

11<sup>th</sup> Annual

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

**CONFERENCE**



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A UNIQUE FORUM FOR  
Internationally Educated Professionals

# CONFERENCE REPORT

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**Progress Career Planning Institute**



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# THE IEP CONFERENCE REPORT

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## PREAMBLE

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The intent of the conference report is to accurately represent the themes, discussions, activities and feedback expressed by the various speakers, panelists and delegates who attended the 11<sup>th</sup> Annual IEP Conference held at the Metro Toronto Convention Centre on Friday, April 11, 2014. PCPI's author and transcribers have made every effort to accurately capture 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 PCPI and 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.

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 2001. 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.

The *Internationally Educated Professionals (IEP) 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 1,000 delegates annually. The number of countries represented among delegates has also grown from only 66 in 2005 to 113 this year. Volunteers, without whom the Conference would not be possible, have totaled at least 100. The Conference, now in its 11th year, brings together government, regulatory bodies, professional associations, IEPs and business leaders in a forum to discuss strategies on how to best assist IEPs to successfully integrate into the workforce. 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.

At the conference, IEPs take part in interactive learning engaging in a myriad of career and personal development experiences guided and encouraged every step of the way by subject matter experts from licensing bodies, educational institutions, professional associations, skilled facilitators and successful IEPs. Hundreds of previous attendees herald this free event for IEPs as a "not to be missed" initiative, offering an innovative, highly focused and productive platform for converting career dreams into practical action plans for rewarding employment.

### Conference highlights include:

- The **Successful IEP Panel** provides a glimpse into guest IEPs' career journeys in Canada
- **Spotlight on five major sectors:**  
Engineering, Finance & Accounting, Healthcare and Related Professions, Information Technology and Sales, Marketing & Communications
- **Sector sessions** featuring interactive, solutions oriented discussions and panels on accessing the Toronto job market
- **Concurrent skill building sessions** on job search strategies and practical tips, linking IEPs with employer needs
- **Information & Resources Marketplace** —  
the conference's one-stop venue for the latest on accreditation, certification, education, training, employment and employer information
- **Directory of Resources** —  
a unique, information-packed compendium, essential for every IEP, updated annually.

METRO TORONTO CONVENTION CENTRE

APRIL 11th, 2014

11th Annual

# IEP<sup>TM</sup> CONFERENCE



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A UNIQUE FORUM FOR  
Internationally Educated Professionals

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# 2014

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## EXECUTIVE SUMMARY

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### ***Innovation, collaboration and cultural intelligence***

The 11<sup>th</sup> Annual IEP Conference was held at the Metro Toronto Convention Centre in Toronto on Friday, April 11, 2014, with over 100 volunteers participating as event staff. One thousand six hundred and eight IEPs registered online and there were just over eight hundred delegates who checked in at registration on the day of the conference. Given the conference is a free event, it is not unusual to have this typical no-show rate. Conference planning anticipates a 900-1000 person capacity, so overall the conference was well attended.

Ninety-four percent (1,505) of the registrants completed the registration survey. Fifty-six percent of them were men — 30-39 years of age was the major age cohort (36%) with those aged 40-49 a close second (34%). The Engineering, Healthcare and Related Professions and Sales, Marketing and Communications hub sessions each had 22% of the registrations, with the Finance and Accounting and Information and Technology hubs receiving 21% and 14% of the registrations, respectively.

The majority of the 1,188 respondents that indicated where they live were from the City of Toronto (692) followed by Mississauga (110) and Scarborough (88). Fifty-eight percent of the registrants had been in Canada for two or less years, with 44% having arrived in the last year and 27% in the last six months. Twenty-seven percent of the respondents were employed; of those, 83% were working in their field of choice.

In 2003, Progress Career Planning Institute (PCPI), with strategic partners the *City of Toronto* and *Metroland Media Group Ltd.* (formerly *Toronto Community News*), delivered the first IEP Conference; 11 years later, the conference has served thousands of IEPs. PCPI is pleased that the partnering relationships have remained supportive and committed over the years. This year, the *Government of Ontario* joined the conference as a funder.

The focus of the IEP Conference is to bring IEPs from the five mentioned sectors together with stakeholders to get career advice, discuss labour market information, and provide an orientation to Canadian job search practices and workplace culture. Conference stakeholders include: government, business professionals, educators, professional associations, regulatory, accreditation and credentialing bodies, and community-based organizations.

The theme of this year's IEP Conference was innovation, collaboration and cultural intelligence, building on the new IEP Conference format introduced last year. As always, networking is one of the pillars of the conference and having good communication skills was highlighted throughout the conference. Panelists and guest speakers also highlighted the importance of both online and in-person networking. Personal branding and the use of social media channels in job search were also key topics. The program included: welcome remarks, keynote speaker, successful IEP panel, five sector hub sessions in the morning with skills building presentations, a complementary lunch, and five sectors hub sessions in the afternoon.

The keynote, Bobby Sahni, Partner and Co-founder of *Ethnicity Multicultural Marketing + Advertising*, was well received. He energized delegates by informing them of immigrants' importance to the Canadian economy, indicating that multicultural marketing has become part of mainstream marketing initiatives. As well, he encouraged delegates to promote their personal brands and to hone their "super powers".



The Information & Resources Marketplace had 51 exhibitors who showcased products, services and capabilities, providing the delegates with opportunities for: connecting with hundreds of professionals; and networking with other community stakeholders. The program included designated time slots for delegates to explore the offerings in the marketplace and throughout the day they were encouraged to take advantage of the ample resources available to support them

The morning sector hub sessions provided delegates an opportunity to hear from sector-specific panelists representing regulatory, accreditation and academic bodies while the afternoon discussions spotlighted employers and HR managers. The successful IEP panel was introduced five years ago, and each year the format is enhanced. This year the panel included IEP representatives from the five highlighted sectors and was moderated by Nil Köksal, weekend news anchor and host of *CBC News Toronto*, Saturdays at 6 pm and Sundays at 10:55 pm on *CBC Television*. The IEP panelists shared their stories of their journey to success in Canada with the delegates.



*The PCPI booth in the Information & Resources Marketplace.*

This year, two skills building sessions presentations were incorporated into the morning sector hubs: *How to Leverage Social Media to Get Hired Faster* was delivered to the Sales, Marketing and Communications sector; and *Creating and Practicing your Elevator Pitch* was delivered to the Engineering, IT, Healthcare and Related Professions and the Finance and Accounting.

Finally, conference evaluations were conducted and the respondents gave the conference an overall satisfaction rating of 4.56 out of 5 (91%), and conference organization rating 4.63 out of 5 (93%). Sixty five percent mentioned that the importance of networking was their major conference take away. The importance of social media as a job search tool, as well as the importance of branding was also mentioned by respondents as key messages that they received.

## KEY THEMES AND OBSERVATIONS

### Key Themes

Having strong verbal and written communication skills was the most predominant theme followed closely by networking at this year's conference. Most of the panelists and guest speakers did not only encourage delegates to network, they provided statistics to prove that it works. Both online and in-person networking was encouraged and considered an essential component of job search activities.

Personal branding and the use of social media channels, especially *LinkedIn*, were common recurring themes throughout the conference. The Conference delegates were encouraged to create a digital profile, as well as a personal brand, to enhance their job search activities. It became apparent that social media channels are quickly becoming required job search tools.

