mentoring were promoted as means of building one's network, gaining Canadian experience and acquiring positive references.
- Positive messages of staying focused, persevering, being confident and never giving up were common among panelists and delegates alike.
- Accepting positions well below one's qualifications was not recommended; a level or two below may be appropriate.
- A good, positive attitude is critical for success.
- In addition to improving English skills to a CLB level of 8 for professional success, IEPs were encouraged to slow down when speaking to improve communications and increase understanding. Excellent written and verbal English language skills cannot be overemphasized; the higher up you go, the greater the demand.
- Clarity, more than merely enunciation, is essential for good communication.
- Stay up-to-date with labour market trends so you can identify possible employment opportunities.
- Figure out where you fit in terms of position and organization; don't waste time with positions that are not a good fit with your qualifications.
- Define your personal brand to increase your marketability.
- Find out how your first language skills can be an asset in your field.
- 'Canadian experience' seems to be less of a mystery among IEPs; many more see its possible interpretations including being aware of the Canadian dos and don'ts in the workplace, knowing the requirements for practicing one's profession in Canada and well-developed soft skills: teamwork, taking initiative, and problem-solving skills.

## PARTICIPANT PROFILES & DEMOGRAPHICS

### Top 15 Countries Represented

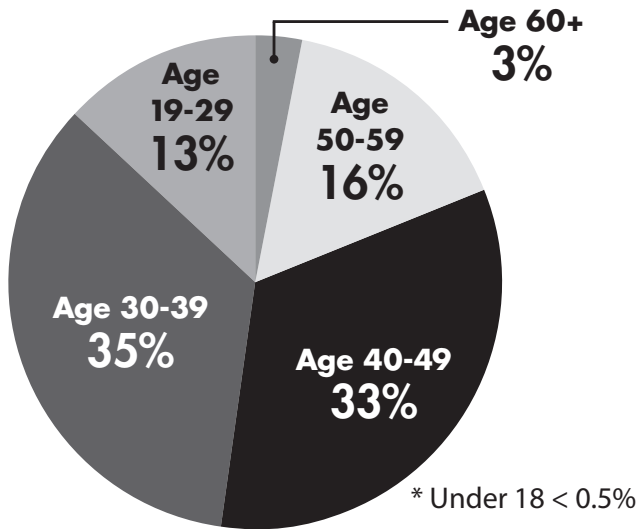
India	217
Iran	157
Canada	155
China	123
Philippines	80
Pakistan	78
Bangladesh	75
Nepal	50
Colombia	46
Egypt	35
Korea	33
Sri Lanka	31
Venezuela	30
Brazil	26
Nigeria	26

This list of delegates by country accounts for 69% of the online registrations. These are the countries online registrants identified as their country of birth. The Asian continent represents 50% of these registrations.

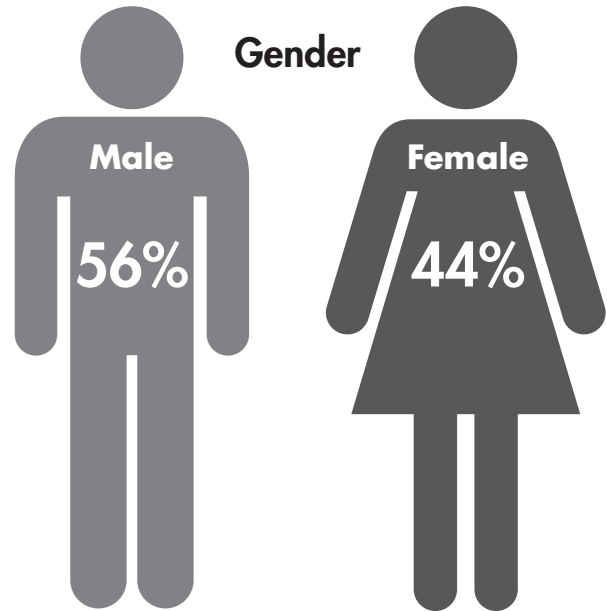
The data represented above reflects information collected from 1,690 online registrations.

## PARTICIPANT PROFILES & DEMOGRAPHICS

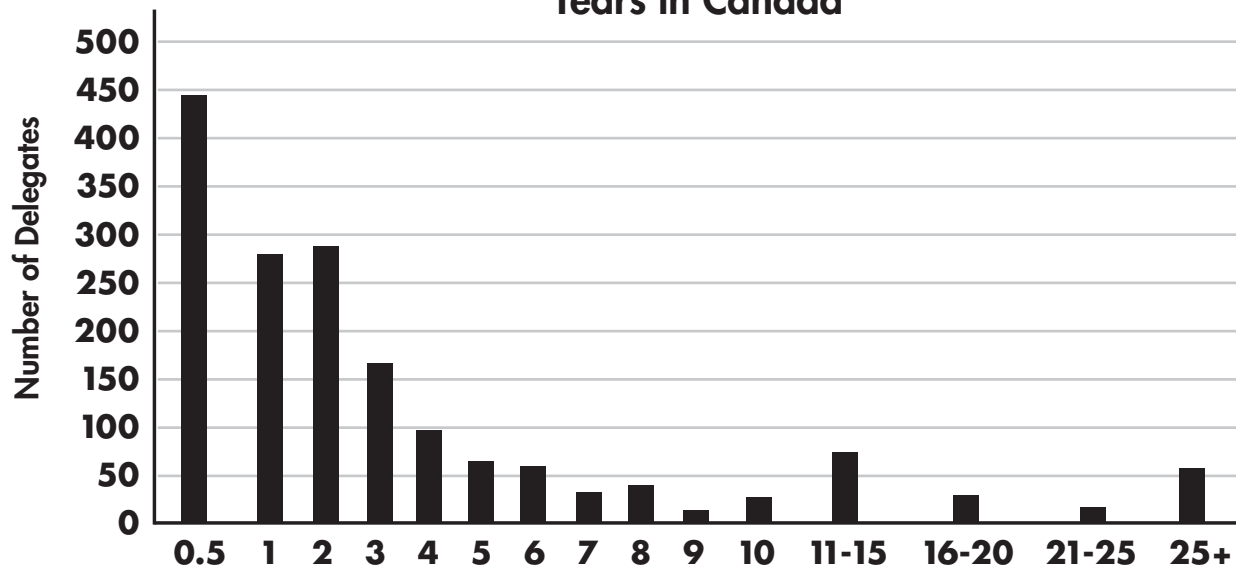
### Age Groups



### Gender



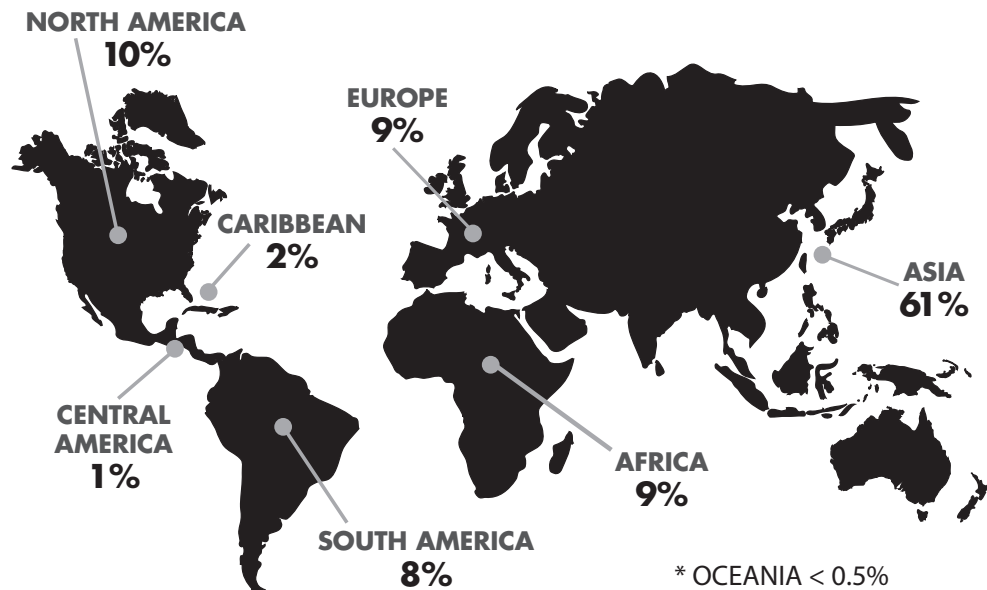
### Years in Canada



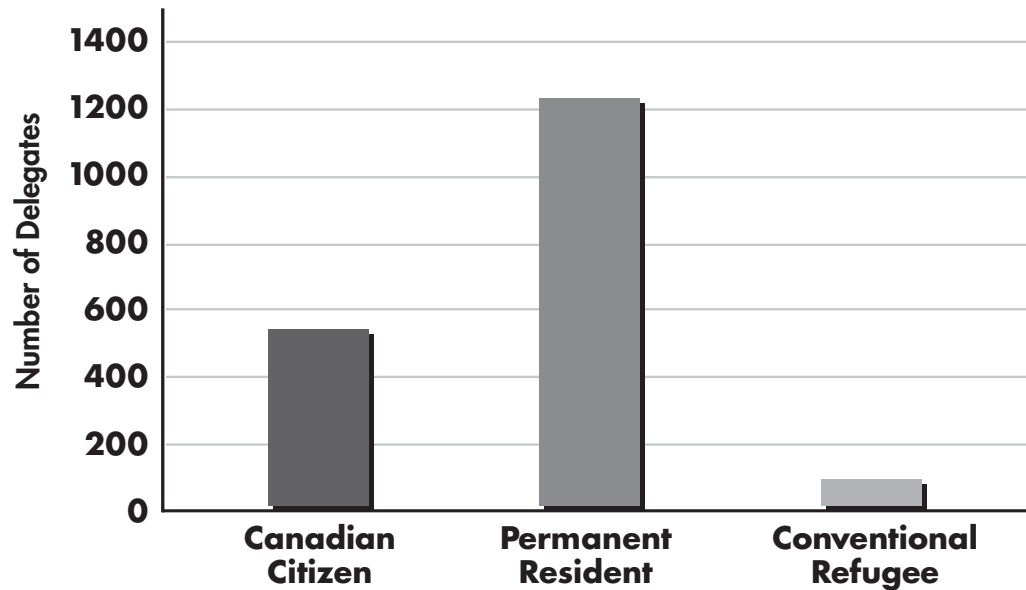
The data represented above reflects information collected from 1,690 online registrations.

## PARTICIPANT PROFILES & DEMOGRAPHICS

### Delegate Representation by Region



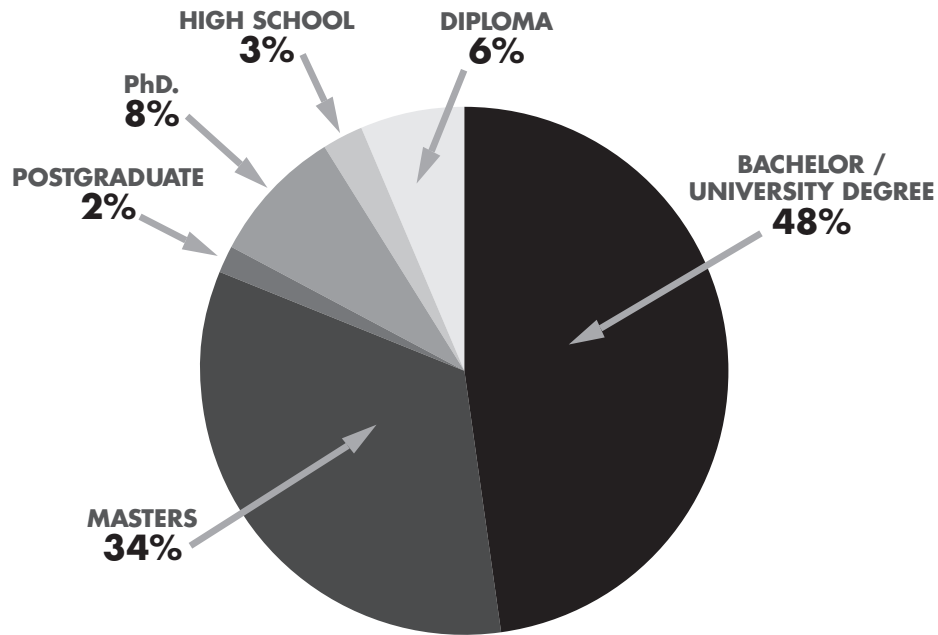
### Status in Canada



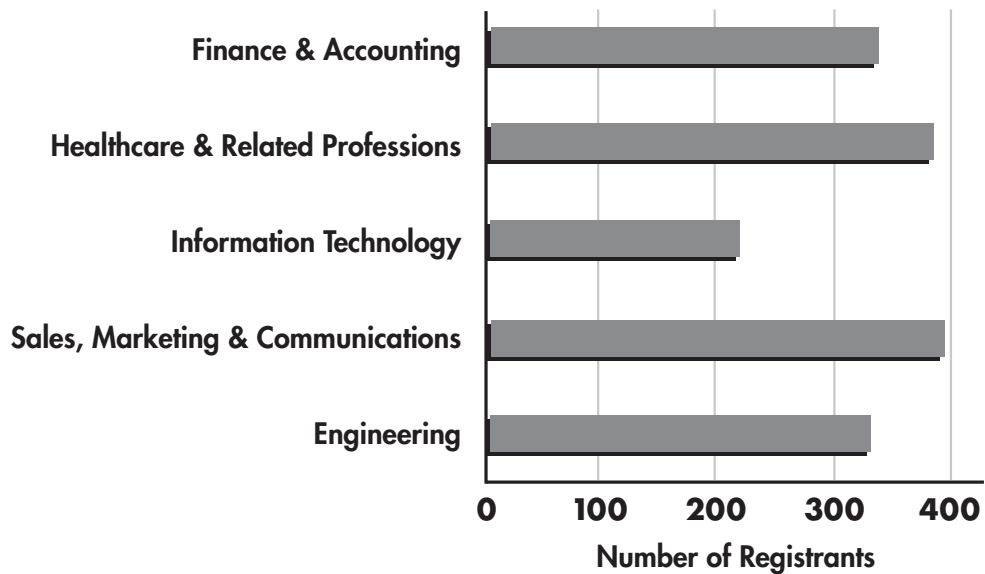
The data represented above reflects information collected from 1,690 online registrations.

## PARTICIPANT PROFILES & DEMOGRAPHICS

### Highest Level of Education



### Sector Hub Selected



The data represented above reflects information collected from 1,690 online registrations.

## DELEGATE FEEDBACK

---

Over the last few years, there has been an increase in the number of delegates completing evaluations. This was the first year that evaluations were collected in each of the sector hub sessions rather than in a final plenary session. Some of the changes to the Conference have been a direct result of feedback received from delegates. For example, the decision to hold sector hub discussions in both the morning and afternoon was in response to requests for more time with the employers.

Participants attending the Conference indicated on their evaluations that they found out about the Conference primarily through an organization, a friend or family member or the IEP/PCPI website. Eighty-three percent of delegates who responded to the question felt that advance publicity of the Conference was adequate. For 86% of attendees, this was their first time at the Conference.

The component of the program schedule that received the highest ratings was the Afternoon Sector Hub Panel both in terms of the information provided and the discussion opportunities.

As in previous years, the Conference location/meeting rooms as well as overall Conference organization were given high ratings. Some of the comments suggested that volunteers preferred the room allocations this year to those over the last two years. Plenary sessions had been held in the John Bassett Theatre and although it had some advantages with a proper stage and increased seating capacity, it was also located at a distance from the other meeting rooms. Having the rooms closer together made for easier transitions between sessions. Ninety-seven percent would recommend this Conference to others.

Compared to feedback in previous years, more delegates (73% of respondents) at the Conference recommended semi-annual Conferences and overwhelmingly for the Conference to be held in the spring.

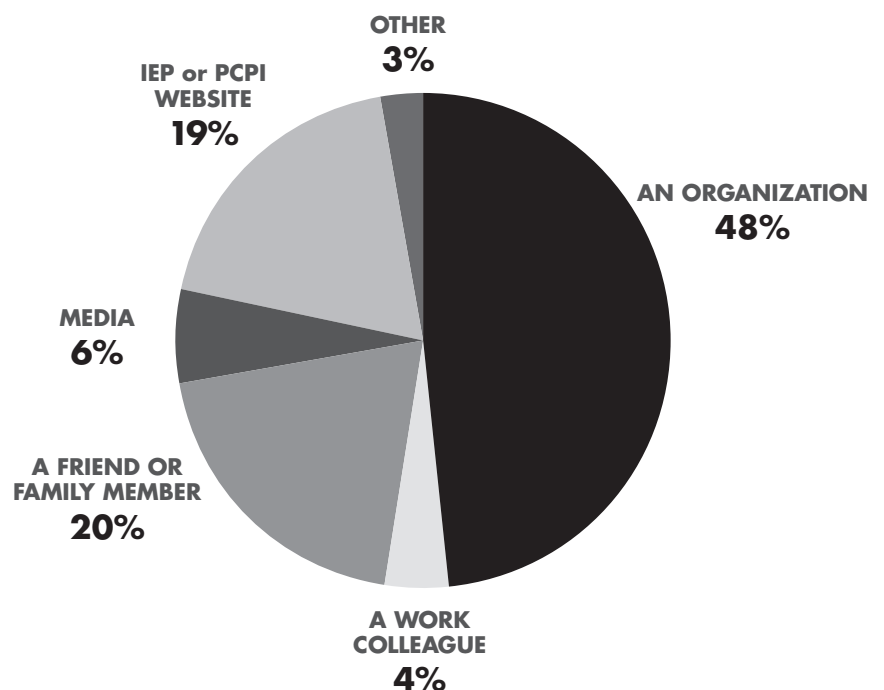
In response to the question, "What is the most important thing that you have learned at this Conference?", 39% of the responses spoke to networking or making connections with people. More than a quarter of the responses reflected positive and encouraging messages such as: "don't give up", "persevere", "be positive", "be patient", and "be confident." Roughly 10% of IEPs felt that improving soft skills or communicating more effectively was the most useful takeaway.

When asked, "How will your job search strategy change based on the information you learned at this Conference?" there were a variety of responses. Thirty-seven percent indicated that they would be doing more networking, i.e., making connections with people through phone calls and LinkedIn. A targeted job search characterized by being more proactive, tailoring the resume and researching companies of interest was the change suggested by 26% of delegates. Six percent felt they would upgrade or improve their skills and another six percent would 'do something different', stay open-minded and broaden their search. Only 5% thought it would change little to nothing.

### To improve future IEP Conferences, the most popular responses suggested:

- Adding a job fair component to the Conference with employers who are currently hiring and onsite interviews
- More one-on-one time with employers
- Inviting more panelists
- Including employers from sectors outside of the five represented as well as more variety in some of the sectors represented; some examples put forward were employers from the alternative health field, dentistry, occupational therapists, speech therapists, banks, food services, specific engineering fields, hospitality, as well as teaching
- More resources for international medical graduates
- A list of speakers/employers with their contact information
- Self-employment opportunities on the panel and/or in the marketplace
- More representatives from government

### How delegates learned about the Conference





METRO TORONTO CONVENTION CENTRE • APRIL 5th, 2013



10th Annual

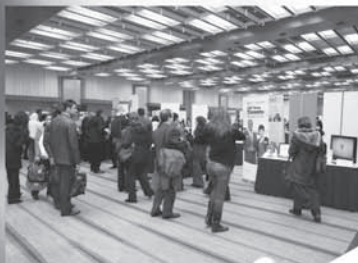
**IEP**  
**CONFERENCE**



[www.iep.ca](http://www.iep.ca)

A UNIQUE FORUM FOR  
Internationally Educated Professionals

## 2013 Conference



**Get Connected  
for Professional  
Success in  
Canada**



## CONFERENCE PRECEEDINGS



When attendees were asked to stand for the national anthem presentation *With Glowing Hearts* shortly after 8:30 am, there was scarcely a seat available in the 800-seat plenary session save a few seats in the front row.

Immediately following the "National Anthem", Silma Roddau, Conference Chair and President of PCPI, welcomed delegates and other guests to the Conference celebrating its 10th year. She provided a brief history of the Conference from its humble beginnings in 2003 to its current revered status in 2013. The Conference has evolved and grown in stature over its 10 years of existence in terms of its content, format, and responsiveness to delegates' needs, recognition by all levels of government and other institutions committed to serving the needs of internationally educated professionals. She acknowledged the international experiences and innovation that skilled immigrants bring to the Canadian workforce and their bravery in immigrating to Canada. She also cited a few of the 'Ten Conference Principles' that the Conference was based on, including *giving IEPs the locus of control*, *showcasing IEPs as leaders* by having them represented on sector panels and in the selection of keynote speakers, and *giving them permission to network* with practical instructions in effective networking and networking opportunities provided throughout the day.