Conducting research of employers and occupations was another popular theme at the 11<sup>th</sup> Annual IEP Conference. Many of the panelists advised delegates that in order to be competitive in a tough job market, they had to be prepared and knowledgeable about: the type of work they were qualified to get; how their skills transfer; and the companies that they were applying to. Panelists indicated that conducting research would provide IEPs with an advantage that would help them get the job.

The transcribers were asked to rate recurring themes in both the morning and afternoon hub sector session. They were provided with 21 themes and were asked to rate the themes on a four-point scale—Strong Recurring Theme (*SRT*), Recurring (*R*), Slightly Recurring (*SR*) and Not Discussed (*ND*). The following are the results:

<b><i>Communication Skills</i></b>	in all the hub sessions, communication skills were ranked as a strong recurring theme.
<b><i>Networking Skills</i></b>	80% of the hub sessions ranked networking skills as a strong recurring theme and 20% ranked it as a recurring theme
<b><i>Personal Branding</i></b>	70% of the hub sessions ranked personal branding as a strong recurring theme with 30% rating it as a slightly recurring theme
<b><i>Attitude</i></b>	70% of the hub sessions ranked attitude as a strong recurring theme with 20% ranking it as a recurring theme

Business conversation techniques [(50% (*SRT*)/ 40% (*R*)], accreditation/licensure [(50% (*SRT*)/ 30% (*R*)], social media and technology use [(30% (*SRT*)/ (50%) (*R*)], and Job search techniques [(30% (*SRT*)/ 60% (*R*)] were also common themes in the sector hub sessions.

Regarding language skills, twenty-five percent of the hub sessions did not discuss it, 40% had it as a slightly recurring theme and 40% either had it as a strongly recurring theme (20%) or recurring theme (20%).

### Observations

Panelists and guest speakers are talking less and less about Canadian experience and English as a Second Language skill. Rather, the focus in the keynote speeches and sector hub sessions was on having good overall communication skills, forming networks and coaching delegates on how to create personal brands.

## DELEGATE FEEDBACK

Each year, IEP Conference delegates are asked to complete a feedback form.

This year, 298 delegates provided feedback that will be used to make improvements to the conference.

The majority of delegates who provided feedback, heard about the conference from other organizations (46%), with 23% hearing about it from a friend or family member, and 17% from the IEP or PCPI websites.

As in other years, the majority of respondents were first time conference attendees. The Engineering and Healthcare and Related Professions hub sessions had slightly over half of the respondents (26% each), followed by the Finance and Accounting session, with 24% of the respondents. The Sales, Marketing and Communication and the Information technology hub sessions had 14% and 10% of the respondents, respectively.

The respondents gave the conference an overall satisfaction rating of 4.56 out of 5 (91%), rating the organization of the conference at 4.63 out of 5 (93%). Furthermore:

- 99.6% of respondents indicated that they would recommend the conference to others
- Respondents gave the conference registration process and promotional materials a 91% rating
- The conference program and resource directory got an 87% rating
- The conference location and rooms and the suitability of the conference day, time and length both got 91% ratings

Regarding the usefulness and value of the following activities, respondents' ratings were:

- Information provided: Morning sessions 84%; Afternoon sessions 89%
- Discussion opportunities: Morning sessions 82%; Afternoon sessions 88%
- Marketplace: 82%

OVERALL SATISFACTION RATING

93%

Respondents gave high ratings to the job search benefits, as follows:

- 81% for goal setting tools
- 85% for increased job search confidence
- 87% for networking and information sharing
- 89% for being motivated to take specific job search and career development actions, post conference

When asked the open-ended question, "What is the most important thing that you have learned at this conference?" 65% mentioned the importance of networking. The importance of social media as a job search tool, as well as the importance of branding was also mentioned by respondents. Networking also featured predominantly in the respondents comments about how their job search strategy will change based on the information they received at the conference. Other comments included: "I think that I have to revise my job search strategy according to what I learned from the conference"; "The conference, it really serves as a refresher strategy to arouse interest in job search, knowing what one is looking for"; and "[my strategy] will be changed dramatically."

Most of the comments provided by the respondents were positive. In fact, 57% percent of the responses praised the conference—"The passion from the panelists was infectious, [I] learned a lot from them"; and "this is a one-of-a-kind conference—extremely informative."

Conference improvement comments centred on extending the conference hours, including more sectors, involving more employers, and providing a seating area for lunch.

**DELEGATE PROFILES & DEMOGRAPHICS**

*A snapshot of some of the registered IEPs at the 11<sup>th</sup> Annual IEP Conference opening ceremony.*

One thousand six hundred and eight IEPs registered to attend the 11<sup>th</sup> Annual IEP Conference and ninety-four percent (1,505) of them completed the registration survey which helped in providing data for this report. Eight hundred and five (805) IEP delegates checked in for the morning sessions and another stream of IEP delegates trickled in throughout the remainder of the day in an effort to catch even a small piece of the conference. Overall the conference was well attended.

In planning the conference, PCPI took into consideration that some IEPs that registered for the conference may not be able attend and that they and those who attended have access to the proceedings; therefore, PCPI has produced this comprehensive report with the salient proceedings. As well, PCPI has expanded its social media capabilities and will be providing podcasts of some of the sessions held at this year's conference on the IEP website ([www.iep.ca](http://www.iep.ca)). There are plans to have live podcasts in the future that will enable virtual attendance.

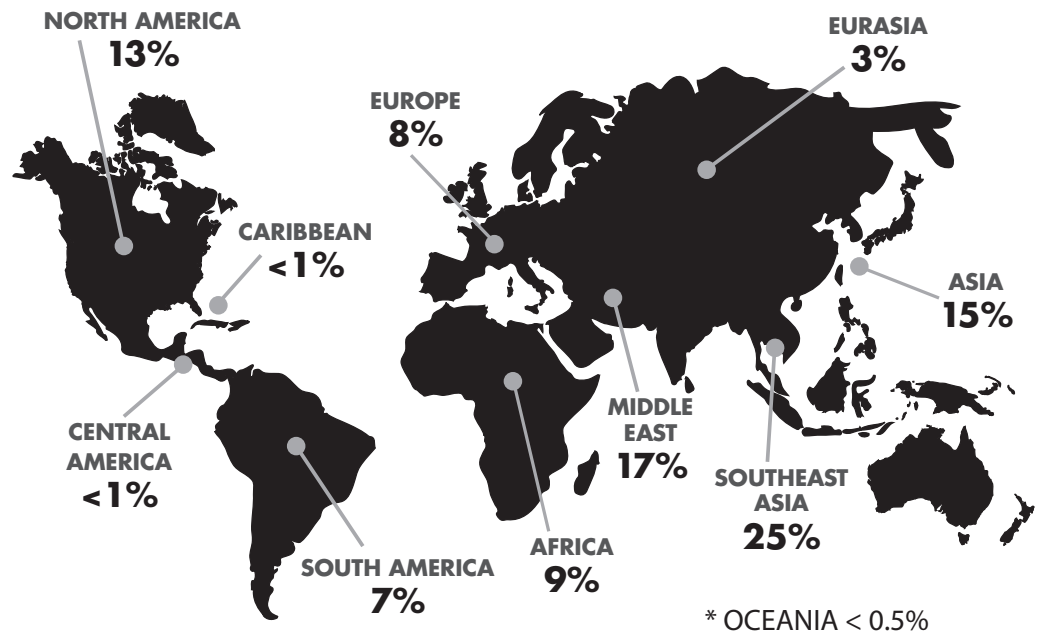
Some of the registrants identified Canada as their country of origin and this could have resulted from a number of reasons, including misinterpretation of the question. Of those indicating a country of origin other than Canada, the top four countries were: India (174 delegates), Iran (170), China (132) and Pakistan (86).