The benefit that IEPs provide year over year in filling skill gaps is a win-win for Toronto if we are willing to tap into this talent pool. Roddau encouraged IEPs to ask questions and to make good use of the Marketplace, a site for a myriad of resources. She expressed her sincere wish that IEPs be inspired by the messages delivered at the Conference and maintain the connections made at the Conference. Finally, she acknowledged the generous contributions of the sponsors, the advisory committee, panelists, guest speakers, volunteers and other supporters.

## WELCOME AND OPENING REMARKS



CBC News Toronto's weekend anchor and host Nil Köksal acted as Conference Emcee

***"Real growth opportunities in 2013 come from innovation and not productivity gains."***

***Innovation begins with unmet needs."***

Nil Köksal, weekend news anchor and host of *CBC News Toronto*, as well as Conference Emcee introduced the Keynote Speaker, Idris Mootee, and the CEO of *idea couture*. Considered the world's foremost expert in applied design thinking in business strategy, according to his website he is:

*'[a] world-renowned published author, keynote speaker and business thought leader. Idris is a highly acclaimed strategy and innovation expert with a long history of working as a strategy advisor for top executives of Fortune 500 companies. [He] partners with clients in all sectors globally to identify their highest-value innovation opportunities, address their most critical challenges in innovation program design, explore strategic options and develop new-game strategies.'* ([www.ideacouture.com](http://www.ideacouture.com))

Köksal also made the audience aware that Mootee's audiences regularly describe his sessions as "inspirational" and "mind changing." He believes that strategic innovation is a process of discovery that helps create new wealth.

### **Strategic Innovation and Entrepreneurial Leadership for Radical Times**

Mootee sees disruptions and crisis everywhere; schools, banks, governments are just a few examples of the larger institutions. Technologies are speeding up change and flattening the world. Companies are less responsive to market shifts. He asked the audience: "What happened to competitive advantage?" There is now an oversupply in our manufacturing capacity. There are enough iPads produced to supply three to every U.S. citizen. Extreme commoditization is accelerating everywhere.

He described the role of management as one designed to manage repetitive tasks. Management typically can't respond to external shocks. Mootee explained that there is a mismatch in education, job requirements and management systems. Apple's overwhelming patent infringement victory over Samsung has awakened everyone, motivating them to out-innovate and out-patent their competitors.

Idris invited the audience to consider where people who are innovators can be found. He made clear that those who can innovate are not responding to competition but are anticipating disruption. He informed delegates and guests that emerging markets, key drivers in consumption production and innovations, are essentially our core markets. Seventy to eighty percent of GDP growth rate comes from productivity gains or innovation: with no population growth, can we be more productive?

Real growth opportunities in 2013 come from innovation and not productivity gains. Innovation begins with unmet needs. Through his photo-based presentation with minimal text, he provided examples of recent innovations:

## KEYNOTE SPEAKER - IDRIS MOOTEE

CEO of idea couture

Keynote Speaker, Idris Mootee - CEO of idea couture, presenting *Strategic Innovation and Entrepreneurial Leadership for Radical Times*



- Meat water
- Genetically-modified eggs: the all-in-one egg & cup
- Facebook phone
- Facebook's WaitingRoom app
- *Shelves for Life*: 'a bookcase-slash-coffin that holds your personal possessions in life and your person—corpse—in death.'

The sole source of competitive advantage is economies of scale, which allow for horizontal and vertical integration. Innovation occurs at the intersection of previously unconnected and unrelated planes of thought.

- *Apple Peel 520*: turns an iPod Touch into an iPhone (invented by brothers Pan Lei and Pan Yong)
- Creative Director Francesca Rosella and CEO Ryan Genz are behind *CuteCircuit's* wearable technology
- Jay Rogers's *Local Motors*, brings together microfactory retailing and crowd sourcing to co-design cars with its more than 30,000 virtual designers, fabricators, and engineers from around the world.
- Using only a camera, microphone and YouTube, Salman Khan's *Khan Academy*, a not-for-profit educational website supplies a free online collection of more than 4,000 micro lectures via video tutorials stored on YouTube and has delivered over 240 million lessons. Funded in large part by Bill Gates' foundation, it is praised for its ability to accommodate different learning styles, and the different paces at which various learners learn.
- *Method* makes non-toxic cleaning products that take into account cleanliness, safety, the environment, design and fragrance.
- With free returns, free shipping and an obsessive commitment to customer service, *Zappos* proves shoes do sell online.
- *Burberry* reinvented itself in part by using technology to "democratize" luxury

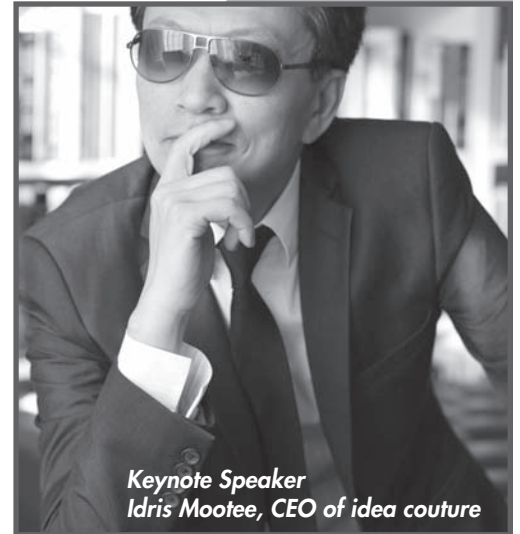
rethink. reset.

## KEYNOTE SPEAKER - IDRIS MOOTEE

CEO of idea couture

### rethink.

- rethink** what customer segments are over served and underserved
- *Don't discriminate against customers or markets because they spend less; it doesn't cost more to make the products*
- rethink** what your industry's largest player's dogma is
- *Large companies sink faster with innovation*
- rethink** how logistics can fundamentally change the economics of local manufacturing
- *Localizing industries – medium companies can do well and may be better able to innovate than larger companies*
- rethink** how your cultural assets and human creativity are inexhaustible resources
- rethink** how to develop perspective about the future of your industry. Remember design and technology is a killer combination.



### reset.

- reset** small opportunities are often beginnings of great enterprises
- reset** think "flexibility" not just "efficiency".  
Do not become overly preoccupied with efficiency.
- reset** think "intrapreneurship" not just "entrepreneurship".
- reset** 1 out of 4 patents filed are created by new immigrants  
1 out of 4 publicly-traded ventures are created by new immigrants
- reset** there are way too many people working on Wall Street

**Q.** For large companies, what is the largest barrier to being more innovative and flexible?

**A.** *They can't innovate; it's the way they're organized.  
There is no 'ideas management' in large companies; they require a reinvention.*

## PANEL: IEPs' JOURNEYS TO SUCCESS

*"How do we ensure that newcomers get a fair shake and get credit for their talents?"*



*Dr. Sivakumar Gulasingam, Laith Dawod, Rakesh Shreewastav & Marissa Paras discuss their career journeys with panel moderator Matt Galloway.*

This successful IEP panel, now in its fourth year, consisted of IEPs representing four of the five sectors featured at the Conference. This panel was moderated by **Matt Galloway of CBC Radio's Metro Morning** show. He acknowledged the entrepreneurial nature of many skilled immigrants who come to Canada as well as the sacrifices they made in order to move here. He expressed a wish that their stories would be something that attendees could relate to and learn from.

Representing the Engineering sector was **Rakesh Shreewastav, P.Eng., AVS, Vice President of Professional Engineers Ontario (PEO)**. From Nepal, Rakesh received his education in Russia as a Civil Engineer. Among his many successes in Canada, he currently works for the Ministry of Transportation Ontario (MTO), Windsor Border Initiatives Implementation Group (Windsor BIIG) and also serves as a Value Engineering Coordinator.

Representing Healthcare was **Dr. Sivakumar Gulasingam, MD, Medical Resident in Physiatry at University of Toronto**. Dr. Gulasingam, an International Medical Doctor who came to Canada from Sri Lanka in 2008, also holds a National Diploma in Human Resource Management and a Post Graduate Diploma in Applied Sociology.

Representing Information Technology was **Marissa Paras, IT Project Manager at VitalAire Canada, Inc.**, a healthcare company engaged in providing medical gases to patients and institutions. She arrived in Canada from the Philippines with her family in June 2010, joined the Integrated Work Experience Strategy (IWES) program of the Information and Communications Technology Committee (ICTC) three months later and obtained permanent employment in November of the same year. She has been two years and five months in the post as IT Project Manager.

Representing Sales & Marketing was **Laith Dawod, Managing Director and Owner of Laith Design Group**, a web solution company located in Whitby, Ontario. He established the company in 2008, one year after immigrating to Canada, by developing his first not-for-profit project Canada Job Directory, a one-stop shop website for jobseekers.

## PANEL: IEPs' JOURNEYS TO SUCCESS

Moderator Matt Galloway invited the four guests to provide the following information in their introductions: state where they came from, explain why they decided to come to Canada, and talk about one thing they are proud of in their work life or their biggest strength. Through Matt's questions, panelists shared the struggles they experienced on their career journey when first coming to Canada as well as lessons learned and provided reassuring pieces of advice and messages of hope to delegates in the audience.

### *"How do we ensure that newcomers get a fair shake and get credit for their talents?"*

**Marissa** I came here in June 2010. My husband and I decided to come here for the future of our children.

**Matt:** ***How difficult a decision was it?***

**Marissa** Many of us have two or three degrees from back home. Some of us even have doctorate degrees. It's a hard decision to leave; we feel like we are starting from zero when we arrive. If I were to stay in my home country, I could enjoy a very successful career but then what about the future of my children?

**Rakesh:** I get to learn in the best country of the world and to realize my potential. Here there is a diverse workforce and I can give back and serve the community. I truly believe that when you lose something, you always gain something.

**Laith:** It was a hard decision. I left because of the situation in my home country and chose one of the best countries in the world. This is a much healthier situation and I can contribute so much more.

**Sivakumar:** I left my home country due to the political situation. I have a young family. I knew we would face challenges when we came here but there was a better quality of life and cultural diversity to look forward to. Making the move would be better for our children.

**Matt:** ***What were your professional expectations?***

**Sivakumar:** I would get back into my field. The journey was not as easy as I thought it would be. There were temporary setbacks. The things you buy, the people you see; it's all different. I came to see the glass as half full.

**Marissa:** I was a VP in the Philippines. I expected a similar role at the university here in IT. I got discouraged. I needed to focus on thinking positively. My family was my support system. My friends were all looking for work. I didn't know whom to ask; they were all new faces.

**Rakesh:** I had great expectations like getting my engineering designation. I didn't lose my focus. I met people with the professional engineering association. I went to workshops and training and got my designations.

## PANEL: IEPs' JOURNEYS TO SUCCESS

---

**Matt:** *How difficult is it to square your expectations with the reality?*

**Laith:** People told me it was a nightmare. A lot of people have skills and the technical background. I expected big opportunities for me given my IT skills, engineering background, as well as my sales and marketing experience.

**Matt:** *Your positivity is remarkable. What about people who find it difficult to find positivity?*

**Sivakumar:** Life always brings us challenges. Newcomers tend to flock around people of our own communities. Think of what could work; look beyond your own community.

**Matt:** *How did you stay positive?*

**Marissa:** I had a vision of what I had in mind. I needed to look beyond my circumstances. I am sure of what I can do and what I have done before. I told myself, "I can be successful anywhere." I started looking for a job after one month of arriving here. The biggest obstacle I faced was there were so many job postings and yet so many unemployed. Why is that? I had a seven-page resume. I got it updated through ICTC. I had to shorten it to two pages.

**Matt:** *What was your biggest hurdle?*

**Rakesh:** Canadian experience. I was quick to make an assessment. I saw there was no point in sending resumes. I tended to give up. I realized I needed to meet engineers working in their field and learn what they did. I wanted to network, not just apply online and fax resumes.

**Matt:** *Did you ever think the obstacle was insurmountable?*  
*How did you keep up your self-confidence with shrinking timelines?*

**Sivakumar:** You have to take time to think about what you have done. What does the market require of us?

**Matt:** *How did you manage to re-energize, breathe life back into your job search?*

**Sivakumar:** My kids were the focus. I got involved with their school. It was a safe environment to try things out. And then I got involved with a study group for International Medical Graduates where I was a facilitator for three years.

**Matt:** *How do you do that job [you need to do] but keep focused on the main goal?*

**Laith:** People with families need to put food on the table and gain Canadian experience. But it shouldn't lead to giving up on your main focus. There are so many opportunities. I started a business and I had to take another job. My focus was on my business even though it was slow in the beginning. My time is open. I was working very hard in the beginning between my own business and in working a survival job.

**Sivakumar:** Being prepared and proactive are the keys for success. You need to allocate your time accordingly.

## PANEL: IEPs' JOURNEYS TO SUCCESS

---

**Matt:** *When did you consider yourself a success?*

**Marissa:** Success is relative. It depends on your own personal perception: does it have to do with the type of job? About having enough money? Aims for the middle are not that successful. At VitalAire, I had two really good performance reviews - the highest in the company. I've just received my third raise and two bonuses. I always work hard; you just don't know what will happen tomorrow.

**Rakesh:** You have to balance your time. I have learned to manage myself and to focus on the long term. I had a co-op placement where I was contributing on a team, bringing my international skills; it got me on the right path to getting my designation.

**Sivakumar:** I landed interviews for a series of programs and there were only two vacancies. I was accepted to U of T, which only had one vacancy. This was a big success for me. I actually took a picture of the screen when I got the email. I couldn't believe it!

**Laith:** At the beginning of my business, there was a lot of competition. I went to a conference where I heard success stories. If your business is competitive, you will find success. Don't give up.

**Matt:** *There are representatives from government here today.*  
*What could the system do to make the journey better?*

**Sivakumar:** Increased medical entrants. Have a bridging program for medical doctors. I want to make it easier for people coming after me. You don't want to fight for your next meal. You want to be a role model for your kids. There is a negative impact when people are so learned.

**Laith:** Explain what Canadian experience is. That it's not just about technical experience but about your social skills and how to communicate well.

**Rakesh:** Communication, regulations and challenges prior to arriving for the licensed professions. Before you come here, you don't know the regulations are different in each province. More internship programs are needed.

**Marissa:** Canada is missing out. Many immigrants coming here were successful in their home country; they are highly skilled. Canada is not getting what they have. We know Oracle, SAP and Windows 7. Stop making social integration such a large barrier.

**Matt:** *What is the best piece of advice?*

**Marissa:** Patience is everything you need as a person. If you sow a lot, you will reap a lot. Persevere. Don't lose your vision. Work toward that vision. I had all three job offers at the same time; I had to call two to turn them down.

**Rakesh:** Positive attitude and determination.

## PANEL: IEPs' JOURNEYS TO SUCCESS



**Laith:** Market yourself. Be connected. Use online tools. Build a plan. There are so many opportunities.

**Sivakumar:** Never give up. When you lose, don't lose the lesson. Reward yourself. Celebrate your successes.

### Questions and comments from delegates:

**Q.** *There are many newcomer centres. My request to the government is to check on the quality of service provided. The efficiency is not too great; they should be benchmarking these centres. The ELT program at Sheridan makes a difference.*

**Q.** *I was advised to go to university to get my Ph.D. but now I can't find a job after two years. I went to college for a bridging program where I spent \$11 000 in Seneca. What's the Canadian knowledge I don't have? Seneca hasn't found me a placement.*

**Q.** *Can we eliminate the concept of 'Canadian experience'? It's not any different than being too Latino, too fat or too black. I didn't come to Canada to be a cab driver or open a corner store.*

**Sivakumar:** Yes, you have the knowledge. Canadian experience includes subtle things. For example, you need to learn the email etiquette of what society expects. Some HR managers could receive 2,800 applications for 75 positions to be filled.

**Rakesh:** Experience in Canada gives you experience. Work on your self-confidence.

**Marissa:** I sense some bitterness. If that is the case, it will show in your face and employers can see it. Yes, we are skillful and experienced. It's what you bring into the interview. Remain humble and teachable. Don't be arrogant.

## CONCURRENT SESSIONS – SECTOR HUB PRESENTATIONS

As an essential and popular component of the day's proceedings, the sector hub discussions this year grew from one 90-minute panel discussion in the morning for each sector to two 100-minute sessions for each sector. The morning was dedicated to representatives from regulatory, accreditation and academic bodies while the afternoon highlighted speakers representing employers and HR managers. As in previous years, delegates had one of five sector hub concurrent sessions to choose from: Engineering; Information Technology; Sales, Marketing & Communications; Finance & Accounting and Healthcare & Related Professions.

New to this year's Conference was the integration of the skill-building sessions into the sector hub sessions. The facilitators worked with employers, regulatory bodies, academia and HR panelists to ensure a smooth information exchange. Each speaker made a short introduction, often with advice for delegates, prior to a Q & A session. Delegates consistently report each year that these sessions are the most important component of the Conference and as a result, the time allotted to these sessions was more than doubled this year. Scribes assigned to each sector hub recorded panelist introductions, delegates' questions, panelists' responses, trends identified within the sector and career tips to assist IEPs with integrating into the Canadian workplace.



## CONCURRENT SESSIONS – SECTOR HUB PRESENTATIONS

---

**Some of the questions common to the sector hub sessions were:\***

*How can I break the cycle of not having Canadian experience? How can I bridge the gap?*

*How do I get my foot in the door/gain entry into the Canadian labour market in my field?*

*Can I progress in my career to reach the level I was at before I came to Canada? Is that possible?*

*Should I accept an entry-level position or wait for a position that is a better match for my skills and qualifications?*

*What other help or support is available to assist IEPs in gaining entry into their chosen field?*

*How can I get licensed in my field?*

*What is the best way to get the attention of a potential employer?*

*Why is it so difficult for IEPs to get jobs in Canada?*

*If I don't get my license, what are my options?*

*What is the government doing to help us?*

*What subsidies are available for IEPs to pursue education in order to work in a job best suited to our skills and qualifications prior to arrival?*

*How can I ready myself for the Canadian job market?*

*How can I find a mentor?*

*How can I find a volunteer position to gain Canadian experience and is it worth my time?*

*Would my employment prospects in Canada be better if I did a Canadian university degree?*

*Do you have statistics to support that?*

*Do my English language skills need to be near perfect in order to achieve success in my career in Canada?*

*How can I succeed in getting a permanent job in Canada?*

*Why aren't there bridging programs for international medical graduates?*

*What other jobs in the healthcare field can I do as I work toward my medical license or wait to sit my certification exam?*

*What are the best job search strategies? Is networking the most effective way to find a job?*

*How can I grow my career in Canada?*

*What kinds of jobs are available in healthcare without obtaining a license?*

*How do you find a job without a professional network in Canada?*

*What other skills or degrees do I need here to get a job?*

*Why aren't internationally trained doctors able to work as nurses or internationally educated dentists able to work as dental hygienists here in Canada?*

*What are employers really looking for?*

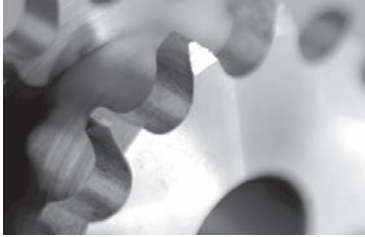
*What is the fastest method to prove my abilities as a professional?*

*How can I get a job in the government?*

\* Based on questions submitted online at the time of registration

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

---



# ENGINEERING

AND RELATED PROFESSIONS



# INFORMATION TECHNOLOGY



# SALES, MARKETING & COMMUNICATIONS



# FINANCE & ACCOUNTING



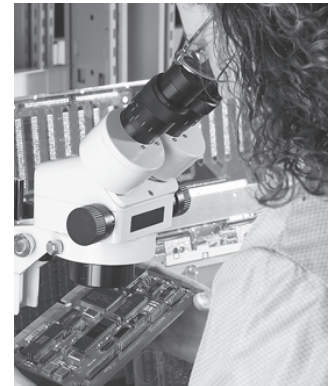
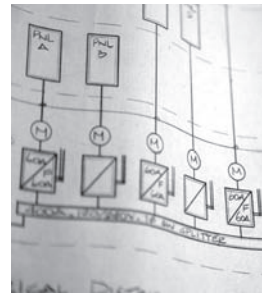
# HEALTHCARE

AND RELATED PROFESSIONS

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

# ENGINEERING

## AND RELATED PROFESSIONS



### Facilitator:

**Mark Franklin**, M.Ed., P.Eng., CMF – President and Practice Leader, *CareerCycles*

Mark introduced himself as a Canadian-educated engineer who had relocated to Europe some years ago and who could identify with the challenges and successes of IEPs. He currently hosts a radio show *Career Buzz* on Wednesday mornings on 89.5FM. He reminded delegates that the IEP Conference is about asking questions, being inspired, and getting connected. He summarized some of the common questions asked; they were related to finding a job, gaining experience, as well as credentials, licenses, and education needed to empower a career.