**Top 4 Countries Represented**

<b>India</b>	<b>174</b>
<b>Iran</b>	<b>170</b>
<b>China</b>	<b>132</b>
<b>Pakistan</b>	<b>86</b>

The data represented above reflects information collected of the 1,505 registrants who completed our online survey.



**DELEGATE PROFILES & DEMOGRAPHICS****Delegate Representation by Region**

Afghanistan	18
Albania	6
Algeria	1
Angola	1
Argentina	5
Armenia	7
Australia	2
Bangladesh	77
Barbados	1
Belarus	3
Belgium	3
Benin	1
Botswana	1
Brazil	24
Bulgaria	3
Cambodia	1
Cameroon	11
Canada	166
Chile	3
China (Peoples Republic)	132
Colombia	29
Congo (Democratic Republic of)	2
Congo (Republic of)	1
Côte D'Ivoire	3
Croatia (Hrvatska)	1
Cuba	1
Czech Republic	1
Djibouti	1
Dominican Republic	2
Ecuador	2
Egypt	23
El Salvador	2
Eritrea	3
Estonia	1
Ethiopia	16
France	9
Germany	1
Ghana	3
Greece	1
Grenada	2
Guatemala	2
Guinea	1
Guyana	6
Honduras	1
Hong Kong	3
Hungary	6
India	174
Indonesia	4
Iran (Islam Republic)	170
Iraq	17
Ireland	2
Israel	4
Italy	6
Jamaica	11
Japan	7
Jordan	5

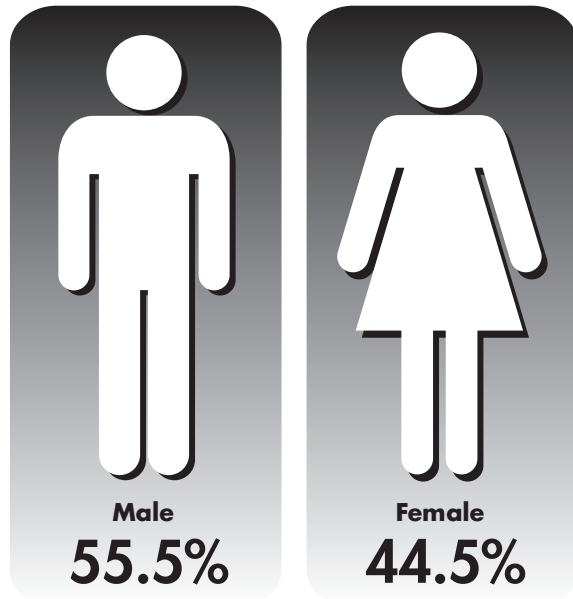
Kazakhstan	4
Kenya	6
Korea (Democratic Republic of)	1
Korea (Republic of)	22
Kuwait	2
Kyrgyzstan	2
Lebanon	7
Liberia	2
Lithuania	1
Madagascar	1
Malaysia	3
Mauritius	1
Mexico	22
Moldova (Republic of)	3
Mongolia	2
Morocco	5
Mozambique	2
Myanmar	2
Nepal	21
Nigeria	26
Pakistan	86
Palestine	2
Peru	8
Philippines (Republic of)	48
Poland	9
Portugal	2
Romania	9
Russian Fed.	37
Saudi Arabia	7

Senegal	4
Singapore	3
Slovakia	2
Somalia	4
South Africa	4
Spain	7
Sri Lanka	16
St. Kitts/Nevis	1
St. Vincent & The Grenadines	2
Sudan	4
Swaziland	2
Syrian Arab Rep.	17
Taiwan	5
Tanzania (United Republic)	3
Thailand	2
Togo	1
Trinidad & Tobago	2
Tunisia	3
Turkey	7
Uganda	2
Ukraine	20
United Arab Emirate	2
United Kingdom	10
United States	7
Uzbekistan	4
Venezuela	26
Viet Nam	11
Yemen	2

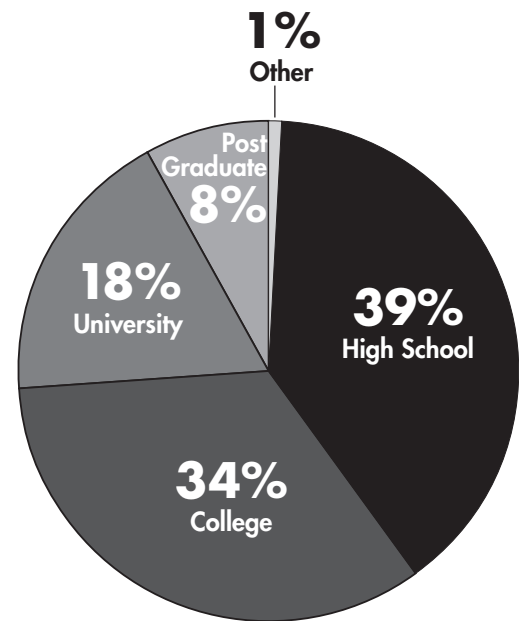
The data represented above reflects information collected of the 1,505 registrants who completed our online survey.