### Panel Members:

**Richard Stamper** - Manager, Business Development at *OACETT*

**Moody Samuel Farag**, MEng, P.Eng. - Manager of Admissions at *PEO*

**Dr. Lee Weissling** - Manager of Policy and Government Relations at *OSPE*

**Nicole Pereira** - Project Manager at *Toronto and Region Conservation Authority*

**Alex Gill** - Executive Director at *Ontario Environment Industry Association (ONEIA)*

### Opening remarks:

**Paul Achione**, P.Eng., Vice Chair of *OSPE's* board delivered the opening remarks and welcomed delegates to the 10th Annual IEP Conference. Paul's employment history included working in the nuclear industry designing nuclear power plants since the 1970s. He worked previously at Ontario Power Generation, which is now Ontario Hydro. According to Paul, almost all engineers and technicians at Ontario Hydro over the past 40 years have been IEPs. He acknowledged that it could be a challenge for Canadian employers to recognize credentials and skills, but that it is necessary to persevere, keep learning and stay positive. He hoped delegates would enjoy the day and find it beneficial.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### ENGINEERING AND RELATED PROFESSIONS

#### Panel Introductions:

**Richard Stamper** has a background in sales and marketing. He expressed his admiration for those with a technical background and acknowledged the courage it takes for IEPs to integrate into their chosen career in Canada.

Richard represents *OACETT*, a member-based association (24,000 in GTA); its membership includes those professionals who meet the industry standard. Ninety-six percent of members are employed with an average salary of \$81,000 a year and certified members earning even more.

*Networking is a key benefit of OACETT membership. As stated by Stamper, it provides opportunities to:*

- Connect,
- Do informational interviews,
- Use LinkedIn to connect,
- Understand how to position one's self with respect to what companies are seeking,
- Identify skill and cultural gaps,
- Persevere, and
- Be optimistic.

**Moody Samuel Farag** provided an overview of *PEO* and particularly how it assists IEPs with pursuing the P.Eng. designation. Moody informed the audience that *PEO* issues approximately 72,000 P.Eng. licenses across Ontario. It issues temporary P.Eng. licenses if academics and experience have been verified, and one otherwise meets the requirements for the P.Eng.

He also shared that *PEO* helps internationally trained graduates. For IEPs in Canada less than three months, *PEO* waives application fees of approximately \$420. It offers the option of applying prior to arriving in Canada; *PEO* accepts documents submitted from other countries. It works with university bridging programs at *U of T* and *Ryerson* contributing valuable input to ensure the success and relevance of these programs. It also provides individual assessments of knowledge and experience for licensing purposes; it does more than just assessing academic transcripts. Moody recommended visiting the *PEO* site: it indicates what documents to submit and how to submit them. He also pointed out the benefit of a temporary provisional license, a means of helping new IEPs to attain experience. In addition, *PEO* provides regulations and protects the public.

**Dr. Lee Weissling** has a doctorate in Geography. His advice to IEPs was to set their sights broadly. Options may or may not include acquiring further education for more opportunities. He advised attendees that one must be an *OSPE* member to be licensed. With its main role of advocacy, *OSPE* works with government to provide co-op and bridging programs. It also provides professional development courses with discounts on courses to members including PMP certification fees. He also suggested that it was not insufficient technical skills, but rather a lack of both broad based communication skills and familiarity with workplace culture that seemed to be the real issues for Canadian employers.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### ENGINEERING AND RELATED PROFESSIONS

**Nicole Pereira** distributed a handout, which provided information on programs and services, i.e., bridge training and mentoring. One example was the PAIE program, funded by *Citizenship and Immigration Canada*, which has been helping IEP environmental engineers and geo-scientists find employment since 2006.

Like Lee and Moody, Nicole promoted bridge training programs and other services that help connect IEPs with employers. According to Nicole, these programs help to address the gaps with training on legislation, software, workplace culture, and profession-specific language. She emphasized that it is not retraining, but that it does identify and fill gaps, and, helps IEPs to apply the knowledge to the Ontario context. She recommended reviewing the eligibility criteria as some bridging programs are fee-based and others have competitive screening processes, i.e., interviews. As stated by Nicole, a Canadian Language Benchmark (CLB) of 7 or 8 is deemed necessary to be successful in the workplace. Attitude is also critical. Lastly, she cautioned IEPs not to overlook mentoring or volunteering.

Both the handout and TRCA site provided details on training, licensing, and associations. Nicole also made brief mention of a mid-level managers program, not included in the handout, offered by Ryerson & Skills for Change.

According to **Alex Gill**, there is great potential for career success in Canada but underemployment is also an issue. ONEIA, his firm, represents 3,000 companies across Ontario. His aim is to offer three perspectives:

- 1) ninety percent of employers will be hiring in the next few years,
- 2) the employer's perspective of IEPs, and
- 3) how to get a successful business going.



## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### ENGINEERING AND RELATED PROFESSIONS

#### **Questions asked by IEP participants and answers from panelists:**

*Participants were asked to discuss questions in groups of 2-3 and to use cue cards to write down 1-2 questions for panelists.*

#### **QUESTION 1 Do you need a different license to apply outside of Ontario?**

**Moody:** PEO receives approximately 4,500 applications per year. Once a full P.Eng. license is obtained, it opens up many opportunities. The PEO site indicates that if you already hold a P.Eng. license from another Canadian engineering association/order, a national mobility agreement between all the provinces and territories allows you to move between provinces and territories without having to repeat the entire licensing process. PEO applicants who are licensed as professional engineers in good standing in another Canadian engineering association/order are not required to submit transcripts or write PEO's Professional Practice Examination.

#### **QUESTION 2 Why do employers not offer paid training/internships for IEP engineers?**

**Alex:** This is a common question. If labour market needs are being met, employers will not go out of their way to do you a favor. It costs employers a lot in time and money to hire someone, and it is difficult to fire someone once he or she is on the payroll. A P.Eng. license is part of the package, but it's not everything. Employers look to take the lowest risk that provides the highest potential gain.

**Nicole:** The concern is around IEPs having good soft skills, cultural awareness, knowledge of workplace norms, and the ability to do professional presentations.

**Lee:** You need to research this with employers. They will look at what is most cost effective, including tax incentives.

#### **QUESTION 3 How can we find a mentor for professionals intending to apply for PEO?**

**Moody:** If you become a member with OSPE, you can build your network. Join the Engineering Intern Training (EIT) program at PEO. This program provides guidance and assistance to engineering graduates as they acquire the 48 months of acceptable engineering work experience, including annual reviews of experience to ensure that an applicant is 'on the right track' for licensing. Become a member of your local PEO chapter and build your network to identify possible mentors.

**Alex:** Mentorship is a scary thought for people who are busy; excellent formal mentors may shy away. You need to consider how you can obtain the information relevant to your needs. Professionals are problem solvers so it helps to broaden your network and be prepared for informational interviews.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### ENGINEERING AND RELATED PROFESSIONS

**Nicole:** Mentees may expect a mentor to find them a job. This does not create a positive start in a mentee-mentor relationship since it produces unrealistic expectations.

**Richard:** OSPE has local chapters. LinkedIn and social media help with networking. Support does exist: there are many helpful people that can provide career advice.

#### QUESTION 4 *Is Ontario the best hub for environmental jobs compared to other provinces?*

**Alex:** The same challenges exist outside of Ontario. There is opportunity everywhere in the country. You just need to consider the lifestyle you want and let that dictate where you want to work.

**Lee:** The EngineersCanada.ca site has a labour market study that provides research on cross-country comparisons. Refer to the following links:

<http://www.engineerscanada.ca/etlms/media/Canada%27s%20Consulting%20Engineering%20Sector%20in%20the%20International%20Economy1.pdf>

<http://www.newswire.ca/en/story/1099709/labour-market-study-shows-engineering-market-skills-shortage-and-job-growth>)

**Nicole:** Consider working 45 minutes to 1 hour outside of the GTA, since there is more of a need just outside of the GTA. I have seen many successfully transition to employment by doing so.

#### QUESTION 5 *How can I find a job as a Project Manager? What is the relative value of a P.Eng. or CET or PMP? What other certifications are needed?*

**Richard:** Key engineering skills are design, project management, and technical skills.

**Moody:** Project management is only one aspect of PEO licensing.

#### QUESTION 6 *Is there anything out there for an entrepreneurial bridging program? Do these exist? Is there more information on engineering bridging programs?*

**Nicole:** I do not know if entrepreneurial bridging programs exist. Perhaps check the Engineering Connections program at ACCES. Every two years, over one hundred people are involved in the PAIE bridging program and M2P bridging program through Toronto and Region Conservation Authority. It is important to consider having an effective resume and being familiar with the interview process, since it is competitive. These programs are generally funded by the government; however, due to limited funds, they are looking for other revenue sources as well as overall expansion of funding. Social media also has more information on these bridging programs.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

---

### ENGINEERING AND RELATED PROFESSIONS

**Alex:** I do not know if entrepreneurial bridging programs exist but I would recommend developing a business foundation from the MaRS Discovery District and attending a start-up weekend (see [www.marsdd.com](http://www.marsdd.com)).

#### QUESTION 7 *Do OSPE and PEO help people still unemployed?*

**Lee:** You need to have your degree assessed by U of T, ICAS, or WES. There are several classes available at OSPE for members. Become a member of EIT from PEO, attend speed-networking sessions and attend industry night information sessions. You do not have to be registered with PEO.

#### QUESTION 8 *What can I do while getting P.Eng. licensing to help in my job search?*

**Richard:** Consider how to obtain a competitive edge. Develop technical and soft skills. This speaks to character and sets you apart from the competition. Volunteer and attain designations.

**Moody:** Go to the PEO website to download the license application. You need to attain the P.Eng. license in combination with job search, and not wait until you complete your license before conducting your job search.

### FINAL CLOSING ADVICE:

---

**Alex:** Go for certification, ramp up personal connections, and network with hiring managers.

**Mark:** Find out if companies have referral programs, i.e., if there is an incentive for employees to refer IEPs. Network to obtain referrals.

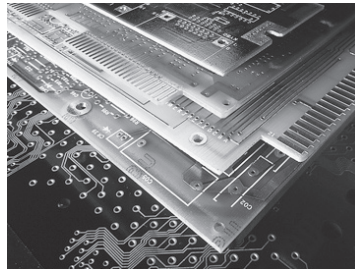
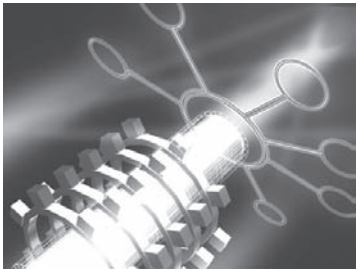
*It was suggested to attendees to ask others the following questions at lunch:*

- How has your day been?
- What is one recent challenge you have had?
- What advice do you have about career or job search?

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

---

# INFORMATION TECHNOLOGY



**Facilitator:**

**Sandra Saric** – Vice President, Talent Innovation at *Information and Communications Technology Council (ICTC)*

**Panel Members:**

**Maureen Ford** – Program Manager, *Integrated Workplace Experience Strategy (IWES)* at *ICTC*

**Djoume Salvetti** – Platform Team Lead at *Points*

**Ravinderpal Singh** – Program Coordinator, .NET Developer Bridging Program for  
Internationally Trained IT Professionals at *Humber College*

**Mark Patterson** – Director of Research Partnership Development,  
Office of the Vice President Research and Innovation at *Ryerson University*

**Bjoern Kingsley** – Business Development Advisor/Mentorship Facilitator at *Newcomer Centre of Peel*

**Enrique Enriquez** – Information Technology Analyst at *City of Toronto*

**Ben Hum** – President & Founder at *Visionis Corporation*

**Opening remarks:**

As identified by Sandra, one of the major obstacles for IEPs is a lack of Canadian experience. She urged IEPs to focus on their soft skills, particularly networking and the ability to communicate effectively and to find any way to get a competitive advantage. She pointed out that the intention of the panel is to provide tips and tools to skilled immigrants to overcome obstacles.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### INFORMATION TECHNOLOGY

#### Questions asked by IEP participants and answers from panelists:

##### QUESTION 1 *How effective are bridging programs and how successful are they? Will they help me get a job?*

- Maureen:** Success rate is 80%; 20% take survival jobs, return home, or go back to school. They support you through your whole process for six months and more.
- Mark:** The right attitude will help you through a bridging program.
- Ravinderpal:** We have 100% success at Humber with our bridging program. Evening sessions are available for people working in survival jobs.

##### QUESTION 2 *How do we feel proud about our past work experiences?*

- Djoume:** Give specific examples of where you took initiative, learned something, and made a difference.

##### QUESTION 3 *There is high demand in the job market for IT, but it's not being met. What job searching tips can you give?*

- Ben:** Plug yourself into as many programs as you can: *LinkedIn*, headhunters, and hiring managers; they are always looking to upgrade their talent pool.
- Maureen:** Make sure you look at the key skills in the postings. Your skills on your resume have to be clearly matched with those in the posting. You must be able to demonstrate/communicate how your international experience is transferable.

##### QUESTION 4 *What if you don't have experience in IT but you want to get in?*

- Mark:** You need to understand what it is you're going after. You're the bridge between what you have and what they need. Focus your experience better. Biggest mistake in your resume: don't reflect backwards in the way you describe your experience. Put everything into the perspective of your prospective job. Don't make your resume for the job you just left.
- Bjoern:** Your experience needs to be applicable. If you don't have a skill, show that you can acquire it quickly. Note that job descriptions are wish lists! Convince them that you have the key relevant qualifications, and that you can acquire those missing skills quickly. You may want to be flexible with remuneration until you can fulfill the wish list.
- Maureen:** Do your research on the tools that are used in the job. Close the gap in your skills if you've been away from work for a while. When called for a phone interview, don't feel pressured to accept the call and proceed with the interview immediately; it looks desperate and inexperienced. Ask to speak at a more convenient time when you're prepared. When in a face-to-face interview, make sure you research the company so you can ask questions.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### INFORMATION TECHNOLOGY

#### QUESTION 5 *What if I have 20 years of experience? Am I overqualified?*

- Maureen:** Sometimes your resume will be too long! Only the last 5-10 years of experience is relevant so tailor your resume to the position.
- Bjoern:** You're not too good to do the job. The employer is worried about paying you and worried that you will jump ship if you find something better. You need to prove you're committed.
- Mark:** Don't resort too much to looking at jobs far below your skill sets and experience. Don't discount yourself because then others will.

#### TIPS AND INSIGHTS ON HOW TO BETTER PREPARE FOR THE JOB MARKET

**Ben:**

- We have diametrically-opposed business practices to Asia. Here, we expect you to be able to manage projects and people. In Asia, humility is very important. Some immigrants may be too humble. For example, don't say you know 'a little' if you are very knowledgeable. Confidence is a key attribute that employers are looking for in Canada.
- Volunteer and serve on boards. Network with leaders.
- Check out Equitek.ca (job board focusing on diversity recruitment) and careeredge.ca (paid internship programs for recent graduates, internationally qualified professionals and graduates with disabilities)

**Enrique:**

- Keep on fighting. Don't give up.
- It's not about Canadian experience; it's about being 'Canadianized' (cultural). You must absorb everything: culture, language, and tips people give you.
- *City of Toronto* has 13 locations for employment centres. Workopolis is a great connection for Toronto employment.

**Maureen:**

- The Integrated Work Experience Strategy (IWES) program fills a gap by addressing employment barriers for highly skilled ICT IEPs. The ICTC website provides a variety of tools and resources for ICT professionals.
- IT is an unregulated profession. This can be a good thing, since there are not as many barriers.
- In IT, there are roughly 801,000 positions and a 2.3% joblessness rate
- Aptitude and attitude are key attributes
- Employment streams in demand are data analysts and cloud programming
- Women, in general, are in demand in IT

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### INFORMATION TECHNOLOGY

- Ontario has a shortage of IT workers
- In your home country, your academic credentials may have been sufficient but in Canada, how you communicate your skills and your value is more important.
- 'Ideal Talent Package' in today's Canada: Great communication and language skills with workplace cultural knowledge

#### Bjoern:

- Two important things: Focus on small- to medium-sized businesses, and an entrepreneurial attitude.
- Big companies become complacent. Innovation comes from smaller opportunities.
- Small and medium-sized enterprises account for 75% of employment growth. They also have a greater turnaround after an economic recession.
- Cloud adaptation and disaster recovery are streams to get into.
- Tips: Volunteer, network, get on *LinkedIn*, connect with *MeetUp* professional groups, visit business events, and attend PMI forums.

#### Mark:

- Successful immigrants focus on solutions, not barriers.
- Focus on your value: "I have something I can give".
- Ninety percent of business students coming out of *Ryerson* join small to medium-sized businesses. Employers get a refund from *Ryerson* for immigrants hired (you don't have to be a *Ryerson* Grad) through the iSTEM (science, technology, engineering or mathematics) program, a graduate enterprise internship (GEI) program.
- Spelling and grammatical mistakes have to be corrected on your emails and resume.
- In this new *Ryerson* program, jobs should chase qualified people, not the other way around. Reverse the process: get employers to search a database to find a specific person.
- A lot of people think they need to get another degree if they can't find a job, but you should first think about working on your soft skills and networking skills.

#### Djoume:

- Limit your time online to only five percent of your job search. Don't post your picture. Networking is most important. Sign up with some *MeetUp* groups.
- *Mozilla* is looking for volunteers in Toronto.
- Market trends are software developers, HTML5, MVC web framework and Django web framework.

#### Ravinderpal:

- When networking, don't just pass your resume on to someone. They will likely say we don't have a suitable position for you, but if you request to meet face-to-face, you may get a chance.
- In IT, your resume needs to show the specific skills. You need to match, very specifically, your skills to those in the position. A lot of people just list their education but that doesn't tell the employer enough.

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

# SALES, MARKETING & COMMUNICATIONS



**Facilitator:**

**Tracey Peever**, B.A. Hons., Dip. COMS., M.A. H.S.I. – Founding Magnet at *SuperNova Transformative Conversations*

**Panel Members:**

**Roxanne Tsui** – Founder and Managing Partner at *Sensu Communications*

**Elizabeth Molinaro** – Consultant and former OSLT and ELT Instructor at *Sheridan College*

**Claude Balthazard**, Ph.D., C.Psych., CHRP –

Vice-President, Regulatory Affairs at *Human Resources Professionals Association (HRPA)*

**Suzanna Cohen** – V.P. Accreditation and Standards at *IABC Toronto*

**Murali Murthi** – Public Speaker, Mentor and Immigrant Career Coach

**Keith Hernandez** – President/Owner of *KAH Consultants*

**Opening Remarks:**

Tracey welcomed the delegates reminding them of the importance of networking and communication, emphasizing the one-to-one authentic connections. She encouraged delegates to make connections not only with the panelists but also with other delegates. Tracey then introduced the sector hub's guest speaker.

The honoured guest speaker for this sector hub was **Ian Proudfoot**, Vice President of *Metroland Media Group*, one of the Conference's media sponsors.

Ian informed the audience that *Metroland* employs 800 sales professionals across the GTA; it is not only a publisher but it is also a sales organization. He admitted he encouraged his own children to look at sales as a career: "a good salesperson is needed even in a recession." However, he acknowledges, success in sales is not easy. He describes the importance of having passion for the product and the company as well as knowledge of the product and market.

Ian invited attendees to be curious and informed. "Relationships help build a business to last", he advised. He also pointed out the significance of building trust and integrity as well as ideas, creativity and innovation. For Ian, sales is "about emotion; it is having to ride the highs and lows." He believes the truly successful enjoy their success but are balanced in their approach. Ian recommended that IEPs be 'doing sales' on a daily basis to promote their skills and experience. In his opinion, good sales people have a desire to look after a client's needs and are good at sales and marketing.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### SALES, MARKETING & COMMUNICATIONS

*Metroland*, a founding partner of the IEP Conference, was concerned about the challenges that IEPs face with finding employment. According to Ian, this was *Metroland's* reason for becoming involved with the Conference. They wanted to help IEPs adapt to Canadian culture and to be successful. Ian presented a plaque to Silma Roddau, President of *PCPI* and Conference Chair, recognizing *PCPI* for its contribution to IEPs through its signature event, the IEP Conference, now in its 10th year. His final advice to the delegates was: "Take the opportunity to network. It breeds success. What you learn will translate into a great career."