## DELEGATE PROFILES & DEMOGRAPHICS

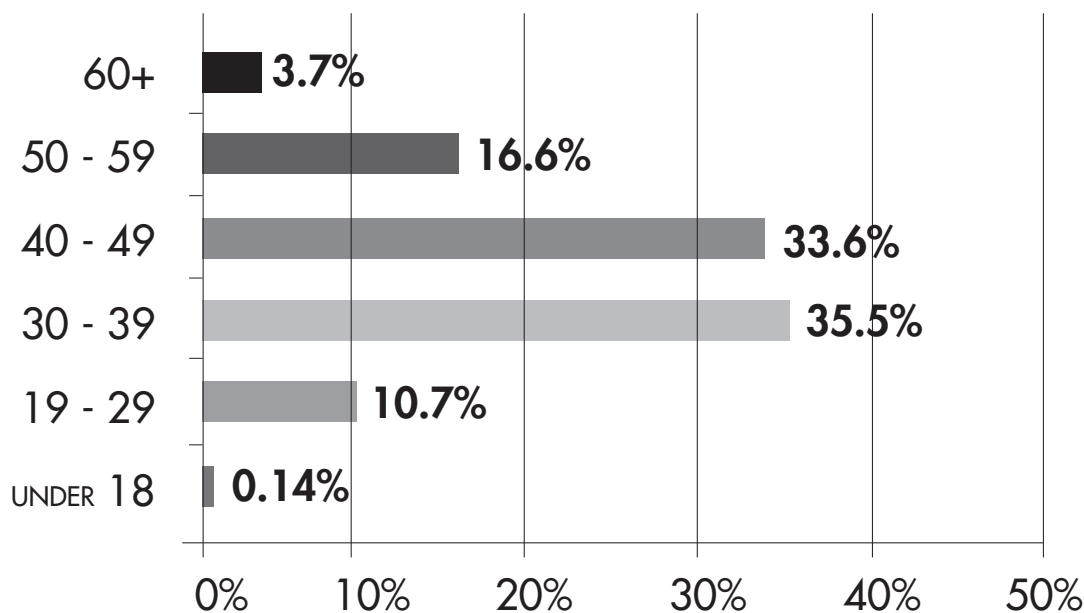
### Gender



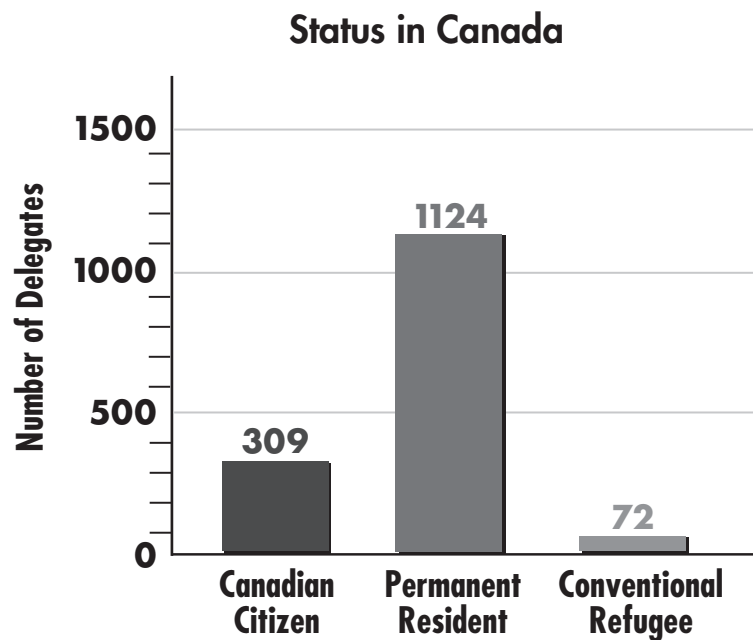
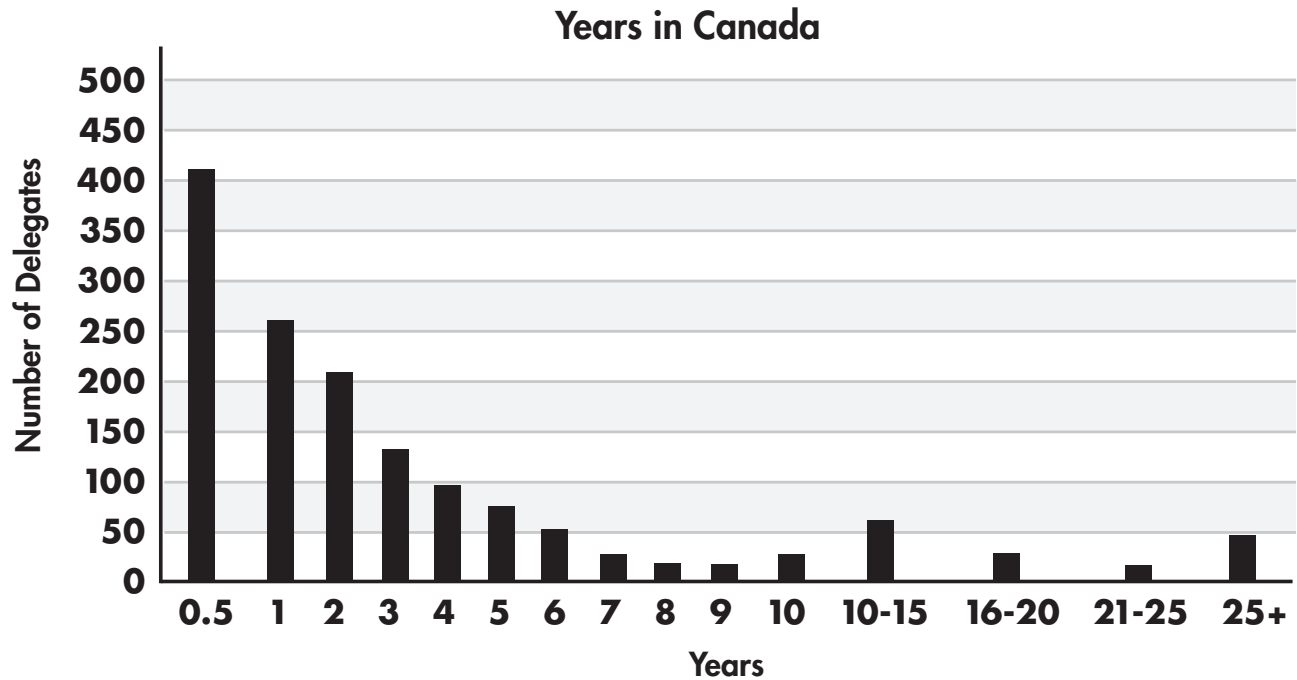
### Level of Education Completed



### Age Groups



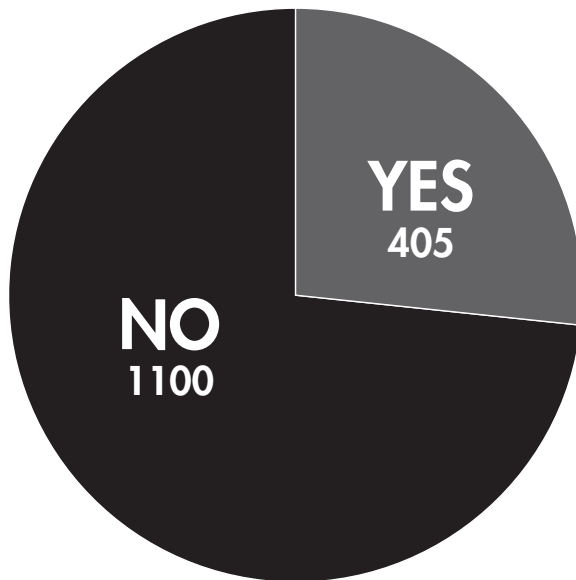
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**DELEGATE PROFILES & DEMOGRAPHICS**

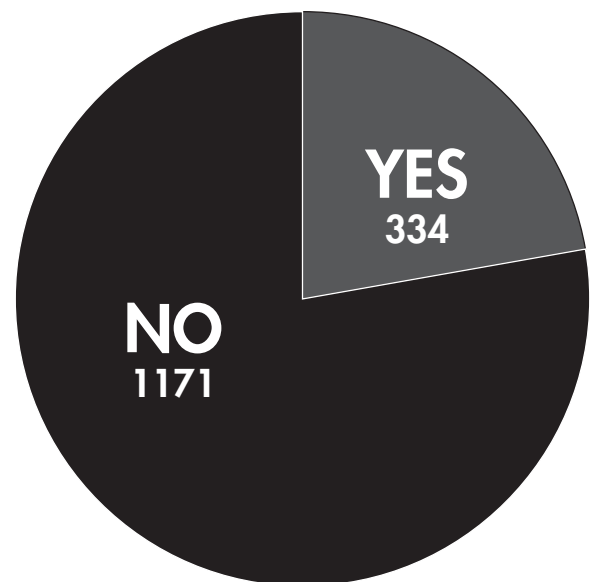
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## DELEGATE PROFILES & DEMOGRAPHICS