#### Panel Introductions:

**Roxanne Tsui** holds a degree in Business Administration. As part of her work-study program at *Sir Wilfred Laurier*, she did a placement with *Microsoft Canada*. Not having found her niche in the corporate world, she started her own business at the age of 21 despite the misgivings of friends and family. She is a second generation Chinese Canadian; she didn't know she was a visible minority until she was asked to tick off 'visible minority'. She loves Canada and its immigration policy: "everyone is welcome in Canada." Her company does multicultural marketing of national brands, with a focus on the Chinese markets in Canada and China. To work in her company, you have to understand the multicultural mosaic and the concept of 'cultural influence'. As she describes it, some brands are more willing to market because of the bottom line.

According to Roxanne, the key skills to success are:

- Passion to take risks
- Excellent communication skills
- Effective self-marketing; first impressions are everything
- Digital communications and smart use of social media

**Keith Hernandez** was born in Venezuela and at six years of age moved to Guyana. As a teenager, he moved to Montreal. He self-identifies as someone of mixed cultural heritage. He is married to a South Asian woman. When he first immigrated at 19, he had very little education and his first job was in Chinatown. With no postsecondary education, he then worked at *Scotiabank*; they were willing to take a chance on him. He made mention of his accent and pointed out he would never be able to change it; he advises new immigrants to speak slower.

He worked at *Scotiabank* for five years. He then moved onto *CIBC*; after a 25-year career there, he took early retirement and started a partnership with a consulting firm. He now works with newcomers through settlement agencies.

He stressed that IEPs need to have an open mind to passion and be able to demonstrate that in performance and commitment. Employers need to see that!

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

---

### SALES, MARKETING & COMMUNICATIONS

**Elizabeth Molinaro** is a first generation Canadian who learned cultural sensitivity from a very early age. In her early public school years, teachers would always place a new immigrant student with her so she could help them in the transition to their new environment in Canada.

She advised the audience that organizations need people that have an awareness of diversity and good communication skills.

*Elizabeth warned IEPs of the following personal roadblocks:*

- Low self-confidence
- Overconfidence or arrogance; you need to find a balance between being not confident enough and being too confident
- Looking for work is hard work; it's a full-time job
- Failing to understand current workplace expectations
- Lack of familiarity with the sales and marketing communication style
- A need to have good English skills both oral and written: Canadian Language Benchmark (CLB) 9-12

*She defined success by the following characteristics:*

- Resilient and resourceful with what is offered
- Continuous, social and professional networking
- Clearly defined goals and objectives
- Transferable skills that are readily communicated and of value to the employer
- Doing – Less time thinking

**Claude Balthazard** pointed out there is a wide range of certifications in the licensed professions and that only some are necessary. For example, a certificate in HR is important but is not necessary. "To know how important any certification is," he advised, "it is necessary to do research." Certification sometimes presents barriers no matter what country you get training in. He suggested following up with professional associations who serve their members and provide certification. For the HR profession, he directed IEPs to look up the HRPAO website for further clarification.

**Murali Murthi**, author of the Canadian best-seller, *The ACE Principle - 15 Success Secrets to Absorb, Comprehend, Excel in Every Area of Life*, helps immigrants integrate into the Canadian workplace faster. He suggested that the questions on people's [jobseekers'] minds are: "What's happening? Why can't I get a job?" And from an employer's point of view, they're asking, "Why should I give you a job?" He reminded IEPs that as jobseekers, they have to present their education and experience and figure out the pattern for being successful, i.e., the good habits.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

---

### SALES, MARKETING & COMMUNICATIONS

He strongly recommended networking and taking the attitude, "What value can I offer? What is something I can give back to the community?" He asked delegates if they were familiar with social media like Twitter, Facebook and LinkedIn. He commented that social media is about public relations and personal branding. In order to meet employers, he advised taking the online relationships offline.

To complete his introduction, he left the audience with a quote from Mahatma Gandhi: 'My life is my message'.

**Suzanna Cohen** has worked in communications in a variety of countries. She described the communications industry, which employs 75,000 annually, as one ranging from small to large companies just like many other occupational sectors. What she looks for in a potential candidate is their educational background, particularly postgraduate courses with a co-op component as well as accreditation and experience. For her, experience demonstrates that you know best practices in communications, new social media techniques and understand the Canadian culture and workplace.

According to Suzanna, the following are must-haves:

- Excellent communication skills
- Near-perfect English skills

"A good way to get experience and positive references is to volunteer," she said. "Volunteering is another way to build your portfolio and meet key people."

She also recommended:

- Finding not-for-profit associations and doing media outreach
- Creating a portfolio outlining your experiences
- Joining a professional association



## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### SALES, MARKETING & COMMUNICATIONS

#### *Questions asked by IEP participants and answers from panelists:*

##### **QUESTION 1** *What do you recommend for finding a job?*

**Elizabeth:** Everyone is in an individual situation. Sometimes you have to take a survival job but don't lose focus.

**Keith:** Sometimes you need to take a survival job at the beginning but make sure you do not pigeonhole yourself. Be careful.

##### **QUESTION 2** *The fear is that if you don't use it, you will lose it. Can you respond to this?*

**Elizabeth:** Find a place to use your skills.

**Claude:** Pursuing certification resets the bar.

##### **QUESTION 3** *I have been told that I am underqualified and overqualified. Where does the balance come? How do I work with this?*

**Keith:** The quality of the resume is important. Do not undersell yourself. The resume should include accomplishments and achievements, not simply information about the companies you have worked for.

**Suzanna:** Your resume should be customized to the job description.

##### **QUESTION 4** *Should I cut down on my qualifications or dumb down my resume?*

Tailor your resume; customize it. Include a cover letter: this is the perfect place to demonstrate your skills and value for employers. It is important to pay attention to detail.

**Claude:** Don't understate yourself. If you are overqualified, explore possibilities with the interviewer.

**Murali:** You are all magnets. You have all had the experience of sending out 100 resumes and having no response. Then you sink into a depression.

Each of you needs to have a winning feeling. Remember you are the cream of the crop from your country of origin; otherwise you wouldn't be here.

Ask yourself: "How are you a good fit for the job?" Identify and know your transferable skills.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### SALES, MARKETING & COMMUNICATIONS

**QUESTION 5** *I have been looking for work since last summer. I graduated with a Master's degree and an MBA. Some people have told me to dumb down my resume. What do you think I should do?*

**Claude:** You are highly educated. Customize your resume and do not dumb it down. From an HR manager's point of view, if we are hiring for a senior management position and you do not have the experience, try to get a junior position. Other suggestions are to follow up after an interview. Inquire about the payback time for lack of experience. Is it a year? This is good to explore because it gets hiring employers to think about this.

**QUESTION 6** *In the Canadian workplace, do people really get training or an orientation in the three-month probationary period when someone first starts a job?*

**Keith:** It depends on the company. A larger company would have the resources and staff to do this. A smaller company may have difficulty. It is important to do your own research on the company you are applying to.

**QUESTION 7** *With an aging population ready to retire, which industry can give a jobseeker key opportunities?*

**Roxanne:** That is difficult to say. Certainly innovative thinking, and knowing about digital and how to use it will increase your possibilities. We grew up in that age. Bring all those skills that you learned from your home country.

**Murali:** Everyone has to learn on-line marketing and multicultural marketing. The Canadian brands need to get on board.

**Roxanne:** International experience is important in multicultural marketing.

**QUESTION 8** *Is there any way to motivate business owners to hire? Iran has business incentives. Do Canadian companies have this?*

In the Enhanced Language Programs (ELT), they have 10 – 12 weeks of pre-employment training along with job placement. These are not always paid placements but the program does provide insurance to cover the participant during the placement.

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

---

# FINANCE & ACCOUNTING



**Facilitator:**

**Heather F. Turnbull**, CMF, Partner & Co-Founder, *Lanaverde Inc.*

**Panel Members:**

**Carmen Jacques**, CGA - Business Development Manager, *CGA Ontario*

**Lori Dalton**, CMA - Regional Marketing Director, *CMA Ontario*

**Enkhee Garamochir** - Program Coordinator, *IAFP Program, Ryerson University*

**Karelyn Murray**, CPA, CA, BComm, CPA (Illinois) -

Associate Director, Regulatory Compliance, *Institute of Chartered Accountants of Ontario (ICAO)*

**Opening remarks:**

After formally welcoming IEP participants and sector panelists, Facilitator Heather Turnbull introduced **John Derrick Clarke**, Senior Vice-President of Operations with *CGA Ontario*, the Platinum Sponsor for the Conference.

John thanked PCPI and requested that delegates take the opportunity of the Conference to get inspired, ask questions and get connected. He asked IEPs to consider that the labour market demands experience and that employers are hiring for it. *CGA Ontario* has partnered with governments for online bridging programs in order to be able to benefit from the experience of IEPs. He wished delegates success and thanked them for their contributions.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

---

### FINANCE & ACCOUNTING

#### Panel Introductions:

**Carmen Jacques**, Business Development Manager for *CGA Ontario*, is an IEP herself. As Carmen informed the audience, *CGA Ontario* represents over 21,000 CGAs. The CGA, one of the most accessible designations with advanced standing, provides the flexibility to work while studying. As Carmen points out, a designation is required for advancement in the accounting profession in Canada. In order to meet the current skills gap in Canada, employers require the following skills: deep technical knowledge, excellent communication skills, and team-building skills.

**Karelyn Murray** is Associate Director of Regulatory Compliance for *The Institute of Chartered Accountants of Ontario (ICAO)*, the regulator of CAs in the province. She has been working at ICAO for the last two years after working in both public accounting (*Ernest & Young*) and the mining industry. It assesses the qualifications of IEPs and offers bridging programs to qualify people to work in Ontario. Karelyn indicated that the labour market for the accounting field is changing very rapidly right now; roles are changing and there are diverse opportunities for growth. Lastly, she encouraged delegates to maintain a positive attitude.

**Lori Dalton**, Marketing Director for *CMA Ontario*, was pleased to see so many people at the Conference. For 30 years, she worked at *IBM* in HR and soft skills training and, as a finance recruiter. Having hired CMAs, she highlighted for delegates the importance of a designation; 80% of postings require one and many companies will pay for employees to cross-certify. She reminded them that one could apply for different positions once in a company. She acknowledged their educational qualifications and encouraged them to look at soft skills and business culture knowledge. "Networking is number one: it is important to listen as well as build rapport in order to be more memorable." She asked them to consider that networking is like doing homework to learn about new industries or business sectors.

**Enkhee Garamochir**, with the IAFP program at *Ryerson University*, acknowledged the familiar faces of current students and graduates in the participant audience. The *International Accounting and Finance Professionals (IAFP) Program* offers two separate streams: Accounting & Finance (80%) and Business Law (20%). It is individualized and very flexible. The program provides training in Canadian workplace culture as well as technical courses. Enkhee highlighted the importance of bridging programs, particularly in a large Canadian city such as Toronto where the labour market is highly competitive. Participating in bridging programs show employers that you have taken the time and effort to get ready to contribute.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### FINANCE & ACCOUNTING

#### *Questions asked by IEP participants and answers from panelists:*

##### **QUESTION 1** *How can I network to find a job? Can you design the perfect networking approach?*

**Lori:** Find out as much as you can about the company. Get some questions ready to show you have done your research. Ask for feedback on how you come across. Have a couple of phrases ready to describe who you are and what information you are looking for.

**Carmen:** Use community events to build a connection. Use *LinkedIn* chapter events of professional organizations you are already a member of. Use these events to meet new people; use every opportunity.

##### **QUESTION 2** *How do I get volunteer work related to my profession?*

**Karelyn:** The Finance and Accounting sector is heavily regulated; it requires a Canadian designation for access to private information. Tax clinics are one opportunity - good for networking and volunteering your skills. Immigrant-serving organizations may take volunteers as well. *LinkedIn* reaches a wider audience than regular networking so post that you are looking for a volunteer opportunity. Sometimes the best results come from being prepared properly for a few select events.

**Enkhee** personally sent out thousands of resumes but admits it was networking that helped the most. People trust people they know or people who are referred by someone that they trust. You have direct impact on building trust and confidence.

##### **QUESTION 3** *What are some of the current or emerging job opportunities in financial services (e.g. wealth management, retail banking, insurance, etc.) outside of accounting)? What do I need to do to bridge the gap between foreign experience and working in Canada?*

**Lori:** What do you do well in? List all the things you have skills in and then start to see what fits. Create some experiences outside your traditional culture to get ready.

**Carmen:** Make sure you add other skills to your resume, not just your technical background. Use these other skills and then list them in a Canadian context.

**Karelyn:** What seems best now may evolve so keep an open mind. Be willing to diversify your skills. Karelyn witnessed her own parents leave prestigious jobs in Pakistan when she was 6 years old. It may not work out as you intended but stay positive and it will work out for the best.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

---

### FINANCE & ACCOUNTING

**Enkhee:** Look deeply into your heart to see what you want to contribute; do your research. Accounting and finance are separate (read distinct) here and they are integrated in many other countries. So what do you want to spend your day doing? A common question regarding designations is: CMA, CGA, CA - which is best? Which is most important for the employment you seek? There is no correct answer. You should decide on what you really want to do.

#### QUESTION 4 *What can you tell us about the new integrated CPA designation?*

**Carmen:** CGA will continue business as usual for now.

**Karelyn:** ICAO will be offering the CPA eventually, but start now; do not wait. Proceed now because the new path will become clearer as the potential merger proceeds.

#### QUESTION 5 *What are the big four doing to keep up with innovative financing? How is it changing?*

**Carmen:** Courses and curriculum are being updated constantly. What you want to do with the designation is up to you; you can take it into any industry. Carmen knows an accountant that now does business development.

**Lori:** A designation just opens the door on the path that you want to follow; leadership skills will take you forward and into jobs that have not been invented yet.

## TIPS TO HELP IEPs ON THEIR CAREER JOURNEY

---

*Heather Turnbull requested that the panelists share their insights and hindsight to help IEPs on their career journey.*

**Carmen:** Believe in yourself. Set achievable short and long-term goals, and then celebrate achieving the small steps. Be strong and positive. Never give up. You steer your life.

**Karelyn:** Results will happen with time and it will get better.

**Lori:** Before you get out of bed in the morning, think, "What wonderful thing will happen to me today?"

**Enkhee:** Do not get discouraged. Stay focused and positive. Make your decisions from your heart.

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

# HEALTHCARE AND RELATED PROFESSIONS



**Facilitator:**

**Cathy Tait**, CMC - Principal, *Western Management Consultants*

**Panel Members:**

**Mike McCulloch** - Advisor at *Healthforce Ontario*

**Lourdes Vincente** - Case Manager at *Care4Nurses*

**Michael Nurse** - Director of Admissions at *Sutherland-Chan School & Teaching Clinic*

**Nicholas DeGroot** - Dean at *Canadian College of Naturopathic Medicine (CCNM)*

**Opening Remarks:**

Facilitator Cathy Tait welcomed the panelists and delegates and thanked them for spending their valuable time at the Conference. She described a “power-packed” day with both a morning session consisting of people to steer IEPs in the right direction, and an afternoon one, with employers to help guide them in their job search.

Cathy outlined the two themes for the day:

- Networking, and
- Communication skills

Delegates were then asked to find a partner to begin an activity. Each person was to take two minutes and introduce him-or herself to someone. They were instructed to discuss the following two items:

1. What were some of the most successful and creative strategies that you or someone you know used to apply professional skills in a professional manner?
2. What strategy can you employ in applying these skills?

The purpose of the activity was to practice communication skills and teamwork, a focus in the Canadian work culture.

One audience member, who did not introduce herself, responded. She came to Canada four years ago and found it was not easy to find a job in her field as a dental hygienist. People had recommended to her that she improve her English because her English was not very good. She confessed she now feels disillusioned and isn't sure what to do next. Cathy assured her that attending the Conference was a good start.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### HEALTHCARE AND RELATED PROFESSIONS

#### Panel Introductions:

Cathy addressed the audience and explained to attendees how questions would be collected. Panelists introduced themselves, their background and their pearls of wisdom. Cathy informed the audience that during the session, questions would be collected from audience members but that it would be impossible to address them all. She assured them that answers to the questions that were not addressed would be posted on the IEP website.

**Mike McCulloch** is an advisor from *Healthforce Ontario*. He has worked in the part of the agency that works with internationally educated professionals. Specifically, his work is related to the regulations around what people need to practice professionally and strategies that they can employ to be more successful. Prior to his current role, he was a career counselor supporting people making complex career decisions and exploring their future goals.

**Lourdes Vincente** has been helping internationally trained professionals for more than ten years. In 2006, she started working for *Care4Nurses*. Although her education in nursing was completed in Canada, she knows what it is like to be looking for work. The *Care4Nurses Ontario* bridging program started in 2001. It helps internationally educated nurses prepare for their exams and provides one-on-one consults and development workshops.

**Michael Nurse** is the Director of Admissions at *Sutherland-Chan School & Teaching Clinic*. He has been doing this work for the last 25 years. He sees his role as a matchmaker and, as a result he has gained a lot of insight into the industry. He wanted IEPs to know that massage therapy is regulated by the government and is highly valued. As a result of enlightened thinking, massage therapy has moved into the mainstream. The curve of utilization is increasing dramatically; *Sutherland-Chan* gets approximately 30 employment solicitations per month. The school values the sciences background of IEPs. According to Michael, *Sutherland-Chan* takes the internationally educated professionals and downloads their skills and provides clinical confidence. The final exam is in two forms: the first is an exam of 150 questions and the second is practical. In the practical exam, students move from station to station and are marked on a task; the school is looking for competency. The regulatory body is the *College of Massage Therapy* and their job is protecting the public.

Michael reminded delegates that written and verbal English are also important. A Canadian Language Benchmark of 8 is what is required. He sympathized with IEPs and their challenges with moving to a new country and needing to attain proficiency in another language in order to find work.

**Nicholas DeGroot** is the Dean of the *Canadian College of Naturopathic Medicine (CCNM)*. His focus is on enhancing the standards of naturopathic medical education. He looks at the different ways that naturopathic medicine can enhance the delivery of primary care in Ontario. As Nicholas states, "This is a relatively new system of medical care that includes chronic disease and wellness management." Nicholas did his undergraduate degree at the University of Toronto in biochemistry and four years of medicine to graduate as a Doctor of Naturopathic Medicine from CCNM. He announced that in May 2013, a program for internationally educated professionals is being launched and there are already 30 people registered. He also informed the audience that the profession is regulated in Ontario under the *Regulated Health Professions Act*, under the same umbrella as all other regulated health professions.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### HEALTHCARE AND RELATED PROFESSIONS

***Each panelist was first asked to respond to the following questions:***

- *What are the market trends?*
- *What are the skills and competencies needed?*
- *What are the 2-3 tips you would like to share?*

**Mike McCulloch, Healthforce Ontario**

**Question**      ***What are the market trends?***

**Answer**      People come to realize that healthcare is highly regulated. This means that you need to demonstrate technical knowledge and clinical competency. While transferable, you need to know where you fit in the regulated environment.

**Question**      ***What are the skills and competencies needed?***

**Answer**      The advisors at HealthForce Ontario are career counselors and provide information; we can't evaluate technical skills. Recognize what non-technical skills you bring: for instance, communications, adaptability, flexibility and self-awareness. Know which skills you have and which skills you need.

**Question**      ***What are the 2-3 tips you would like to share?***

**Answer**      My tips are on the non-technical skills I just mentioned. Identify what you are good at and what you are good at outside of the technical requirements for your job. For example, is it teamwork, problem solving or initiative? These are all soft skills that programs are looking for. That you know how to interact with people, communicate, identify your own needs and respond to have them met. I would recommend exploring and researching alternatives; not everyone will be successful in their job area, but look at what you can do and where you will be successful. For instance, it may not work out as a physician but figure out what will work. Look at the competencies that use your knowledge and skills in a way that will provide meaning, purpose and income. I had a client who could not practice medicine in Canada. In his homeland, he worked with patients who were HIV-positive. Now, he is using his skills in HIV prevention. He has figured out how to use his skills in a new way. So try to be flexible and positive. If your attitude is: "it's not fair" or "you can't do this", you may not find a receptive audience. Position it as "how can I overcome this"? Consider, if this route does not work, what else can I do? I believe that you will find success in your profession or in another profession and find what it is that you want to do.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### HEALTHCARE AND RELATED PROFESSIONS

Lourdes Vincente, Care4Nurses

**Question** *What are the market trends?*

**Answer** Boomers are starting to retire and this will open up opportunities for nurses. There are a lot of cutbacks in the hospitals; however, there is also a lot of employment outside of the hospitals. You have to be creative when looking for employment. You must use your networks to find employment. You must be comfortable talking to people.