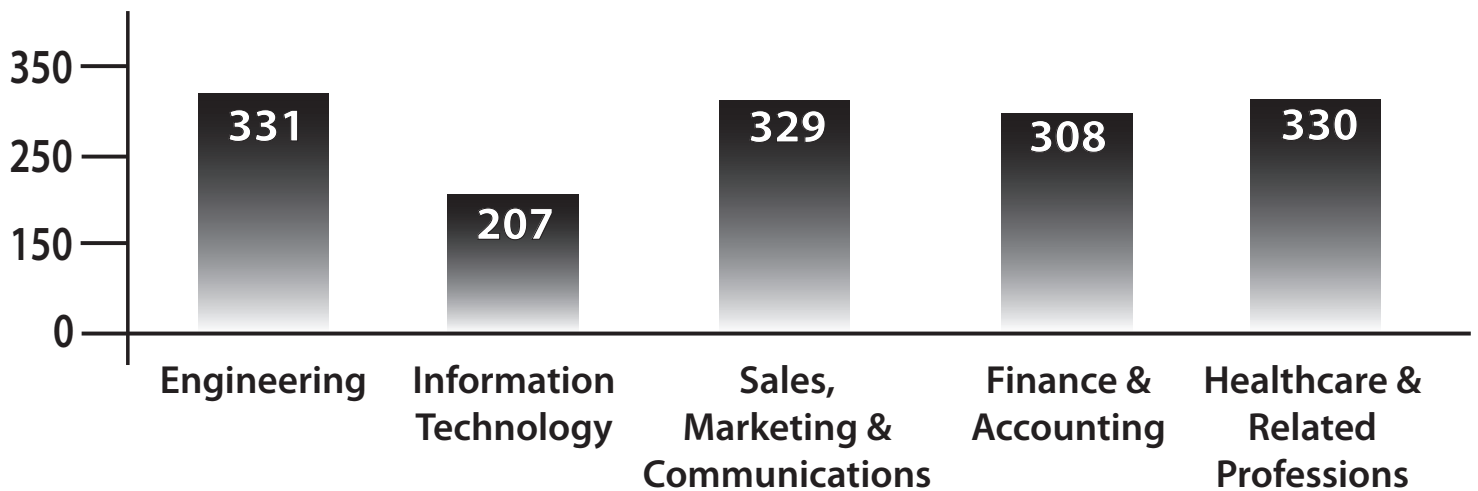
**Employed**



**Field of Choice**



**HUB Selection**



The data represented above reflects information collected of the 1,505 registrants who completed our online survey.



## WELCOME AND OPENING REMARKS

Mitzie Hunter, *MPP Scarborough-Guildwood*, provided welcoming remarks to the conference delegates and encouraged the delegates to take notes and to continue their journey towards a better life. She spoke of Rhonda Singer, former President of PCPI, recruiting her to work on organizational development strategies and that the IEP Conference came out of their many discussions, remarking that ideas that started on paper have now transformed into this vehicle for change. The conference delegates were challenged to transform their dreams.

"Canada knows that it needs immigrants to sustain the labour market," Mitzie informed the delegates. She spoke of various programs such as bridging programs and those offered by PCPI that now exist to assist IEPs to successfully integrate into the Canadian workforce. As well, Mitzie spoke of some of the provincial programs that assist IEPs to get jobs and qualifications. She indicated that the Province of Ontario is committed to having immigrants contribute their skills to the workforce and that the Premier holds this commitment. Mitzie concluded her speech by telling the delegates that she is a champion of PCPI.



*Mitzie Hunter, MPP Scarborough-Guildwood*

Silma Roddau, *Chair, IEP Conference and President of Progress Career Planning Institute (PCPI)*, opened the conference and welcomed delegates, panelists and guest speakers and invited them to rise for the National Anthem. Silma provided a brief overview of the 11<sup>th</sup> Annual IEP Conference and invited them to make use of the Information & Resources Marketplace, which had 51 exhibitors.



*Emcee Christopher Alexander, MBA, Chair PCPI*

After the opening ceremony, Silma Roddau introduced the Master of Ceremonies (Emcee) Christopher Alexander, MBA, Chair PCPI, President and CEO, *Zhoosh Service Enterprise*, Chief Administrative Officer (CAO), *Festival Management Committee*. Christopher welcomed the conference delegates and encouraged them to visit the various booths in the Resource Marketplace to gain a wealth of information. He acknowledged the conference's sponsors, including Ministry of Colleges and Universities for their support. Christopher then introduced the keynote speaker, Bobby Sahni, MBA Partner & Co-founder, *Ethnicity Multicultural Marketing + Advertising*.

## KEYNOTE SPEAKER - BOBBY SAHNI



### ***REINVENTION: UNLEASHING YOUR "SUPER POWERS"***

Keynote Speaker, Bobby Sahni, is a veteran of multicultural marketing for the best-of-breed Canadian companies, specializing in the fast growing and big spending ethnic communities.

Bobby shared that after graduating from *Waterloo University*, he got his first job offer in Sault St. Marie, thinking that he would be able to commute, which was not the case. In order to take this job with *Lottery Ontario*, Bobby said he had to sacrifice being close to his family and friends. When he arrived in Sault St. Marie, he noticed that he was a visible minority and the first thing that people saw was his turban — yet he was welcomed with open arms.

He observed that the ethnicity of lottery sellers was different from the general population in Ontario and this is how he got started in ethnic marketing by identifying a gap. He went on to do marketing for other firms and now runs his own company.

Although Bobby is not an immigrant, or an IEP, he is a child of immigrant parents. The reason he has a successful career is because of the audience, who as immigrants are fuelling lots of growth in Canada, he pointed out.

Bobby showed a clip of the *Dr. Cabbie Video* that can be found on *YouTube*. He showed the clip to demonstrate that Canada is changing due to immigration. "Many foreign cultures are being integrated into Canadian culture and immigrants are becoming the mainstream," Bobby told delegates. To support this claim, he showed a chart depicting a demographic split of the City of Toronto, stating that immigrants are now part of the visible mainstream. "In fact, certain pockets of the GTA are composed of ethnic enclaves and English is a second language in these communities," he indicated.

***"Multiculturalism is everywhere and there is a massive demographic shift and we are slowly becoming more and more influenced by ethnic community trends and preferences."***

## KEYNOTE SPEAKER - BOBBY SAHNI

**REINVENTION: UNLEASHING YOUR "SUPER POWERS"**

*Immigrants help the country grow, Bobby informed the delegates and that there are three main implications for businesses:*

- Marketplace becoming more diverse
- Workplace becoming more diverse
- Businesses ***must*** evolve to remain relevant and competitive

He provided another statistical example, which indicated that "Over the next 10 years, approximately 70% of all growth in Canadian consumer spending will come from Chinese and South Asian consumers."

Bobby then detailed the three types of baggage immigrants have: physical, emotional and cultural. He told delegates that their cultural baggage is actually their "super powers" that employers require. In other words, their unique: Preferences, Experiences, Skills, Insights, Connections, Thinking, and Education are super powers.

He provided the Corporate examples to demonstrate how businesses are embracing the changing demographics of Canada's workforce and that for these changes to occur, "there had to be people on the inside knowing what was happening on the outside."

*Bobby's penchant is helping new Canadians integrate into the workforce. He advises them to:*

- Take chances
- Be prepared to change many times
- Look for gaps in the market place
- Learn about their super powers and how to promote themselves
- Let passion be a penchant to celebrate differences
- Recognize that they are a brand and to be consistent when promoting and aware of digital media
- Be ahead of the curve and think two steps ahead when under employed
- Help themselves by helping others

Delegates were reminded that it is important to understand that we live in a country with many norms and morals and that it is important to understand others. The more IEPs are able to understand differences, the more culturally competent they will become. He concluded by stating that he thinks he shed some light on the new Canada and how to succeed in it.

**Question and Answer Session**

*What is the biggest barrier in getting your first job?*

Bobby told delegates to recognize certain gaps and how they can bring something to the table to help employers — "this will give you more confidence...rebrand your super powers as employers often do not get it."