**Question** *What are the skills and competencies needed?*

**Answer** Communication is key. It is so very important for people to understand you. You have to know your own industry terminology. I went through English classes but every day I needed to work on my language skills to improve communication. Go to occupation-specific language courses so that you can assess a patient both verbally and in writing by being able to document your communications. You will need to know what you are writing and the specific terms. Also, you need to know how to use a computer and specific programs.

**Question** *What are the 2-3 tips you would like to share?*

**Answer** Working with different staff from physiotherapists to doctors, you need to know how to communicate with each of them. If you want to compete, you have to stay competent. There are a lot of people who are looking for employment. Be adaptable and a team player. Go to the company's website for information about the organization. Be patient, stay competent and do some upgrading. Try to improve yourself so you are ready to compete. Do not listen to negative people. Try to gravitate towards positive people and organizations that can help to direct you on the right path to achieve your goals. Prepare your job search documents, network and find a mentor. I match nurses with an expert nurse so they learn how they talk to their clients and what their technical abilities are.

Michael Nurse, Sutherland Chan School & Teaching Clinic

**Question** *What are the market trends?*

**Answer** The utilization of massage therapy among the public. Over the next 30 years as the population ages, this profession will be more integrated among the public.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### HEALTHCARE AND RELATED PROFESSIONS

#### **Question** *What are the skills and competencies needed?*

**Answer** Communication and the ability to work well with people. You have to be a people person and want to help them; these are key skills for massage therapy. It is a physical job but you are able to have a long career.

#### **Question** *What are the 2-3 tips you would like to share?*

**Answer** You may have a certain skill set but you need to investigate new skill sets. Most schools have an advanced standing assessment. You are not charged for this; you can be certified in twelve months.

Nicholas DeGroot, Canadian College of Naturopathic Medicine (CCNM)

#### **Question** *What are the market trends?*

**Answer** We recently conducted a survey in Ontario. Forty percent of people are interested in going into naturopathic medicine when they learn about it. They are looking for new ways to manage their condition in non-pharmaceutical, non-medicinal approaches. It's really about wellness and prevention, and we are a little further in the healthcare chain so there is a bit more time and more engagement. We are finding that patients are looking for this. There are a lot of opportunities to establish a naturopathic practice; the bulk of people doing this are collaborating with people who are practicing chiropractors and partnering with other doctors to offer patients a wide range of services. We have started a teaching clinic in Brampton, and are running four shifts a week; they are in high demand and we are looking to add more teaching shifts. We are getting great responses from specialists in the hospitals. A naturopath can practice or go into academia or government, so there is a fair bit of flexibility.

#### **Question** *What are the skills and competencies needed?*

**Answer** In a nutshell, you have to decide if you want to work with patients. You will need to establish rapport and cultural awareness; both are very important because you are spending 30 minutes with clients. Social skills beyond the traditional skills you are bringing are essential. We support you to build rapport and communications skills so that you can be successful in the Canadian context.

#### **Question** *What are the 2-3 tips you would like to share?*

**Answer** You have choices to get in with your medical expertise. You can go into a more technical area and not be engaged with patients or you can choose to practice. You need to make a decision about salaried positions or entrepreneurship. So really there is a range of things you need to think about when furthering your career in Canada.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### HEALTHCARE AND RELATED PROFESSIONS

#### *Questions asked by IEP participants and answers from panelists:*

##### **QUESTION 1** *What scope does naturopathy have in Ontario?*

**Nicholas:** In its current form and its regulated form, it has a generous scope. There are seven control acts. Different providers have this: for instance, some have the ability to draw blood and others have fairly generous assessment techniques.

##### **QUESTION 2** *What is the average salary and is there a challenge moving from province to province?*

**Michael:** A recent graduate can earn approximately \$40,000 to \$50,000 per year. If you are self-employed, you can earn approximately \$75,000 per year. Some graduates have opened their own clinic and they can earn anywhere from \$125,000 or more.

Right now British Columbia, Ontario and Newfoundland and Labrador are regulated. All other provinces are looking toward regulation. For an unregulated province, you just need to join the association. So it is not challenging at all to move from province to province.

##### **QUESTION 3** *How can I become a member of Care4Nurses? Are there alternatives for nurses?*

**Lourdes:** For information on becoming a member, you can attend our information session. We have these sessions every two weeks. Please check our website and register online to talk about the different services we provide.

If you want to be a member, you will need a letter of eligibility from The College of Nurses of Ontario. If you are waiting for the letter, it is hard for us to tell you what to do next.

The alternatives for nurses are that you can do a practicum or become a registered nurse. One is a diploma and one is a degree. Based on my experience, you can also work as a personal support worker (PSW). If you have a letter of eligibility from *The College of Nurses of Ontario*, nursing agencies accept these letters. You can also be a medical assistant or a receptionist. Try to stay in the healthcare sector. One of my clients started by volunteering at Mount Sinai Hospital so that she could network. Stay in the field to enhance your skills. Look for alternatives; for nurses, there is always an opportunity. Also, be ready to relocate. I live in Burlington and there are often openings in Hamilton and other areas outside of Toronto.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

### HEALTHCARE AND RELATED PROFESSIONS

#### QUESTION 4 *Is it true that other provinces have fewer requirements than others? What are alternative options?*

**Mike:** The answer is no. There are uniform standards. Some provinces have other ways of assessing credentials. 75% of the clients are physicians; in Ontario, they have one or two categories of licenses: standard or in residency to get a standard license. In other provinces, they have created routes to determine if someone can practice under a restricted license. The requirements are strict and competition is fierce. It comes down to the options, requirements and how it meets the standards.

As for alternative options, it depends on what your interests are and what your experience looks like. What kinds of things did you do in addition to clinical management? Did you do individual counseling? Did you work with a particular subset of people? Find out what else fits into the profile and identify organizations that are doing that type of work. Remember the person I mentioned who volunteered with the *Aids Committee of Toronto*. Through this, he gained experience and learned about the service provider's expectations and then transitioned into paid work in an HIV prevention program. He used skills to contribute to his portfolio.

### TIPS AND INSIGHTS TO HELP IEPs ON THEIR CAREER JOURNEY

**Michael:** *(Commenting on the skill-building presentation)* The presentation was remarkable. It really hits home about language. The tip is to get confident in communicating - it's a difference maker. I respect everyone who takes this on. I would also add: take some risk and get out of your comfort zone. Realize that there is an open door for you to take a risk. I meet with internationally educated professionals all the time and there is a huge tolerance for people who make mistakes in language. Realize that a lot of us have respect for you.

**Lourdes:** 3 tips:

- Stay confident. Try your best to upgrade your knowledge, skills and competencies.
- Build a network. Find free events like this and make the time to meet new people. You never know; these new people could help you in your work.
- Stay positive and try to gravitate to positive people who can help you achieve your goals.

**Mike:** Be flexible, be brave, get out there to meet people and ask questions. Figure out where you fit and what you need to do to improve your fit. Stay positive and remember that you do have skills and experiences that are worth something and that you need to figure out how to communicate this to your audience.

## MORNING SECTOR HUB PRESENTATIONS: REGULATORY, ACCREDITATION AND ACADEMIC BODIES

---

### HEALTHCARE AND RELATED PROFESSIONS

**Nicholas:** For those of you with a medical background, the key is to know what you want to do in Canada. Do you want to apply a broader range of skills or are you interested in upgrading your technical skills? There is a growing market for naturopathic services. Figure out what your abilities are. Flexibility and bravery are good ones. You are brave enough to come to Canada and this notion of changing the way you think about opportunities is a big one.

**Cathy summarized some of the key messages expressed by panelists:**

- It is a journey
- It's about mindset
- It's about positioning
- It's positivity
- It's about use of support systems
- It's about developing confidence in skills
- It's about perseverance
- Step back and examine your network; you may not be aware of the sub networks of people you are connected to through your connections

## SKILL-BUILDING PRESENTATIONS: **COMMUNICATION IN CANADA, EH?**

---

During the morning sector hub presentations for Engineering & Related Professions; Finance & Accounting; Sales, Marketing & Communications; and Healthcare & Related Professions, **Mark Prince** and **Heather Chetwynd** of *Voice to Word Consulting*, [www.voicetoword.ca](http://www.voicetoword.ca), facilitated a skill-building session on Canadian pronunciation and Canadian business communication. In their practice, both provide one-on-one coaching on voice and pronunciation to assist professionals with improving their speaking skills and clarity in communicating for the workplace. The following is a composite summary of their individual presentations.

*For example, what do we export to Columbia? **Wheat or weed?***

According to Chetwynd, clarity is as important as pronunciation and is more than merely enunciation. She explained that cultural filters are transferred to the new language. For Mark, clarity is really a combination of the best way to get the meaning across to your audience in terms of how and what we emphasize, how loudly we speak and how quickly.

### **4 aspects of communication that can either enhance or detract from effective communication:**

**Articulation:** *movement of the tongue, lips and mouth muscles*

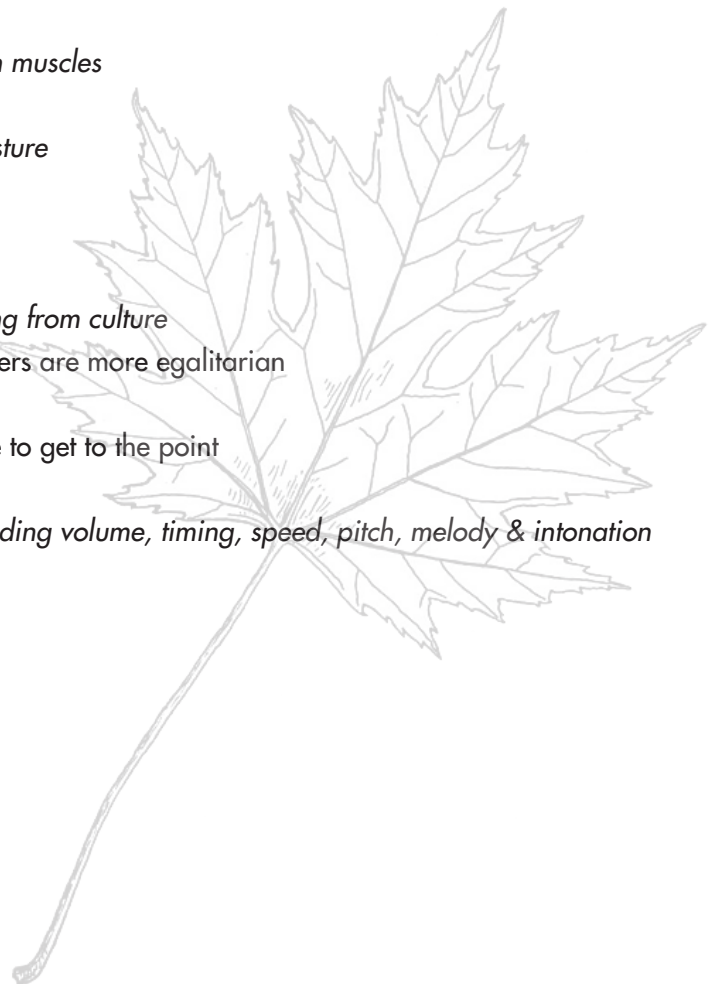
**Body Language:** *gestures, facial expressions and posture*

- We use them in space and time
- It is culturally-specific

**Expectations & Assumptions:** *heavy influences coming from culture*

- Some cultures are more hierarchical while others are more egalitarian
- Turn-taking in a conversation varies
- How long we speak for and how long we take to get to the point

**Para-verbal Aspects:** *the music of the language including volume, timing, speed, pitch, melody & intonation*



## SKILL-BUILDING PRESENTATIONS: COMMUNICATION IN CANADA, EH?

### 4 RULES

*to improve performance in the Canadian business setting and demonstrate professional behavior in Canada:*

- Rule 1.** For clear speech, slow down. If you have difficulty communicating clearly, slow down to stress correct syllable and pronounce correctly
- Rule 2.** Keep an even volume, especially when giving negative feedback. Keep in mind the professional behavior in Canada.
- Rule 3.** Pay attention to your intonation: it indicates energy, mood, thought groups, and attitude. No intonation indicates boredom. In a job interview, you need to show interest and you can communicate this partly through your use of intonation.
- Rule 4.** Be careful where you place stress in a phrase as it changes the meaning.

To illustrate the point, Heather and Mark pronounced the following similar sounding words:  
***innocence, in essence, in a sense.***

They then used the following example to demonstrate how a pause for punctuation clarifies and in fact changes the meaning:

Woman, ***without her man***, is nothing.  
Woman: ***without her***, man is nothing.

Vowel length is also significant.

Consider the following examples:

eks (X beer) vs. eggz (eggs)  
ays (ice) vs. aayz (eyes)  
hard bead vs. heartbeat

A stressed vowel preceding a voiceless consonant is short.  
A little change can change the entire meaning.

## SKILL-BUILDING PRESENTATIONS:

### How To Differentiate Your Personal Brand and Get Hired

Describing herself as a 'spark plug', Diana YK Chan delivered an energetic and engaging presentation on creating and identifying your personal brand to increase your marketability.

She came to Canada at age 16. Diana did her undergraduate degree in business and has an Ivey MBA.

She discussed the 4 components to differentiate yourself as top talent using her *Magnify your Marketability* framework:



#### Tips for IEPs

- Believe in yourself and your end goal.
- There is a shortage of the right type of talent, but you can market yourself to get in.
- It's not just about your technical skills. It's about how well you connect with people. It requires a shift in your attitude that you deserve it. Work on your messaging, eye contact, and body language. Self-awareness is important.

#### How do you package your personal brand so people remember you?

- Have a clear, concise, and compelling message

#### What is personal branding?

- Your identity, your promise, your unique value, and your reputation.

#### Why focus on your personal brand?

- The greater your brand, the greater your market value. Value isn't always necessarily tied to labour time.
- Think of brands you admire. What do you like about them and what emotions/words come to your mind when you think about these brands? What can you learn from them that you can apply to your own brand?

#### Actions you can take toward identifying and marketing your personal brand:

- Develop a survey about yourself and your brand and send it to your friends.
- As an investment or product, what makes you valuable? What makes you unique?
- Have at least 3-5 endorsements on *LinkedIn*  
(Hiring through *LinkedIn* is huge now. Diana hired only one person from an online job posting. All the rest were through *LinkedIn*.)
- *Moo.com* does business cards.

## SKILL-BUILDING PRESENTATIONS:

# HOW TO DIFFERENTIATE YOUR PERSONAL BRAND AND GET HIRED

*Additional material included in her handout:*

### Steps to Define Your Personal Brand

#### Step 1: Reality Perception Check – Get Feedback

- Create a survey through Google Forms or Survey Monkey and email at least 25 people with the following questions:
  - What 5 words come to mind when you think of my brand?
  - What do you believe are my 3 best qualities?

#### Step 2: Self –Assessment – Who Are You?

- What words describe your:
  - Personality & Character
  - Passion/Interest
  - Values
  - Strengths
  - Impact/Contribution
  - What are your top 3 unique selling points?
  - What is your personal branding statement? (tagline)

#### Step 3: Own It

### 7 WAYS to Promote Your Personal Brand to Get Hired

- Dress in your brand colour and style.
- Brand your resume, business cards, LinkedIn profile and email signature.
- Master your introduction that highlights your accomplishments and unique value.
- Ask for recommendations/endorsements on LinkedIn.
- Master your area of expertise and share your knowledge that benefits others.
- Be active online with a consistent voice.
- Network proactively and add value.

### 8 GUIDING PRINCIPLES to a Great Brand

- Be authentic
- Be consistent
- Be credible
- Be likeable
- Be memorable
- Be outstanding
- Be unique
- Be visible

AFTERNOON SECTOR HUB PRESENTATIONS:  
**EMPLOYERS AND HR PROFESSIONALS**

---



## ENGINEERING

AND RELATED PROFESSIONS



## INFORMATION TECHNOLOGY



## SALES, MARKETING & COMMUNICATIONS



## FINANCE & ACCOUNTING



## HEALTHCARE

AND RELATED PROFESSIONS

AFTERNOON SECTOR HUB PRESENTATIONS:  
**EMPLOYERS AND HR PROFESSIONALS**

---

# ENGINEERING

## AND RELATED PROFESSIONS



**Facilitator:**

**Mark Franklin**, M.Ed., P.Eng., CMF – President and Practice Leader, *CareerCycles*

**Panel Members:**

**Pauline Gavilanez**, CHRP – Manager, Corporate Human Resources at *Tetra Tech*

**Jason Huck** – Team Leader of Maintenance at *Petro-Canada Lubricants*

**Bethany Lightbown** – Engineering Recruitment Leader & Branch Manager - Toronto at *Randstad*

**Rakesh Shreewastav** – P.Eng., AVS, Vice President of *Professional Engineers Ontario (PEO)*

**Lauren Klassen** – Staffing Specialist at *Niagara Region*

**Joe Halahel** – B.A.Sc. - Director, *Serfilco Canada*

**Randy Sinukoff** – M.A.Sc., P.Eng., EP(CEA), EP(EMSLA) - Senior Associate at *Stantec Consulting Ltd.*

**Stefan Surdu** – Sr. Engineering Manager at *Enbridge Gas Distribution*

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### ENGINEERING AND RELATED PROFESSIONS

#### Panel Introductions:

**Pauline Gavilanez**, as Manager of HR with *Tetra Tech* hires IEPs; Tetra Tech is a global company with over 14,000 employees.

**Jason Huck** represents *Petro-Canada Lubricants*, a division of Suncorp Energy. They employ 350 people and have experience hiring IEPs.

#### His advice to IEP job seekers:

- Align your resume with the job posting
- Research the employer
- Gain an understanding of buzzwords and use them appropriately

**Bethany Lightbown** represents *Randstad Engineering*, a recruitment firm of engineering consultants.

**Rakesh Shreewastav**, an IEP, serves on PEO's board of directors. He works in the engineering and project management fields.

#### His advice:

- Do not lose focus of the main goal to attain your engineering designation. If I can be successful, you can too.

**Lauren Klassen** works in municipal government in the *Niagara Region* as a staffing specialist for public works - transportation, planning, zoning, construction permits, wastewater treatment, and internal/ external recruitment planning. She hires IEPs who are students, as well as those pursuing internships, co-ops, and bridging programs. IEPs with designations are also sought after.

**Joe Halahel** is General Manager of *Serfilco*, which has 300 staff members worldwide. He recommends reinventing yourself every 3-4 years; once you fall behind, it is difficult to catch up. He advised IEPs that it is not enough to be a qualified engineer; good interpersonal and communication skills are essential to grow in the field.

**Randy Sinukoff** is an Environmental Engineer with *Stantec Consulting*, which has over 12,000 people in North America.

#### His tips for IEPs:

- Think of how Canada works; it is resource-oriented
- Take your technical skills and apply them to what Canadian employers require and improve what we have to offer

**Stefan Surdu** is an internationally educated engineer who arrived in Canada about 11 years ago. He represents *Enbridge*, which owns and operates the largest gas distribution in the world and produces renewable energy. He encourages delegates to stay positive and committed; "it will happen one day."

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### ENGINEERING AND RELATED PROFESSIONS

#### **Questions asked by IEP participants and answers from panelists:**

*Participants were asked to discuss questions in groups of 2-3 and to use cue cards to write down 1-2 questions for panelists.*

Romanov, one of Lauren's clients, was an IEP who arrived from Jamaica in 2010. He thought his resume would get him hired. Her advice to him was to reinvent himself and to reduce his eight-page resume to a two-pager that could be targeted to specific positions. She also recommended including those skills on his resume that employers required or desired and preparing himself for interviews; for example, Woodgreen has an arrangement with OSPE (Green Engineering program). Lauren also warns that the probability of landing your first job as an engineer is unlikely. Final thoughts: keep focused with your ultimate goal in mind.

#### **QUESTION 1** *Why do employers like to say you are overqualified instead of giving you a chance? Should I simplify my resume and take certain qualifications off my resume?*

**Bethany:** It's a tough question but a good one; the reason why employers have concerns around over-qualifications is because they do not want to lose you in a year. They do not want to be the means (supplier) of in-between positions. You need to consider what can be brought to the employer now.

**Rakesh:** Customizing your resume is a key factor. Don't bother sending a general resume that is not targeted to the specific position and company.

#### **QUESTION 2** *This question is for the HR Managers: please explain 'Canadian experience'.*

**Pauline:** It's a combination of factors. At Tetra Tech, the person applying must have an understanding of safety codes, regulations as well as cultural differences. Bridging programs help IEPs attain Canadian experience

**Lauren:** As a municipal employer, Canadian experience involves attaining an operator's license needed for wastewater treatment. The technical component is large, but so is professional interaction. The public face must be presentable. Bridging programs are helpful.

**Jason:** Safety standards may be lower from other countries. It is not about just getting the job done, but acting safely. There is a need for caution because cultural references are not the same in Canada. Safety needs to be emphasized on your resume.

#### **QUESTION 3** *Are you hiring engineers with LEED certification? Would having a PhD be helpful?*

**Stephan:** Professional environmental certifications including LEED would be a plus. Whether a PhD would be helpful depends on the job you are applying for.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### ENGINEERING AND RELATED PROFESSIONS

**Randy:** When I graduated, I had a Masters degree, but I did not want to do research, or work in academia, so I got a job in a small company. I moved from production manufacturing to consulting; I identified skills that tied into the needs of clients. In the engineering world, technical skills are great but people skills are just as important.

#### QUESTION 4 *Are there other certifications needed?*

**Lauren:** In wastewater treatment, you need to start on the operational side. Look at the Ministry of Environment requirements or ask me.

#### QUESTION 5 *What should I include or not include on a resume? Should I remove unrelated experience on my resume? What can I put on a resume to make it effective especially if there are employment gaps?*

**Joe:** As an employer, first thing we look for is not too many jobs on the resume because we need to find the right person for the right job. (Too many jobs suggest to employers a lack of commitment or perhaps a poor attitude.) Attitude is important. Each situation is different. Find out what you like and what you enjoy. If a person succeeds, I succeed. You need to be patient and put in the time and effort.

**Bethany:** Hiring managers look at thousands of resumes. Filters are used to identify buzzwords i.e. health and safety, operational, process, etc. The greater the number of buzzwords, the higher the probability the resume will come to the forefront. How much experience should you show? It depends on the objective. Don't be concerned with the number of jobs you have had but rather whether they are relevant. Your resume needs to be objective-based; it must also indicate outcomes or results and quantify accomplishments, where possible.

#### QUESTION 6 *What if there is a gap in time on your resume?*

**Lauren:** Include what you did during the gap e.g., participating in a bridging program, attending school or language training, etc. It may not be a job but it explains the gap.

#### QUESTION 7 *What if I have many survival jobs? Should IEPs include survival jobs on their resume?*

**Rakesh:** There is a plus to including customer service experience; [the job of] doing engineering is about talking to people and making presentations; other jobs enhance this. You need to volunteer or take a co-op program even if it's only one day a week since this counts as positive value to a future career.

**Bethany:** In my former career, I helped internationally educated MBAs make the transition in Canada. You need to be proud of yourself regardless of unrelated experience. My advice is to include transition roles; if you speak positively and proudly of your experience, organizations will value it too.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### ENGINEERING AND RELATED PROFESSIONS

#### QUESTION 8 *How long does it take to hear back from employers?*

**Jason:** Depending on the number of resumes, it could take up to 3 weeks.

**Randy:** Think of what an employer has to go through before a decision is made. If there are job openings, there are not enough people to screen, so it takes time; the company is busy. Keep in mind, the primary goal is to ensure projects are completed on time and to sustain the company. I would suggest not putting a specific timeline on this. It may be one to six months; there are many variables to consider. If an employer says one week, this serves as a general time frame meaning it won't be six weeks.

**Rakesh:** It does sometimes take months, even if you do get interviewed. Keep your options open by continuing to do what you are doing.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### ENGINEERING AND RELATED PROFESSIONS

#### ***Skill-building session: "Business Conversation"***

Mark led a discussion on conducting a business conversation appropriate to the Canadian context.

What is an appropriate way to connect in professional settings i.e. conferences? What is the best way to conduct a business conversation?

*Sample questions you could use:*

- How has your day been?
- What's one recent challenge you've had? Offer help if you can!
- What advice can you share about career exploration?

Rakesh and Bethany demonstrate, as if they have not met before, other questions asked during an effective business conversation:

- What are 2-3 job search suggestions that you are employing to improve the way you look for work?
- What professional associations and networking contacts would you recommend?
- If time is up, ask: "Can I follow up with you at another time?"

Try a two-minute conversation with a partner. Was this easy or hard?

**Participant:** Sharing problems with another helped me feel less isolated.

**Mark summarizes:**

Having a short business conversation tends to be very effective. People often find jobs through connections. How you get the first interview is often found through networking contacts.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### ENGINEERING AND RELATED PROFESSIONS

#### *More questions from IEP participants and answers from panelists:*

##### **QUESTION 1** *How did you “break the ice” to land a position?*

**Rakesh:** When I came to Canada, I sent out hundreds of resumes. The pivotal moment for me was going to OSPE volunteer events; talking to employers was motivating. I learned new strategies, made connections with engineers in the field and within various organizations.

**Stephan:** My first job was a survival job in customer service at a car dealership. I engaged in small talk with customers and eventually, I drove a consultant back in his car to have an interview.

##### **Mark summarizes:**

Take some time to do other things aside from just job searching online.

##### **QUESTION 2** *What else can we do other than sending off resumes for job postings online? Are there alternative ways to job search? What about employee referral programs?*

**Jason:** At our company, there is a \$2,500 referral bonus if we hire a candidate referred by an employee. Only 3% of resumes received are referrals from employees. This brings more confidence and helps the job of the hiring manager.

**Pauline:** At my company, an incentive of \$3,000 applies for typical positions and \$6,000 for specialized referrals; some [employees] have a side business (ha ha). It is OK to ask at an informational interview if the company has a referral program.

##### **QUESTION 3** *How important is a LinkedIn profile? How important is social media presence? Is it OK to connect with you on LinkedIn?*

**Bethany:** I use social media every day; I have over 1000 connections. It is good to send requests, but networking needs to be meaningful for both parties. Recruiting roles are required to find the best candidate for the employer's opening. You need to demonstrate skills before asking anyone to network with you.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### ENGINEERING AND RELATED PROFESSIONS

#### TIPS TO HELP IEPs ON THEIR CAREER JOURNEY

---

- Lauren:** Romanov focused on what he could do for the employer and he researched the company. Join groups on LinkedIn, volunteer, and join online associations; this will make it easier to fill gaps and get advice from others.
- Joe:** Project a positive attitude, sell yourself, and demonstrate a long-term commitment.
- Randy:** Think of an organization that fits you. The natural thing to do is to say what you do, but ask and think about how you fit into the organization. It is about teamwork in Canada.
- Stephan:** Observe, research, learn, and stay positive. You will succeed. Good luck!

AFTERNOON SECTOR HUB PRESENTATIONS:  
**EMPLOYERS AND HR PROFESSIONALS**

# INFORMATION TECHNOLOGY

**Facilitator:**

**Sandra Saric** – Vice President, Talent Innovation at  
*Information and Communications Technology Council  
(ICTC)*

**Panel Members:**

**Kahtan Aizouki** – Delivery Director, Imaging and Workflow at *Sun Life Financial*

**John Campbell** – Director of Sales at *Experis, ManpowerGroup*

**Ted Maulucci** – CIO at *Tridel Corporation*

**Michael Nicula**, CMA, EMBA – Business Software Executive at *HCM Soft*

**Tahir Ramzi** – VP Operations at *SigmaSoft*

**Diana YK Chan** – Founder & Chief Excellence Officer -  
Career Development, Personal Branding, Job Search at *Magnify Your Marketability*



## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### INFORMATION TECHNOLOGY

#### *Questions asked by IEP participants and answers from panelists:*

##### **QUESTION 1** *How is the SAP (business management software) job market in Canada right now?*

It's cooling off now, but it is still going. What is hot is Success Factors (double the pay rate of other SAP programs).

##### **QUESTION 2** *What is one key aspect or quality that improves your chances of getting hired?*

**Diana:** Confidence and communication skills.

**Tahir:** Attitude.

**Michael:** The ability to improvise, gauge the interviewer, and sell yourself on the fly. Interview experience is important because every interviewer is different.

**Ted:** Smile; be confident but not arrogant. Ted's company does testing before interviews (it brings diversity because not everyone interviews well).

**John:** Quantify and qualify your experience. Don't say you were 'involved'. How were you involved? How did it solve something?

**Kahtan:** Talk to the interviewer about what they are interested in and how you can solve challenges at the company.

***Note that no one on the panel mentioned technical skills!***

##### **QUESTION 3** *How do you move within different sectors in IT?*

**Kahtan:** Look at the job description. Highlight your experience that is similar.

##### **QUESTION 4** *Tips for new graduates?*

**John:** You have to start somewhere and it may not be exactly where you want to be. Have confidence and enthusiasm. If you don't have the skills, how do you approach this? Job descriptions are a wish list. Know what you have and what you've done. Show where you've not had a skill, and how you've learned quickly. This demonstrates the ability to learn.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### INFORMATION TECHNOLOGY

#### **QUESTION 5** *Do employers look for education and credentials from Canadian institutions?*

**Ted:** We do look at and value certifications but I don't make a distinction as to where you got your certification or education. PMI certification is good as is AX certification.

#### **QUESTION 6** *Can you ask for the job on the spot in an interview?*

**Diane:** Maybe not outright, but there may be ways to lead it on, e.g., "Is there anything else I can highlight?"

#### **QUESTION 7** *I haven't heard back after an interview. Should I follow up?*

**Diane:** Keep checking in, even 3 months later.

#### **QUESTION 8** *When asked about salary expectations, what should I say?*

**Diane:** Look up the salary range online or ask the question during your informational interviews. Then say something that makes sense according to market value.

#### **QUESTION 9** *If I'm new to Canada with over 10 years of experience, but none in management, what are my chances?*

**Kahtan:** Highlight your transferable skills and specific skills. Demonstrate any projects you managed, even if you didn't have the manager title.

#### **QUESTION 10** *Are employers open to hiring people with different skills or from a different culture?*

**John:** Perhaps, but you have to be specific about what you have done (e.g., PHP, MYSQL server) and how you have used it to achieve success for your company.

#### **QUESTION 11** *Do employers rely on headhunters or other means?*

**Ted:** Use networking more. Using a headhunter is a desperate situation. People who find other means are diligent and generally more successful.

**John:** Companies hire people, not resumes. So be prudent with recruiters; some of them don't treat clients well.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### INFORMATION TECHNOLOGY

#### QUESTION 12 *Should I take on volunteer opportunities?*

**Michael:** Some places offer opportunities to be involved and exposed, but some companies are just looking for cheap labour. Look for the possibility of a government wage subsidy, but plan in advance because the application process is long.

#### QUESTION 13 *What do employers mean by 'Canadian Experience'?*

**Michael:** Often it can mean that you are able to integrate into a group. Some cultures around the world don't focus on socializing. In Romania (where Michael is from), education was more advanced, but social skills were nil.

#### QUESTION 14 *Any advice for someone wanting to get into cloud computing or business intelligence?*

**Kahtan:** These are the trends now. There's a need now. Companies want to understand their consumers.

#### QUESTION 15 *Comments on outsourcing? Is it a concern?*

**Michael:** This trend is cooling off because the quality is poor and the rates they are charging are going up as they recognize that there's a demand.  
Outsourcing can be cost-effective in certain contexts, but now it is used mostly only in non-essential aspects of the business.  
The market here is based on sales and pressure from sales people. People here specialize in selling, so, sell your skills. Find out what that person needs or wants and sometimes even what they haven't thought of yet.

#### QUESTION 16 *Do employers prefer to hire internally or externally?*

The consensus among panelists is that it depends. A study from ICTC says employers prefer to promote from within.

#### QUESTION 17 *How many have mentored new Canadians?*

5 out of 6 panelists raised their hands.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### INFORMATION TECHNOLOGY

**QUESTION 18** *I really want to highlight all my experience including all of my contract positions, but is my resume too long?*

**Sandra:** Employers often look just at the first page of a resume, and sometimes just at the top of the page. Stick to two pages; only include what is directly relevant.

**QUESTION 19** *I've done volunteer work; I think I've done everything I'm supposed to. Can you provide one tip?*

**Diana:** Surround yourself with people who are connected and with a positive attitude. Have a mentor. Work on your personal development.

**QUESTION 20** *What are you looking for right now in your company?*

**Michael:** If you know Success Factors, we'll hire you tomorrow.

**Ted:** AX 2012 and business analyst that have experience around this product.

**John Campbell from recruiting:**

Business analysts, project management professionals, SAP, ORACLE, MAINFRAME for financial services.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### INFORMATION TECHNOLOGY

#### ***Skill-building session: "Business Conversation"***

##### **Kahtan:**

###### Two emerging fields:

- Healthcare (aging baby boomer population)
- Environmental solutions

###### Tips for job search:

- Narrow your search
- Know your weaknesses and strengths;
- Technology companies hold events you can attend; job fairs are good networking opportunities.

##### **John:**

In certain areas of IT, the unemployment rate is only 3%.

Communication skills are huge: watch TV in English, listen to the radio in English and talk to people in English. IT opportunities are looking for very specific skills. They don't hire generalists. Follow up after an interview. Body language is important.

What is key is how you are going to fit into their workplace/corporate culture.

Offer to go contract to permanent. Your best chance is often a referral after a little bit of work with a company.

##### **Ted:**

###### Current IT Trends:

- Mobile application development; android; HTML5; platform-based development; consulting (more money being spent here).
- Get your PMP (Project Management Professional) certification through PMI.
- Network. Go to events.
- Passion: employers want to see people light up when they talk about what they want to do.
- Don't come in with a bargain: "I'll do it for free". It backfires.
- Show what you can do. Give an example (you can even put together a portfolio, and if you have a tablet, you can show your portfolio on it).

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### INFORMATION TECHNOLOGY

#### Michael:

Trend: Mobile applications. Specialize in whatever is a hot commodity.

TIP: Go into random job interviews to practice your skills, even at a coffee shop. There's nothing worse than going into an interview that your life depends upon and you haven't been to an interview in 10 years. Get over the fear of being rejected – it's experience. Learn how to close the deal; it's all about communication.

#### Tahir:

Market trends: Globalization. Tap into your value via your international experience.

#### TIPS:

- Be confident.
- Don't be sour with a bad attitude. Sometimes we are disappointed and feel like we were promised jobs in Canada. This baggage often comes into the interview. Instead, approach the interview positively and with passion. Go into the interview with the idea that it's a chat, not as something that you desperately need.

#### Diane:

The intention you set when going into an interview matters. Don't make calls while waiting in the lobby; it just looks bad.

#### [Job Search] Errors:

- Lack of focus or a plan.
- Poor marketing – your resume describes just roles and responsibilities and not what makes you unique, valuable, and successful.
- Lack of follow-up or persistence.

#### **BE IMPRESSIVE**

**I**ntelligent

**M**arketable

**P**otential (show your)

**R**apport (establish)

**E**nthusiastic

**S**uccinct

**S**olve problems (show how you)

**I**nteresting and interested

**V**aluable (convey your value)

**E**xcellent examples (avoid fluff; give examples and proof)

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### INFORMATION TECHNOLOGY

#### FINAL WORDS

---

- Lauren:** Romanov focused on what he could do for the employer and he researched the company. Join groups on LinkedIn, volunteer, and join online associations; this will make it easier to fill gaps and get advice from others.
- Joe:** Project a positive attitude, sell yourself, and demonstrate a long-term commitment.
- Randy:** Think of an organization that fits you. The natural thing to do is to say what you do, but ask and think about how you fit into the organization. It is about teamwork in Canada.
- Stephan:** Observe, research, learn, and stay positive. You will succeed. Good luck!

#### Consensus among panelists.

Know how your experience benefits their company.

Nobody cares what you did at your previous job unless it directly relates.

- Kahtan:** Stay connected with your previous experience.
- John:** Be around positive people.
- Ted:** Network.
- Michael:** Learn to sell yourself; go for practice interviews.
- Tahir:** Make a written plan. Look at it every 30 days.
- Diana:** Meet people here and take action. Follow up on LinkedIn.
- Sandra Saric:** "Gandhi—'Be the change you want to see in the world.'"

AFTERNOON SECTOR HUB PRESENTATIONS:  
**EMPLOYERS AND HR PROFESSIONALS**

---

# SALES, MARKETING & COMMUNICATIONS



**Facilitator:**

**Tracey Peever**, B.A. Hons., Dip. COMS., M.A. H.S.I. –  
Founding Magnet at *SuperNova Transformative Conversations*

**Panel Members:**

**Gautum Nath** – Principal at *MMCS Consulting*

**Maria Ramirez** – HR and Admin. Manager at *MCIS Language Services*

**Antonella Leone** – Manager, Executive Recruitment at *Aviva Canada*

**Barrie Carlyle** – Director of Operations for Talent Acquisition at *Knightsbridge*

**Tina Tehranchian**, MA, CFP, CLU, CHFC – Branch Manager at *Assante Capital Management Ltd.*

**Evert J. Akkerman**, CHRP – Owner at *XNL HR and Communications*

**Sultana Lalani** – National Account Manager at *Adecco Employment Services*

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### SALES, MARKETING & COMMUNICATIONS

#### Panel Introductions:

**Maria Ramirez** shared her experience as a newcomer in 2005. At that time, volunteering was a 'strange' concept for her. The shelter, where she stayed, opened up doors for her. Workers gave her their business cards and encouraged her to do translation work at MCIS. She was willing to volunteer Monday to Friday 9:00 am to 5:00 pm. When asked why she was willing to be there every day, she responded: "I want to be here. I want to prove myself as a valuable asset to your company." She was hired as an Administrative Assistant in 2005 and was promoted several times; now she is in HR.

MCIS hires a large number of immigrants for translation purposes. It encourages networking through language translation. It provides an access to become truly integrated. There are many opportunities. Right now they are looking for Punjabi translators. They need clients in different areas of the city. The need for multilingual interpreters is growing.

**Evert J. Akkerman** came to Canada in 1999 from the Netherlands. He thought when he came, employers would be lining up to employ him. He arrived with no car insurance, no credit cards and no work experience. He advised delegates to check out temp agencies to gain Canadian work experience. He also emphasized the importance of volunteer work and the caliber of companies one works for: it adds credibility to one's references. Evert stressed the need for spell check and a good format to ensure a flawless resume.

**Antonella Leone** moved from an accounting role to an HR role. She got her professional designation; it took her eight months to convince them that she was changing occupations from an accountant to a recruiter.

She offered 6 pieces of advice:

- Associate with an appropriate organization focused on immigrants; TRIEC partners with organizations and individuals for mentoring and placement opportunities
- Check out Career Edge; they provide internships lasting 3 – 12 months
- Have your degrees translated and evaluated; know where you stand and where your gaps are
- Get connected on social media; you need to be on LinkedIn
- Take a position one level below your skill set and experience
- Cultural nuances are also worthwhile; be aware of Canadian dos and don'ts

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### SALES, MARKETING & COMMUNICATIONS

**Gautum Nath** came to Canada in 2009. He shared his journey working with newcomers and recruiting. He reminded the audience that it takes patience and perseverance.

- We have to work that much harder, smarter and with more focus. You may have to take a survival job to make ends meet. Make sure it doesn't affect your self-esteem.
- Volunteer to get Canadian experience. It takes 2-3 years to get traction in the Canadian job market.
- You need soft skills and Canadian business etiquette; cultural intelligence is essential.  
Meet new people as often as you can.
- Travel to different areas of Canada: step out of the ethnic silos and watch *CP24*.
- Do something new every day.
- I recommend the 'sundown concept'; reply to every email in your inbox before the day ends.
- Pace yourself faster.
- Customize your resume for each application

He recommended the following websites to delegates: *LinkedIn* ([www.linkedin.com](http://www.linkedin.com)), *Dalton Canada* ([www.dalton.com](http://www.dalton.com)), *TRIEC* ([triec.ca](http://triec.ca)), *CAMP - Communications Advertising & Marketing Professionals* ([www.campnetworking.ca](http://www.campnetworking.ca)), *Maytree* ([maytree.com](http://maytree.com)), [www.eluta.ca](http://www.eluta.ca) and [www.indeed.ca](http://www.indeed.ca)

**Tina Tehranchian** came to Canada from the U.S. in 1990 during the recession. She was born in Iran. Having studied in the US, she had years of experience in the field of communications at senior levels. She had no language problems and yet had difficulty finding employment; she had to think outside of the box. She set up her own business and then took on a temporary job as an agent at Sun Life.