Delegates were also advised to embrace the local culture. "It is a bit of both and you need to understand each other in a community," Bobby concluded.

## PANEL: IEPs' JOURNEYS TO SUCCESS

### Moderator/Host

**Nil Köksal, Journalist & Anchor, CBC News Toronto**

Nil Köksal is an award-winning journalist and anchor of *CBC News Toronto* on *CBC Television*. Since 2001, she has covered some of the biggest stories in Ontario, including the Toronto's turbulent G20 Summit and the loss of Jack Layton. In 2013, Nil won the Best Breaking Reportage (Local) Canadian Screen Award. She has also reported from Turkey and Washington, DC, including the first inauguration of Barack Obama. Nil was born in Istanbul, but has lived in Canada since the age of four.

### Representing Sales, Marketing & Communications

**Patrick Bizindavyi, President and Co-Founder, Unleashed Possibilities**

Patrick attracted national attention in Burundi by becoming the youngest basketball coach to win 15 trophies in 7 years. Since his arrival in Toronto in 2002, he has gone on to influence thousands of people as a radio host, author, speaker and coach. As host on radio *Bonesha FM*, his trademark show "Mercredi Tempo" had the highest rating from 1999 to 2002. Since moving to Toronto in 2002, Patrick has become one of the most recognized figures in the Francophone community: as a host on radio *105.4 CHOQ FM*.

### Representing Information Technology

**Rehan Muzaffar, PMP, Network Specialist, COGECO Data Services Inc.**

Rehan Muzaffar is an ICT (Information & Communication Technology) professional with bachelors from Pakistan and masters from Germany in Electrical Engineering who has worked with telecom companies in diverse economies and cultures particularly in Pakistan, Germany and the UK, spanning over 9+ years gaining a great deal of international work experience and exposure. In 2013, he immigrated to Canada, and currently works as a Network Specialist – Voice & Unified Communication at *COGECO Data Services* in Toronto.

### Representing Finance & Accounting

**Satish Thakkar CA(II), FCGA, President, Excelsior Financial Group**

An entrepreneur who believes in leading by example and empowering others by inculcating the values of entrepreneurialism, Satish Thakkar is the president and CEO of *Excelsior Financial Group*, a boutique financial services consulting firm. A Chartered Accountant from India and a FCGA from Ontario with a stellar record in providing end-to-end finance solutions to various businesses and full service business and transaction advisory consultation, he has an extensive experience in both corporate and personal financial planning.

### Representing Engineering

**Stefan Surdu, Senior Engineering Manager, Enbridge Gas Distribution**

Stefan Surdu is a Senior Engineering Manager at *Enbridge Gas Distribution* and is responsible for R&D, Technology, Customer Safety and Compliance, Design, Policies and Procedures related to Pressure Regulation, Measurement and Gas Equipment Inspections. Stefan is an Internationally Educated Mechanical Engineer, a P.Eng. and holds a Masters Degree in Mechanical Engineering. He has over 17 years of Engineering Experience gained within Engineering Consulting, Energy Efficiency, and Gas Distribution Industries.

### Representing Healthcare & Related Professions

**Dianne D. Lim, MD, Partner, OTi Canada Inc.**

Dr. Lim graduated from the *Pontifical University of Santo Tomas'* medical school in 1988 in the Philippines. In 1990 she was accepted as a pediatric resident in the *Philippine General Hospital*. Coming to Canada in 1997, she secured a job as a medical transcriptionist, an office secretary and a unit clerk in *Markham Stouffville Hospital*. In 2004, Dianne passed the Medical Council of Canada exams and was accepted into the Ontario IMG program. She joined the Paediatric Residency program of the *University of Toronto, Hospital for Sick Children*, and is currently in her 4th year of her pediatric residency.



**PANEL: IEPs' JOURNEYS TO SUCCESS**

**Moderator Nil Köksal (left) is joined by panelists Patrick Bizindavyi (representing Sales, Marketing & Communications), Rehan Muzaffar (representing Information Technology), Satish Thakkar (representing Finance & Accounting), Stefan Surdu (representing Engineering) and Dianne Lim (representing Healthcare & Related Professions).**

The session began with an exercise for the audience to introduce themselves based on their strengths. After the exercise, Nil introduced the five panelists as follows:

**Patrick Bizindavyi, President and Co-founder, Unleashed Possibilities**, who is from Burundi got his job by being “naïve” and is glad that he did not listen to other people’s negative advice when they told him to take a factory job because he would not get a job in his profession without Canadian experience and a required degree. After six months, he got a program director job at a radio station and the key to getting the job was networking, volunteering and some luck. While volunteering at the radio station, he filled-in during an emergency and at the end of the show, he got hired. Patrick recommends Volunteer Canada that provides matching services for people who are interested in volunteering.

**Rehan Muzaffar, PMP, Network Specialist, COGECO Data Services Inc.** is from Pakistan. He arrived in Canada last year and has a job in data services. Having goals helped Rehan to get a job within a year. He thought that he was a highly educated person with experience and when he could not find a job, he sought help from an employment services agency and recommended these types of services to the delegates.

**Satish Thakkar CA(II), FCGA, President, Excelsior Financial Group**, is an entrepreneur who believes in leading by example and empowering others by inculcating the values of entrepreneurialism. He started in the field as a volunteer and was later hired. As well, he identified gaps in the labour market and used his skills to fill them.

**Stefan Surdu, Senior Engineering Manager, Enbridge Gas Distribution**, first came to Canada nine years ago. He did not speak English when he arrived and is now working as a senior manager in his field.

**Dianne D. Lim, MD, is a Partner and Principal of OTI Canada.** She said that she wishes that there had been a process to help her practice medicine when she came to Canada. Married and with a family, it was a difficult eight years for her to get back in the workforce but she stayed focused..

## PANEL: IEPs' JOURNEYS TO SUCCESS

### INTRODUCTION by Nil Köksal

*Thank you for the kind introduction. In addition to being a host at CBC Toronto, I am also an immigrant myself, I came here when I was 4 years old with my family in the early 80's from Istanbul; the bustling metropolis of Istanbul to the bustling metropolis of Caledon. So I know very well, at least my parents do, the journey that you're on and the struggles that you face. I lived it with my parents. They came in the dead of winter to Caledon in the middle of a very difficult recession. My Dad always told me stories of handing out 20 to 30 resumes; same experience for my Mother and they made it in the end. They helped me make it as well as a journalist. So I am really excited to be here for a second year.*

*To help you on your journey, we've got five great panelists who will tell us their success stories and relate some of their mistakes. We were speaking earlier that there is no one blueprint to success; we hope we can give you some of the tools to avoid the pitfalls early on so that you can become successful and reach your goals here in Canada as quickly as possible. So to both the delegates and panel members, thank you again for being here.*

### PANEL QUESTIONS

**Nil:** What was the best decision you made after coming to Canada to stay on course?

**Dianne:** The best decision for me was to accept my personal situation, but still keep my dream. I came to Canada because I got married. So I have no plans of leaving the country because I was very idealistic. But when I came here, because of marriage, there were difficulties personally. But the reason was, I got pregnant and, the pregnancy was very difficult. So it was a whole slew of things, but the time will come when I am going to review and I am going to get in there.