#### Tips for IEPs:

- Make sure you have good written and verbal English language skills; you cannot get hired without proper language skills
- Reach out to your community and find opportunities to volunteer
- Network with a purpose; do it effectively through community and volunteer experiences
- Update your LinkedIn profile; it keeps your network alive
- Make smart use of employment agencies

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### SALES, MARKETING & COMMUNICATIONS

**Sultana Lalani** was an immigrant from Africa who came early. She started in the staffing industry 15 years ago as a temp associate and has since been promoted to a management role.

Her advice for delegates:

- Remain positive
- Use a staffing agency; there is no cost to you
- Staffing agencies provide jobs in various industries: find the one best suited for the industry you want to establish yourself

Advantages of working with a staffing agency:

- Companies don't post jobs
- They have valuable information to share with you
- A temp assignment can provide you with valuable experience
- You have the opportunity to try different assignments

She relayed a story of a former client who was an IT professional from Pakistan. When she first met with him, he 'didn't care what kind of job.' He took on a minimum wage job at a factory and after two years became a manager, where he managed 500 employees. He is now an Operational Manager for Adecco. She encouraged IEPs to "not give up, keep engaged and stay positive; a seemingly small opportunity can lead to big things later."

**Barrie Carlyle** highlighted the following priorities for IEPs:

- Get networking: you will find you have a lot in common with people; you just have to talk to people
- Keep in mind there are different skill sets required for different regions of Canada
- Don't shrink your qualifications
- Become familiar with market trends
- People reaching retirement age are finding it difficult to retire. Others are retiring from one career and creating a new one in their 'retirement' making use of temp agencies and consulting work.
- Networking is not a one-time event; you need to keep it fresh and stay in touch with people
- Prove that you understand how sales are done in Canada
- I'm a big supporter of Career Bridge and Career Edge internships; take advantage of them

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### SALES, MARKETING & COMMUNICATIONS

#### *Questions asked by IEP participants and answers from panelists:*

##### **QUESTION 1** *What is the best way to network?*

- Evert:** It is not a one-way street. Attend seminars at conferences: take notes, type them up in a memo and then send it as an email attachment. Effective networking is a give and take activity. When you give, you pay it forward. Keep in touch every couple of months; keep your name in their memory.
- Gautam:** Consider networking as 'netgiving'. I'm not asking, "What can you do for me?" I'm asking, "What can I do for you?"
- Tina:** Build a network that is meaningful.

##### **QUESTION 2** *With the current immigrants, what is the biggest challenge?*

- Barrie:** A significant shift with global certification and standards is opening up the field to immigrants. Sometimes training doesn't equate with Canadian standards particularly in fields that don't have technical standards. Go and get the equivalency of your training and degrees.
- Sultana:** The face of the immigrant population is changing. More immigrants are being successful; employers are seeing great results. Language however is still a challenge.
- Antonella:** Language skills have to be perfect, even impeccable. The higher up you go, the greater the demand for more sophisticated social skills.
- Gautum:** Finding a good job in a good company. Government is at cross-purposes with corporate recruitment. Take a look at the Top Diversity Employers in Canada and see which one matches your qualifications.

##### **QUESTION 3** *In the sales field, sales positions are often based solely on commission. How can I get around this?*

- Evert:** Some companies have commission and some are compensated with a base income.
- Tina:** Sales are usually based on commission. If you sell, you will make money and that is a good thing.

##### **QUESTION 4** *I have been in Canada since 2009. I have been working with COSTI and TESS and they have encouraged me to water down my resume for a call centre job. What should I do? How do I reconcile the different pieces of information that we have heard?*

- Barrie:** Go down two levels but no more, given your Master's degree. Your resume should be different for every job posting. Highlight some of your transferable skills including communication skills. Try to take your reality to attract the pair of eyes on the other side of the table.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### SALES, MARKETING & COMMUNICATIONS

**Maria:** Candidate was able to explain through her cover letter why she was a good candidate even if she had to start at an entry-level position. This was someone who had a high level of education.

**Tina:** Nothing wrong with a survival job. Retrain and take some sort of certificate; do something that will eventually get you to where you want to go.

#### Comments from the audience:

- Lowering your degrees: why do you want to do this? When you have all these degrees...don't shrink.
- Tailor your resume and cover letter.
- I'm delighted to know that immigrants have a positive image. Stakeholders, agencies and governments could solve the problems by joining together.

**Evert:** I don't read cover letters. I look at skills and their match for the job. Why do you want the job? Identify the problem the company needs to solve and how you can solve it for them.

#### **QUESTION 5** *Do you encourage getting a lower level job? How do we explain that to the employer?*

**Sultana:** You can make it a short-term position offered through a temp agency. Highlight only the relevant skills and make it concise.

#### **QUESTION 6** *What agencies can help someone with a law background?*

Get an administrative position with a law firm. Check out ZSA Recruitment, Robert Half Legal and then Google Legal Recruiters Toronto.

**Gautum:** Keep up your hobbies. Get involved. Keep it alive. Don't think of it as something on the side. It will help you strive harder in the job.

**Antonella:** Gain knowledge about fair and competitive compensation – salary and benefits – in the market place. It is based on skills.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### SALES, MARKETING & COMMUNICATIONS

#### ***Skill-building session: "business conversation"***

##### Tips for effective business conversations:

**Maria:** A smile is important. Don't interrupt. Be patient. Be a good listener.

**Tracey:** Avoid scary eye contact.

**Antonella:** Don't monopolize the conversation. Be respectful.

##### DOs

###### **Sultan:**

Mind your body language. Give a firm handshake. Be upbeat and smile with shoulders back. Let your body language be open.

###### **Tina:**

Be genuinely interested, not with just your agenda in mind. Yes, you want a job and you want to make a connection but be a person you'd like to meet.

###### **Tracey:**

Pay attention to how you exit the conversation. Be able to break out of the conversation and show appreciation.

*Attendees were asked to stand and walk around the room and to engage in a business conversation.*

##### **Questions following the exercise:**

**Q:** *What was different in the informal networking exercise?*

**A:** I was able to break the barrier with communication. It was casual and easy to make conversation.

AFTERNOON SECTOR HUB PRESENTATIONS:  
**EMPLOYERS AND HR PROFESSIONALS**

---

# FINANCE & ACCOUNTING



**Facilitator:**

**Heather F. Turnbull**, CMF – Partner & Co-Founder at *Lanaverde Inc.*

**Panel Members:**

**Dr. Catherine Chandler-Crichlow** – Executive Director of the Centre of Excellence in Financial Services Education at *Toronto Financial Services Alliance (TFSA)*

**Douglas McEwen** – Recruitment Consultant at *RBC Financial Planning*

**Pankaj Mehra** – Director, India & South Asia and the Philippines Markets at *Scotiabank*

**Karen Meziane** – Employment Specialist at *CMA Ontario*

**Opening remarks:**

Heather Turnbull welcomed IEP participants to the afternoon session and introduced James King, Vice-President of Business Development with *CGA Ontario*, the Platinum Sponsor for the IEP Conference.

James welcomed everyone. He acknowledged the contributions of IEPs; bridging students, all IEPs, help *CGA Ontario* improve its approach with their international experience. Forty percent of the *CGA Ontario* memberships are IEPs. His advice: "Get networking and take advantage of the opportunities available at the Conference."

Heather led the audience in an icebreaker activity. She asked delegates to introduce themselves to someone sitting beside them and to share something they had learned so far at the Conference. She suggested asking: "Is there anything I can do to help you?"

Heather summarized the icebreaker activity for the group highlighting its purpose: "Networking is about giving and taking; giving to others helps you as well. It's a balance of soft skills and technical skills."

She introduced the panelists asking them to share their knowledge of the marketplace, key factors for success and any current trends that would assist IEPs.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### FINANCE & ACCOUNTING

#### Panel Introductions:

With a sales background, **Douglas McEwen** has worked for the last 4 years with RBC in branch management. McEwen comments that with RBC, you are never just a number. There were opportunities he did not know about when he started working there. He is now a recruiter for financial planning and all aspects of branch management. What is RBC looking for? RBC is looking for Interpersonal skills, the ability to connect to a broad group of people, and conflict resolution skills. He also recommended including retail skills and experience because the banks are customer service organizations.

#### Trends that are growing:

- “Denovo” branches require very diversified skills
- The wealth management area is growing and requires a CFP designation

**Dr. Catherine Chandler-Crichlow** is Executive Director of the Centre of Excellence in Financial Services Education at Toronto Financial Services Alliance. The TFSA is a Government of Ontario initiative to better understand the finance and accounting sectors, their skills, knowledge and training needs. She holds a Bachelor of Science (Honours) degree, a Master of Education degree from Harvard University and a Doctorate in Education degree from the University of Toronto. Her words to the wise: “If you have the skills, knowledge and drive, you can do anything.” She recommended that IEPs ask themselves “What would I like to learn and where would I like to contribute?” Chandler-Chrichlow provided a takeaway brochure listing opportunities that use accounting skills and that are not called “Accountant”. It is a list of jobs where accounting skills are required and needed. Lastly, she recommended focusing on the Canadian environment and alternative careers available now.

**Pankaj Mehra** arrived in Canada 17 years ago from India. He was first and foremost an engineer who made the move to banking before immigrating to Canada. His advice to IEPs: “You can continue to sit at home, like I did at first, or take control of your life. You are the entrepreneur of your own life or enterprise. You must have a plan to be able to execute a strategy to create success. You successfully planned and executed a move to Canada already. A show of hands for Cricket players/fans?”

#### Key factors for success in any activity:

- First, focus. You have to see the goal post and wickets before you can do anything. Where do you want to get to?
- Second, a commitment to act. You must execute the plan.
- Third, perseverance. In cricket, you have 6 balls if not successful at wickets. You must change the plan if you are not successful with the first strategy. “No Canadian experience” can be an employer’s way of saying that you lack the soft skills required.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### FINANCE & ACCOUNTING

**Karen Meziane**, prior to working for CMA, was a recruiter for many organizations. She now coaches individuals and works with employers to make sure CMA programs provide the appropriate training. She warns IEPs that employers will not bargain. You need to know who you are and champion yourself. Employers will hire you if you have the right attitude. You need to be able to answer the questions: How have you built consensus with stakeholders? How do you fit in their organizations?

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### FINANCE & ACCOUNTING

#### Questions asked by IEP participants and answers from panelists:

##### QUESTION 1 *What are the skills and what is something unique that you bring to the table?*

- Pankaj:** *has worked in operations, sales and accounting. You may be overqualified which can intimidate some employers. Structure your approach to what they need. Dumb down your resume if necessary.*
- Catherine:** *Ask yourself "What do I need to do to become employable (workplace-ready) within a 6 or 8-week program?" It may not be necessary to dumb down your resume; find out where the designations and experience are needed. She gave the example of a Risk Manager with 20 years' experience, who was advised to take a job as a teller.*
- Douglas:** *cautioned delegates about one thing that could alienate them from a potential employer. Do not apply for everything available and appear desperate. The longer you are underemployed, the more your higher-level skills become stale.*
- Karen:** *wishes that she understood the value of networking a long time ago. Continue to network when you are happy and employed; keep doing it and keep reconnecting with people.*

##### **Participant comment:**

You can dumb down your resume by selectively editing for relevant experience and not including every detail.

##### QUESTION 2 *What is the right level of risk when making changes in your career?*

- Douglas:** *Personally, I am quite conservative. When I had an opportunity to work abroad, I asked myself, "How is this going to help my long term career plan?" (He had been offered a contract position that would make him an external hire at the end of 2 years). Use your gut feeling or inner voice to assess your risk with new opportunities.*
- Pankaj:** *did all sorts of branch work, including collections. A risk management position opened up and he was asked to interview and then a position in immigrant marketing and sales, in new immigrant "denovo" branches. You must be true to yourself. Colleagues asked me why I wanted to get out of corporate work.*
- Catherine:** *Lack of knowledge is the greatest risk. If you are going to play tennis or soccer, you have to know the game and play it. Do not show up at a soccer match in tennis gear. You have to learn the Canadian game. It is not the same here as in Trinidad. I chose the PhD program to understand the Canadian culture, how this country works and how to position myself in this game. You want to be at the top of your game here.*

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### FINANCE & ACCOUNTING

- Karen:** There is risk with every opportunity. You have to be able to live with what you decide to do. During my own job search journey, I took one position that was very scary at the time because there was a big learning curve associated with an incomplete fit. This risk eventually led to my current role and success.
- Pankaj:** *shared a story of one Christmas Eve when he had company coming over and discovered he had no wine.* I rushed to a very busy LCBO. When it was finally my turn to pay, the cashier serving me was in a bad mood. I said "Thank you for serving me, when everyone else is home with their family, on this special day." The whole interaction shifted and we had a pleasant exchange for a few minutes during the transaction. Create opportunities where none seem to exist.
- Catherine:** Do not approach things as a victim. Whether you are Canadian-born and educated or you have no or minimal Canadian experience, you will have trouble getting into the finance sector if you lack soft skills.

#### QUESTION 3 *Risk management and regulatory compliance are huge areas for employers hiring for these skills.*

- Catherine:** Look for networking events that include HR people who are hiring and find out the greatest areas of concern from them.

#### QUESTION 4 *I am confused. Please be specific as to how not to appear desperate for a job, when you really are feeling desperate.*

- Douglas:** Market your language skills in Toronto and focus on the areas where your language is required. Edit your resume for its length; don't dumb it down.
- Pankaj:** Research, research, then focus on and highlight the things that are requirements for the job you want.

#### QUESTION 5 *Is there any age barrier to employment for older workers?*

No, it is illegal for employers to ask age in Canada.

#### QUESTION 6 *What do you do if you have NO interpersonal skills?*

- Catherine:** I think everyone has some: you just may not know what to call them. You need to understand the soft skills and how to present them for the job you want. Identify these interpersonal skills, or have someone else help you.
- Douglas:** Some skills are non-negotiable while others are coachable, ones that you can work on after hiring.

AFTERNOON SECTOR HUB PRESENTATIONS:  
**EMPLOYERS AND HR PROFESSIONALS**

---

**FINANCE & ACCOUNTING**

***Skill-building session: "business conversation"***

*Business networking conversation: "Pankaj" is standing in a Cineplex Movie Theatre concession line to buy popcorn and he meets "Karen" who is a new immigrant. Having never been there before, Karen asks if she is in the right place. General conversation proceeds back and forth. The challenge of a job search comes up.*

**Note: No direct request for employment, referral or a reference is ever made.**

*Both confirm an agreement to stay in touch.*

**Information and advice shared by panel members:**

*Heather Turnbull asked panelists to share some key tips to encourage IEPs on their career path.*

- |                   |   |
|-------------------|---|
| <b>Karen:</b>     | Network and know who you really are so you can target employers properly.   |
| <b>Pankaj:</b>    | Volunteer and do so outside of your own ethnic community to practice all your skills.                                   |
| <b>Catherine:</b> | Be authentic. Know "the game" and play the game that is here [in Canada].   |
| <b>Douglas:</b>   | Understand where you want to go; each of the banks has a different core culture.<br>Get involved with community groups. |

AFTERNOON SECTOR HUB PRESENTATIONS:  
**EMPLOYERS AND HR PROFESSIONALS**

---

# HEALTHCARE AND RELATED PROFESSIONS



**Facilitator:**

**Cathy Tait**, CMC – Principal, *Western Management Consultants*

**Panel Members:**

**Gordana Atanackovic** – Director, Medical Affairs at *UCB Pharma*

**Tilda Hui** – Executive Director at *Yee Hong Centre for Geriatric Care*

**Heather Shantora** – President at *PT Healthcare Solutions Corp*

**Jill Campbell** – Regional Director/Program Director at *St. Michael's Hospital*

**Linda Blair** – Partner at *Deloitte Consulting – Healthcare Practice*

**Lucie Walker** – Manager, Employee Relations and Diversity at *Mackenzie Health*

**Boris Gorin** – Director, R&D at *Alphora Research Inc.*

**Opening Remarks:**

Cathy welcomed everyone to the afternoon session for healthcare and related professions. She promised a worthwhile afternoon given an illustrious panel.

PCPI Chair **Christopher Alexander**, as guest speaker for this session, kicked off the afternoon.

Christopher Alexander greeted panelists and delegates. He recognized the many skills that attendees brought and that some of them may be very new to Canada. Whether IEPs were trying to integrate into a new country or taking a risk to move into a new area of specialization with new aspirations and a desire to try something new, he encouraged them to pay close attention and network.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### HEALTHCARE AND RELATED PROFESSIONS

#### Panel Introductions:

**Gordana Atanackovic**, currently Director of Medical Affairs at *UCB Pharma*, is a foreign medical graduate who came to Canada 19 years ago. At the time, only 24 medical graduates were accepted into the international program each year. Things have since changed. She first started as a volunteer at a doctor's hospital. Her teacher did not know what to do with her because she was not able to work with patients, but she used her personal connections to give her a chance. She was then able to work at *Sick Kids* and to attend the *University of Toronto* to study Clinical Pharmacology. Together with her international experience, she has been in the industry for 30 years. *UCB Pharma* focuses in two areas: the first is CMS for epilepsy and other diseases and the second is immunology. It opened in Canada in 2006 and employs 56 people of whom 15 are medical staff.

**Tilda Hui**, a first time participant at the Conference, works at the *Yee Hong Centre for Geriatric Care*. She is an Internationally Educated Professional who came to Canada from Hong Kong 35 years ago with a nursing degree. She also attended the *University of Toronto* and received her nursing degree. She started work in acute care and now works in long-term care. At *Yee Hong Centre for Geriatric Care*, she primarily provides culturally-specific care to seniors of Chinese origin. Over the past 20 years, this not-for-profit organization has grown to four long-term homes and a social services division. In her role, Tilda comes across a lot of internationally educated professionals such as physicians, registered nurses, practical nurses, personal support workers and dietitians. She has hired 50% of internationally educated professionals in her organization.

**Heather Shantora** of *PT Healthcare Solutions*, did her Masters in France and worked in England. She understands the challenges of moving abroad, learning a different language and trying to integrate into a different system that you are less familiar with. With 800 employees at *PT Healthcare Solutions* they offer chiropractic, naturopathic care, occupational therapy and massage therapy and have 105 clinics coast-to-coast. They also have a seniors' wellness business where they provide physiotherapy, occupational therapy and a couple of ancillary services in residential care settings. Professionals are dispatched into homes to deliver services in both Ontario and British Columbia.

**Boris Gorin**, from *Alphora Research*, is an internationally educated professional who came to Canada from the Ukraine when the Soviet Union collapsed and there was no work available. He started out as a scientist in Kingston and then moved to Alberta. Eight years ago, he came back to Ontario and joined *Alphora Research*, which provides Active Pharmaceutical Ingredient (API) technology services for pharmaceutical and biotechnology companies. Their mission is to develop and create manufacturing processes and to help to file new drug applications with the FDA. *Alphora Research* employs people mainly in the physical sciences, chemistry and engineering fields.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### HEALTHCARE AND RELATED PROFESSIONS

**Linda Blair** is a Partner at *Deloitte* in the health services practice in consulting. She was first a nurse in Canada, and then worked abroad in Saudi Arabia for two years. She always had a desire to go into business and joined a firm that focused on recruiting professionals from Canada; this started her career in business. Then she moved into executive search and became a Change Management Consultant, which later took her into healthcare technology, where she has been for the last 12 years. She utilizes both her clinical and change management background in her current role at *Deloitte*, where she leads recruiting for the practice in Canada. *Deloitte* has 170,000 employees, many of whom are internationally trained professionals, and the Canadian operation is the third largest in the world.

**Lucie Walker** works for *McKenzie Health*, formerly York Central Hospital. It is a large community hospital located in Richmond Hill providing Emergency, Inpatient, Ambulatory, Continuing and Long-Term Care services to a community of over 500,000 residents in Southwest York Region. *McKenzie Health* is in an exciting expansion phase as it has just received a grant to build a hospital in Vaughn. Lucie came to Canada from South Korea many years ago and saw her parents go through their own struggles; her mother was a nurse as well. She started off working in recruitment. She knew she wanted to be in healthcare, but it took her a while to figure out how to pursue her passion. She first landed in Human Resources and spent a lot of time specializing in corporate recruitment. More recently, her role has changed. She is now the Manager of Labour Relations, Employee Relations and Diversity. She is invested in the sustainability of the organizational culture so that each employee's experience becomes a positive one.

**Jill Campbell** is a Program Director at *St. Michael's Hospital*. She described *St. Michael's* efforts and successes in recruiting IEPs. A hospital known for recruiting and hiring internationally trained professionals, *St. Michael's* has won a number of different awards. It has a number of different programs including a career bridge program where it connects with other agencies to coordinate employment for internationally educated professionals. She imparted her husband's experience as an IEP who had to start from scratch when he came to Canada. Her story was that of a native-born Canadian born who started off as a social worker and who discovered it wasn't where she wanted to be. She returned to school to pursue a degree in nursing. She described her career progression from nurse, to educator, to manager and then to her current role as program director. She hoped to be able to support attendees with getting the job of their dreams in Canada.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### HEALTHCARE AND RELATED PROFESSIONS

#### Planned Questions Asked:

1. *What are the market trends and what impact do these have on the labour market?*
2. *What are the skills and competencies that got you to where you are today?*
3. *What are the 2 to 3 tips you want to share?*  
*The types of tips that would help better employment in healthcare and related sectors.*
4. *What is one important aspect you look for in a candidate that will improve their odds of being hired?*

#### Responses from Panelists:

**Heather:** In terms of market trends I am going to focus on seniors' wellness. If I were looking to enter the workforce, this is where I would look because the number of Canadians and people who are living in Canada who are 65 or older is set to double in the next 25 years; the number 85 and older is set to quadruple. So that supply can meet demand, you want to be where the demand is and that demand is with aging individuals. So in healthcare, a division of this is dedicated to residential care. These long-term care facilities provide complete care for people who live in residence.

There is an enormous array of healthcare services available to seniors in residential care settings. 5,500 new beds will be added in the next few years; this is an area where the demand is increasing. We are trying to meet this demand. We are constantly hiring and trying to meet this demand.

#### Here are some tips:

1. **Be where the recruiters are**, e.g., on LinkedIn or sometimes at colleges and associations. They are also searching social media outlets. The key part here is to figure out where they are searching.
2. **Don't downplay your other languages.** The diversity of residents and patients is the same as is represented in this room. These people speak these languages as well and they need people who speak the languages they speak. We need people who can help us deliver the care in languages they can understand.
3. **Network.** I have worked in finance and politics; it is not my knowledge that got me this. It's the skills and competencies that are important. Networking is everything; the reason I could switch subject matter is because I had the skills and they asked me to do this. Who you know is important and just being out there is very important. We are hiring and we are hiring internationally educated professionals.
4. **Be flexible.** You need to tell them that you are flexible. Yes, you may have applied for a position that requires a certain regulatory piece but let them know that you will be a volunteer or a support and I think this will make a huge difference.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### HEALTHCARE AND RELATED PROFESSIONS

**Tilda:** The population is aging and the market trend is focused on seniors. They can continue to be in long-term care or be at home with support. In the last few years, the trend is focused on supporting the aging at home. This requires a lot of clinical care professionals, social workers and dietitians. I would say that this is also an area to position yourself in if you are interested. Yee Hong Centre for Geriatric Care employs over 1,000 staff. A lot of them are internationally educated professionals. We have four centres and are looking to expand by 250 beds. So there is a potential for those looking for employment in this area. Our staff members are also aging; the staff median age is 46.

So besides the aging population, another area I would like to stress is the use of technology. Even the way that we are administering medication uses technology; it is administered by machine. We also have a way to connect via televised medical networks to link to a specialist.

Communication skills are important. You have to be able to communicate with coworkers and clients to facilitate care and be able to understand them in a long-term care setting. Sixty to seventy percent have cognitive impairment, so understanding dementia is a big advantage. Lastly, one very important attribute that we look for is the candidate's attitude: is the person receptive to training and to the new environment?

**Linda:** It's a very exciting time to be in healthcare. There is a lot of transformation and change. It is important to understand that and to understand what people are going through. Technology is a trend; one example is the automation of administering medication. There is a big shift towards this. Also, the demographics are changing. In Canada, we built a system to care for people when they are sick at the hospital but because people are living longer, we need mechanisms to care for them that are not in a hospital. It's no longer just about the hospital. So what are the opportunities? You can bring other skills and apply them to this new type of care. We can learn from how other countries deliver care and apply the best practices here today.

Regarding the tips that would facilitate better employment in healthcare and related sectors, I would say understanding that this environment is different. Assume that someone doesn't understand the work environment you came from and the role that you had; try to pull out the skills that you bring and parallel them to the skills the position requires for the role you are talking to them about. The way to do this is to talk to people who do the types of jobs that you are interested in. It is valuable for you to speak with and network with people and understand what they do. Summarize your capabilities and value in 60 seconds or less and bridge the gap.

Tailor your elevator pitch; have it prepared and practice it. What I look for is passion and understanding the environment. We look for people with a strong work ethic who are confident in what they can do and who are willing to learn. All of us have gaps; articulating the need to close the gap can go a long way.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### HEALTHCARE AND RELATED PROFESSIONS

**Jill:** I agree with the other panelists: the trend in healthcare is with the aging population. The managers I hired will be looking to replace me in upcoming years. So when you are coming into a hospital setting, we are looking for people who do not look like the rest of us. We are looking for people to lead the organization and strategy.

Another trend is that organizations are hiring a number of information technology specialists. Imagine the opportunity if you have a technology background. It is also good to be flexible around working weekends and nights. I am looking for people who come to an interview prepared. Know what job you are applying for and be able to speak to it. Do your homework; you may want to read about the hospital. Read the profiles of people on the organization's website. Call them and call Human Resources. Look at strategic planning. Don't come in and not be prepared. Be confident and specific about what sets you apart from the next person. Regarding communication, if you don't understand a question, ask the person to repeat it; don't answer the question if you don't understand it. If you are applying to a position in healthcare, there are a lot of jobs that are posted on the organization's website. You do not need to go to a secondary website.

**Boris:** Related to industry trends, the pharmaceutical industry has a lot of money. People will always buy food and medication. No matter what, this industry will prosper. If you have skills related to this industry, you should think about it. It's your capital that you can invest here. In the industry, companies like Lipitor are going off-patent and as a result, are looking at laying off people. They are also looking for new drug technology people.

Here are a few tips when looking for employment. In my industry, knowledge is important. What makes you special is that each of you is coming from different countries. The one word for me that characterizes Canada is diversity. Use your knowledge and your difference in education and base knowledge. Differentiate yourself. Demonstrate how you are better than someone else. Networking is a must. When you come to an interview, know the job and the organization that you are going to. Do your homework and have two or three questions to ask in an interview.

**Gordana:** In preparation for the Conference today, I was aware that there may be some people here from last year and I did not want to repeat my story from last year. So I will use a story from a few months ago about someone who attended last year. Someone sent me an email and resume and I could see that she was desperate for a job by reading what she included in her resume. She indicated that she was looking for a clinical position. The resume had many grammatical errors yet she indicated that she had excellent English skills. I asked to speak with her via telephone to get a better sense of what she was looking to do. During

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### HEALTHCARE AND RELATED PROFESSIONS

the conversation, I figured out that her personality would not be best suited to the industry because of the fast pace, constant reorganization, change and adjustment that is needed. She would not fit in because she loves the research side and does not want to adjust all of the time. So this person needed to translate her skills into a language the employers could understand. Do your homework and understand where your knowledge can fit for them. When we interview someone, we look to see if they will fit in the work environment.

As for learning, know yourself and take time to learn about the job and industry. When you go for your interview, be yourself and do your best; people will see your talents if you show them. Believe in yourself, and communicate well; this is more important than education. If any of you want to work in pharmaceuticals, we use LinkedIn.

**Lucie:**

I would say one of the big industry trends is related to IT. A lot of the hospitals are moving towards receiving applications online and going paperless, so it is important to understand the application process.

To improve your odds of employment, networking is crucial. Make sure you look at the instructions and carefully read the details. Make sure you know what you are applying to and for and create a good first impression. Know yourself and what the organizations are going through. The customer service is an important piece that we are focused on for the patient; we service our patients like it's a hotel. Think about how to set yourself apart. In a lot of the hospital settings, at least 2/3 of staff members are unionized so there are strict provisions about hiring within the organization. So even though you are looking for a specific job, just get your foot in the door. Even if you start with a part-time job, take it because those are harder to fill. You can always advance once you are in the organization. Keep your eyes open for positions throughout the organization and look at areas of specialization; critical care areas are harder to fill.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### HEALTHCARE AND RELATED PROFESSIONS

#### Questions asked by IEP participants and answers from panelists:

TO GORDANA.

#### QUESTION 1 *Could you speak about mentoring and how to get a job?*

In the pharmaceutical industry there is not a lot of basic research, so you usually work in pharmaceutical Phase 3 clinic trials. Try to see if there is someone there that you can support and ask if they need an assistant or coordinator; just find someone you can start with and where you can show your skills. For people with teaching experience, maybe look into colleges or universities and build your network.

TO JILL.

#### QUESTION 2 *What is the best way to get a job at the hospital?*

At St. Michael's, resumes must go through Human Resources. Employees can't take resumes from people. Here is a tip: we are all using electronic applications, so when you look at a job posting, look at the key words that are used in the posting and use them in your cover letter and resume. The machine will pick out key words, so this will help you to get your foot in the door for an interview. There is a bridging program that is in part funded by the government and partly funded by the hospital. For more information about this, contact Human Resources directly. It's the same for volunteering. Get your foot in the door and once you are within the organization, it will be easier. The key is to get your foot in the door. Once in, you can apply for internal positions. We also have a separate research building and have already hired 1,000 people and are looking to hire more. If you have research skills and you are interested, if there is any way that I can be of help, please let me know.

TO LINDA.

#### QUESTION 3 *Can you talk a little about the automation of healthcare and this trend?*

Right now, there is a lot of data that is kept in paper format or records and the trend is moving towards technology, to the streamlined exchange of this information. There is a lot of work that needs to be done to achieve this. There are several projects underway in Ontario and technical skills are needed. There is a lot of need and different types of projects, all focused in this area. There are a lot of educational programs and some shorter courses offered by UofT focused on informatics to get this type of knowledge. There is COACH: Canada's Health Informatics Association. Through this, you can take an exam to become certified in this area.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### HEALTHCARE AND RELATED PROFESSIONS

TO LUCIE.

#### QUESTION 4 *Is social media used to source talent?*

We don't do headhunting. Look for various connections. Go find McKenzie Health online so you can make the connection back. We will take steps to look at your skills and information on your profile so we will have a good sense of your connections back to the organization when you come in for your interview. If you are an internationally educated professional in nursing and aiming for a PSW position, highlight the transferable skills and make sure you communicate that you are applying and going to work in a PSW role. We don't want someone who is a PSW to work outside of the scope of his or her job.

#### QUESTION 5 *Since the application process is leaning towards electronic formats, is it good to follow-up with a phone call?*

Our organization is financially lean. It is difficult to have a conversation just to confirm we have received your resume. After an interview, yes, that is part of demonstrating enthusiasm. The interview process is a two-way street; it's about the fit and we need to know if there is going to be a good working relationship.

TO HEATHER.

#### QUESTION 6 *Do you use LinkedIn?*

Yes, use it to network and link with the other panelists to help open up connections.

#### QUESTION 7 *What can someone do while they wait for certification?*

If you have skills and are waiting, start by joining an association. Try looking at the Ontario Medical Association or the Dental Association. The associations represent the communities of the professionals they serve. They can connect you with other members. So I would start there and see if they can help place you, especially if you are willing to work under someone. Associations are very helpful.

#### QUESTION 8 *Is personal experience enough to be hired as a Personal Support Worker?*

Yes, but it has to do with scope. But if you are not talking about using your nursing skills, make sure that you are not behaving as a nurse because this puts them at risk. Communicate that you understand that there are limits and you will be under the scope of limitations and do only the work you are hired for.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

---

### HEALTHCARE AND RELATED PROFESSIONS

TO TILDA.

#### QUESTION 9 *Do you give first consideration to the volunteers at the home?*

We value the contribution made by volunteers. By becoming a volunteer, it helps to build your network. These types of Canadian experiences are valued, so if you are in nursing ask to volunteer in a nursing department so you develop the knowledge, language and skills that the position requires.

TO BORIS.

#### QUESTION 10 *Do you have any tips you can share with us?*

For those of you who want to be in science and technology, start networking with people in universities. There are several university professors in your field. Most are open-minded. Don't be shy. Ask for 15 minutes of their time. Many of them have government grants to support associates in their labs. Professors are highly connected in Canada and internationally; they can help you go farther in your career. Many of my colleagues started in the university setting as an assistant and they landed a good job in the industry. Another tip is to look in other parts of the country and not just in Toronto. Be persistent and don't stop. If you don't hear from an employer after you have applied and you're really interested, follow up; you never know. In my practice, we look at resumes, which have come in more than once as a good thing because it shows that someone really wants to be working with us.

## CLOSING REMARKS

---

**John Harris**, board member from *PCPI* thanked each panelist and Facilitator **Cathy Tait** for attending as well as everyone in the audience. He acknowledged the time they took out of their busy lives. He reminded delegates to network electronically and in person.

## RECOMMENDATIONS

---

- *Programs to promote and support self-employment among newcomers should be strengthened given the results and successes of immigrant entrepreneurs*
  - *Offer a sponsorship that would provide lunch for delegates*
  - *Start planning and fundraising for the Conference sooner – we know it's going to be an annual event!*
  - *Consider hosting some sector-specific exhibitors in the related sector hub discussion rooms*
  - *Make sure entrepreneurship is represented at least in the marketplace and ideally among the panelists in the sector hub sessions*
  - *Find more reliable ways to track the number of attendees; two suggestions were to do the counts in the breakout rooms and to use name tags as the 'price of admission' to any of the rooms*
  - *Some feedback suggested that the successful IEP panel could be incorporated into the sector hubs; others felt they were already being represented among panelists in the sector hubs*
  - *Recruit employers and recruiters for the panels who can explain how they use social media to find or research candidates*
  - *When considering cost-cutting measures, make lunch and coffee for exhibitors a priority*
-

## ACKNOWLEDGEMENTS

### Conference Sponsors

The IEP Conference would not have been possible without the support of partners who shared our commitment to the successful integration and improved employment outcomes for IEPs:

### Media Sponsors

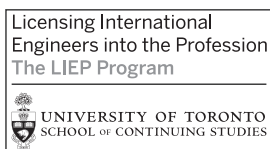


### Platinum/Sector Sponsor



We see more than numbers.

### Silver Sponsors



### Presentation Sponsor



## ACKNOWLEDGEMENTS

---

### Advisory Committee

Silma H. Roddau – PCPI, Conference Chair

Amal Mirghani – PCPI

Susan Brown – City of Toronto

Ronit White – Toronto Community News

Judith Kaufman – City of Toronto

Heather F. Turnbull - Lanaverde

Lori Dalton – CMA

Robin Tonna – RET Consulting

Carol Ford – Bottomline Management Services, Event Planner

Jennifer Coens - OSPE

Otis Johnson - PCPI

Patrick Chartrand – City of Toronto

Rhonda Singer – Coaching for Action Inc.

Carmen Jacques – CGAO

Nora M. Kelly – The Career Foundation

Cathy Tait – Western Management Consultants

### Conference Report

Report Author – Nora Kelly

Designer – Linda Kroboth, *Elkay Design & Graphics*

Printing – Bruce Pettit, *Kwik Kopy Design and Print Centre*

IEP Conference Project Manager and Chair– Silma H. Roddau

Photographer – Don Moreland

**Special Acknowledgements also go out to:** Toronto Employment and Social Services for providing most of the volunteers; Terrence Outar, Michael Dacuycuy, Otis Johnson, Neva Kotsopoulos, Amal Mirghani of PCPI; and to all of the volunteers

### Sector Hub Scribes

Scott Wilkinson – Engineering & Related Professions

Stefan Roddau – Information Technology

Karen Gray – Financial Services & Accounting

Tamara Haskins – Healthcare & Related Professions

Debra Bentzen – Sales, Marketing & Communications

## MARKETPLACE EXHIBITORS

---



**BioTalent Canada**

**Canadian College of Naturopathic Medicine**

**Canadian Immigrant/Starmedia**

**Care Centre for Internationally Educated Nurses  
(Care4Nurses)**

**CASIP ESN (Consortium of Agencies Serving  
Internationally-Trained Persons)**

**Centennial College**

**Certified General Accountants of Ontario (CGAO)**

**Certified Management Accountants (CMA)**

**City of Toronto: Enterprise Toronto,  
Toronto Employment & Social Services**

**Credit Institute of Canada**

**George Brown College Immigrant Education**

**Global Experience Ontario  
(Ministry of Citizenship & Immigration)**

**Global RESP Corporation**

**Humber College**

**Immigration North**

**Institute of Chartered Accountants of Ontario (ICAO)**

**International Credential Assessment Service of Canada  
(ICAS)**

**Internationally Trained Lawyers Program  
(University of Toronto)**

**Job Skills**

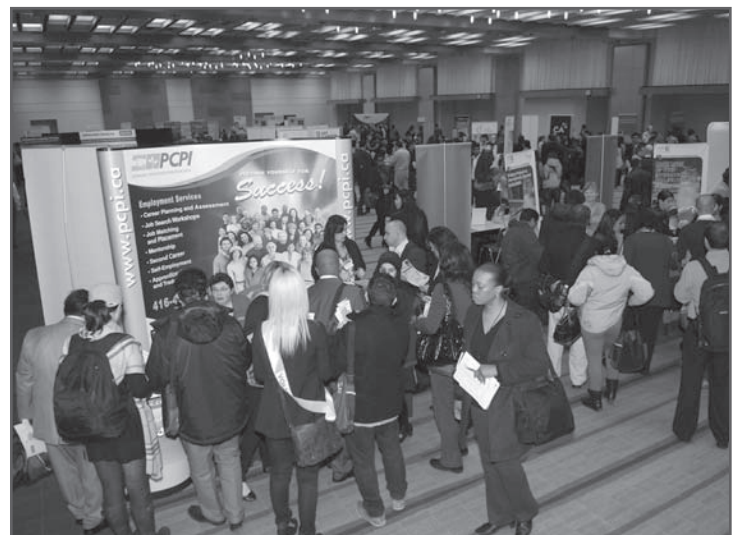
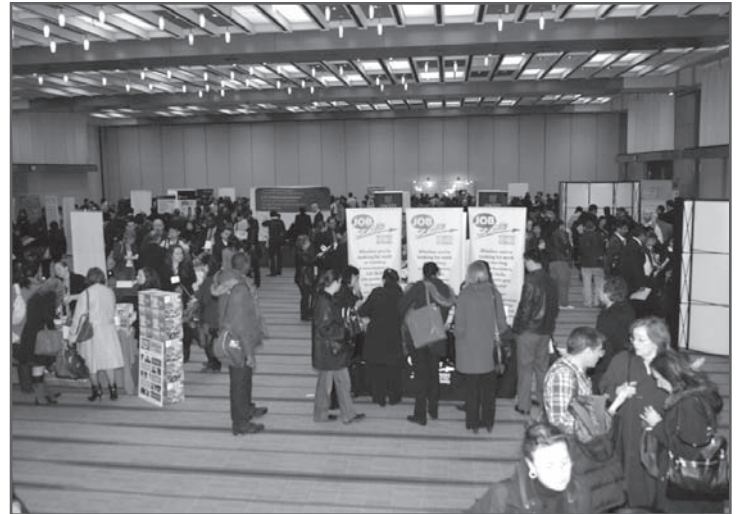
**Kingston Economic Development Corporation**

**Ontario Association of Certified Engineering  
Technicians and Technologists (OACETT)**

**Ontario Council of Agencies Serving Immigrants  
(OCASI)**

**Ontario Society of Professional Engineers (OSPE)**

## MARKETPLACE EXHIBITORS



Professions North/Nord

Progress Career Planning Institute (PCPI)

Ryerson University

G. Raymond Chang School of Continuing Education

TD Bank

TDSB – Next Steps Employment Centre

Toronto Community News

Toronto Region Immigrant Employment Council (TRIEC)

University of Toronto School of Continuing Studies:  
Licensing International Engineers Into the Profession  
The LIEP Program

Welcome Centre Immigrant Services

World Education Services (WES)

York University's Bridging Program for IEPs



**Ask  
Questions**

**Be  
Inspired**

**Get connected to  
Professional  
SUCCESS  
in Canada**

**IEP<sup>TM</sup>**  
**CONFERENCE**



[www.iep.ca](http://www.iep.ca)

A UNIQUE FORUM FOR  
Internationally Educated Professionals



WORKING TOGETHER FOR PROGRESS



## IEP CONFERENCE REPORT

**PROGRESS CAREER PLANNING INSTITUTE**

400 - 1200 Markham Road | Toronto, Ontario | M1H 3C3 | 416.439.8448

[www.pcpic.ca](http://www.pcpic.ca)

LIKE US ON