I almost got crazy staying at home. So I told my husband, let me work in the factory, which is I think very common to us, but he said, *if you can find yourself something in the medical field, then I will let you go*. So I did work as a secretary to a neurologist and I did not do very well unfortunately. I have worked as a transcriptionist, a medical transcriptionist of the pediatrician of my children. She was very kind and gave me something to do. The third one, which I landed in, was being a unit secretary in Markham Stouffville hospital in the child birth and children centre. I was in the area of pediatrics, which is my specialty in the Philippines.

It took me 8 years to get back on track. So that was, I guess, the best decision I made. It is only the back burner. I am not forgetting it.

**Stefan:** I think the best decision was to come here, first of all. And setting the goal and stick to the goal. And be consistent and put all the efforts to achieve the goal. It takes a lot of effort.

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## PANEL: IEPs' JOURNEYS TO SUCCESS

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- Satish:** I am an accidental immigrant. I actually had my private practice. Back home in New Delhi, one of my friends' uncle came visiting us. He stayed with us, and every day the dinner table talks were all about Canada. So two of our group friend said, *Let's go to Canada and explore*.
- So initially I came here but I'll stay for a few years, get some international exposure and go back. But I did not go back. I could not go back because the beauty and the charm of Canada keeps you here. I moved in 1996, I wouldn't say the journey was very easy; a lot of struggle, but I think that struggle builds your own character. You appreciate the value of struggle; that struggle, sharing the success, how to come to the terms of failures. I think these are the life-long lessons that stays with you forever. So that is how we started.
- Rehan:** For IT professionals it's sometimes easy, sometimes might not be easy. For me, because of my broad international experience and qualification, I found it relatively easy to get the job. But again, when I came here, I was applying for jobs—just sending my CV. I was just thinking that I am a highly educated person, I have worked with German telecom for six /seven years so everything is good and just go and take to Canada. But that was not the case.
- So I was sending my CV's and resumes and I was not getting any response. Then one of my friends happen to give me the suggestion to go and seek a professional help with Employment Services. I said I actually do not need it, my resume looks good and everything is fine. But that was not the case really. Even after spending so many years in an advance country doing all the things. When I went there, they helped me out.
- So I actually recommend all the immigrants who came here, especially the young ones, to go to *Welcome Canada* or to other employment agencies to get their resumes in shape, get ready for the interview—these things they really do matter. I sent 40 applications before going to those sessions. After that I sent five applications, got three interviews and all three jobs. So that was the difference.
- Patrick:** For me just being naïve. It helped me a lot because I remember saying to the first people I met here when I came, I told them, if I don't work in a radio station, in Toronto, I will never work in Canada. That was bold but naïve. I'm glad I didn't listen to other people because when I started making the calls and start talking to friends they said you're crazy...you will never do it. There was no way.
- I am here for two months when I started making the calls and they are asking me if I have Canadian experience and if I had a Canadian degree in communications—I have none of those. My friends would tell me go out and find a job in factory. That is how we do it.
- Six months later I was the project manager of the first French-Canadian radio station in Toronto. Six months in the country. If I listened to all those people, all the facts about Canadian experience and not listen to my heart, I don't think I would have that job that I wanted. Working in the radio station has been a passion of mine for many years. So I got the first job in a radio station with no Canadian experience, with no Canadian degree and I worked there for many years. I was naïve and listened to my heart.

## PANEL: IEPs' JOURNEYS TO SUCCESS

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**Nil:** What's the key to getting that Canadian experience or getting over that hump?

**Patrick:** I think for me the key has been volunteering. The first few months, I just networking. I met a person I did not even know on Yonge Street and I ask him if he knew any radio station or TV station anything and he mentioned about this radio station that they were looking for volunteers. So I went there. Just show up and said I have time and I can help. They said yes.

I went there and visited and I asked what kind of programs or what kind of shows they have. On the sheet there was sport news and back home I was doing sport news. I said can I come and help for free? You don't have to pay me. He gave me the phone number of the guy who does the show.

I called the guy and I said my name is Patrick and I am from Burundi. I'd like to help you do the show. He said he was from Burundi too and was doing the show on Saturday and that I could come and help. On Saturday I showed up at 9 o'clock and the show is at 11; I was so excited!

A guy at the radio station told me that the guy that actually does the show, he won't show up today. Family emergency. He asked: *Do you think you can do the show?* I said, now that you insist, yes! So I ended up being live on the radio. I even talked about hockey...I had no idea I was talking about. At the end of the show, I asked if I could come back tomorrow and he said, yes. Then I came tomorrow, then the next day, and the next day...three months later, I got hired. No resume, no interview.

**Nil:** Anybody else has experiences with volunteering?

**Satish:** I want to share my story as well. I came here back in June 1996. You keep on sending your resume, but you're overqualified...no Canadian experience—that's the two unique key buzzwords you will always hear. As Bobby Sahni said this morning in his keynote address: know the niche and where the gap is and then you fill in that gap.

So one of the prospective employers I was talking to said he no positions right now but might have after three months. So I said OK, then will you hire me in three months as a volunteer. I'll work for you, and when you have the job, then offer it to me. He agreed. I started working and on the first day when I finished my work, he offered me a \$1500 per month job. I think finding a gap can bring and add value to that organization. Your value will be created automatically. You have to bring the value to the other person and you will get your value right away. That's my advice.

**Dianne:** I would agree with the two other gentlemen, that volunteering would probably be the best to get in there. But there is a little twist in the medical field because a lot of us want to volunteer in the big hospitals. There is a whole slew of people who want to volunteer there. So you definitely can still go to their website and put your name in there as a volunteer. I would suggest that if you find someone from your own ethnic culture who is a physician, and I am sure there is a least one, and talk to them and see if you can observe in their clinic. Or maybe shadow them. Because that is the first step in



## PANEL: IEPs' JOURNEYS TO SUCCESS

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understanding how it is in the medical field, the healthcare system, what is important in their ethics. Even just as a person who can recommend you later on because they can say, yes, I have worked with this person and there is no professional issue with this person. They may not be able to talk about your medical skills, but it definitely helps to have someone say yes, I have seen this person. So there is a little tweaking with the medical profession.

**Rehan:**

I will share just my experience with IT. The good thing about IT it has limitations. With IT, a Java program coding would work similar way in -35°, as well as whatever you have in Canada here. That is one thing. Where do you actually hear this thing *no Canadian experience*? You do not, because the HR is so busy they never send any reply for rejection. You get this thing in the interview meaning that your resume was capable enough and got you into the interview. When you are in there on that chair facing your prospective employer and he's telling you about this *no Canadian experience*, he is not talking to that electronic hardware because it will perform in the same way; your coding, your logic, everything is same. Does not matter.

What I have seen from the interviews that I had, and from my colleagues who are in this process, is that they are going and trying to see how good their soft skills are and how good they will work on this team. Always prepare well before the interview; see what kind of company it is, if it is an international company or a local company, what kind of profile they have. Prepare yourself accordingly so that those soft skill questions, those behavioural questions you answer them...nail it there and then...and most of the time, if you do your homework correctly and with no Canadian experience, you can actually overcome the argument with your argument. You are actually facing them and they are asking you about no Canadian experience...for what? At least if you are in the IT sector.

**Nil:**

**What mistakes have you made that may have helped you in the long run?**

**Stefan:**

I was not probably as proactive to start with and I was sending resumes to companies that I wanted to work for and I wasn't getting the calls. But I was very selective on what companies I was targeting. It came a point where I had to go work and go pay the bills.

My first job was one of the survival jobs; it was a car dealership. The beauty about the job was that I had a chance to be in contact with a lot of people. I didn't know English very well and I had a kind of script. My job was to drive car owners back to their homes and offices after they drop off their cars.

I had my script. It was in the middle of the winter and I said that is kind of cold here, trying to get into the conversation. I had my script and said I am a mechanical engineer. I have a master's degree. Do you know anybody that might have a job for me? It was conversations. I was driving probably around five clients a day. It was months and one day one gentleman started asking me questions: *So what do you exactly know? What did you do in the past?* That gentleman would prove to be a fine gentleman who owns one the biggest consulting companies here in Toronto. On the way back to his office, about

## PANEL: IEPs' JOURNEYS TO SUCCESS

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10-15 minutes, I kind of have my interview. A few days later, the gentleman called me back and said: *You want to come over? We're going to have a more detailed discussion.* And that is how I got my first job on the field.

It led to becoming more proactive because you don't have a choice. You have to be proactive. You have to try to establish those contacts. It is very important to get there, network, and have those discussions.

**Patrick:** If I were to talk about my mistakes I will stay here for a whole week. The first job that I got in a radio station boost my confidence. I thought I was Superman. I thought I could do anything. I wanted to do too big, too soon.

After three years in the radio station I quit my job because my dream has been to become a professional speaker; to go out and inspire people. I wanted to do right there, with no network, not even savings. I can quit my job, create my business and become successful. I even told my friends, I will be millionaire in three years. It has been 12 year and I am still waiting.

It was too big, too soon. Without knowing the culture, without knowing heavy enough network, people that I knew, people even who are in the field. So it took me a while. I owe so many people money, and if I don't owe you money it is because I didn't know you! After nine months, trying hard, I decided to go back to work. I worked for seven years but now I invest all my money, all of it, into personal development. So try to see why I did not succeed in the first place.

In the meantime, I have a huge network of people that I helped or people helped me, that after seven years then I was ready to make the jump again. Since 2011 I worked for myself. What I do is this; speak in front of people, new immigrants and I see some faces that I know already. That is what I do now; it's my passion. With all the mistakes came experience. I believe experience come from making mistakes and I made tons of them. I am still making mistakes, but now I made so many of them that I can look in the eyes of newcomers, and say: *Do this; don't do this.*

**Nil:** Which resources you wished you have known about when you first started, or that are now in placed that weren't before, you want to make sure you know about?

**Satish:** I think if we compare almost two decades earlier than today, we are in a very fast track right now. We are on highway, not on the local roads. Because the technological advancement which has taken place in the last two decades makes your journey very easy, faster, quicker. If you are thinking of migrating to Canada now there are so many online courses available you can start learning of your network well in advance and you can start marketing yourself which was not there if we compare ourselves to two decades ago. So I think, first and foremost, joining your own professional network is very, very important and key. Upgrading yourself and getting the local qualification is very important and very vital in your success in Canada. The sooner you get it, the more chances you have to succeed in your

## PANEL: IEPs' JOURNEYS TO SUCCESS

career journey and apart from that, joining the peer professional network group, as well as social and cultural network groups. You have to create your own social equity which is separate and apart from your professional equity. So community service, volunteerism and joining various social and cultural groups, is very important.

**Dianne:**

For the medical field I just learned about the *Health Task Force* in Ontario and they have an access centre which can actually help people, not just medicine, but the online health services. So they will be able to help you assess maybe what you need, where are you, what you need to bridge or maybe in your circumstance, what you're looking for—maybe you want an alternative career. So I think that was not available for me. I did my research on my own. I went to the *Ontario IMG* programme, which still is existing, but I think if you want help in a more holistic way, especially those in the health sector, it's more difficult for us to get in. The insight, the help, the resources, that are available there, I find very helpful.

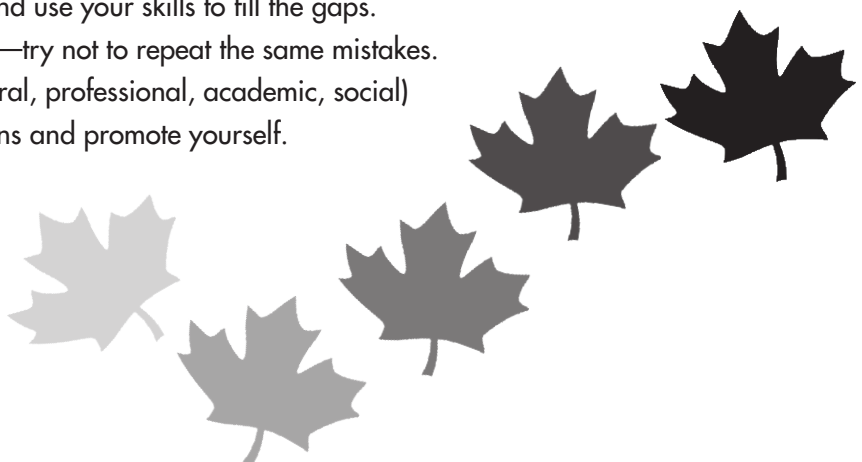
### CLOSING REMARKS

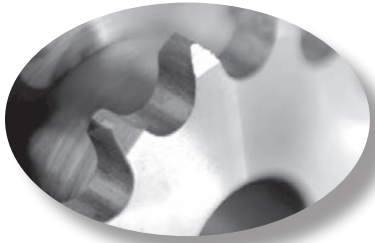
**Nil:**

I just want to say thank you to all of you. I really appreciate it and you have inspired me, and I have been here my whole life. I hope the panelists have inspired you as well by giving you information and their insights. Thank you for having me; it was a great discussion

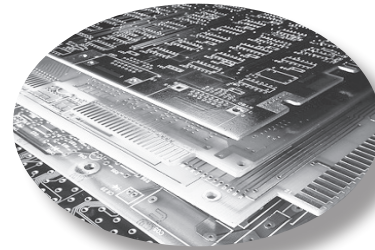
### SYNOPSIS OF PANEL DISCUSSION POINTS

- Accept your personal situation, but still keep your dreams alive.
- It's OK to have setbacks in your career development; just be sure to get on track later.
- Seek out and utilize the offerings of career development services; they can really help.
- Wanting to be too big too soon may delay your progress development. Plan a course and stick to it.
- Improve your language skills, develop your soft skills and create a dynamic resume.
- Volunteering is an excellent way to gain knowledge and experience within your field of interest.
- Identify gaps in the labour market and use your skills to fill the gaps.
- Experience can come from mistakes—try not to repeat the same mistakes.
- Seek advice from peer groups (cultural, professional, academic, social)
- Use social media to make connections and promote yourself.
- Never stop upgrading yourself.
- Research is an valuable tool.
- Be proactive.





## ENGINEERING AND RELATED PROFESSIONS



## INFORMATION TECHNOLOGY



## SALES, MARKETING & COMMUNICATIONS



## FINANCE & ACCOUNTING



## HEALTHCARE AND RELATED PROFESSIONS

# Morning

## SECTOR HUB PRESENTATIONS

REGULATORY, ACCREDITATION, ACADEMIA, ASSOCIATIONS • SKILL-BUILDING PRESENTATIONS

As an essential and popular component of the day's proceedings, the sector hub discussions for the 11<sup>th</sup> IEP Conference attracted over 800 delegates. Two sessions with five sector hubs each were held — one in the morning and one in the afternoon.

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 could choose from one of five sector hub concurrent sessions—Engineering, Information Technology, Sales, Marketing & Communications, Finance & Accounting, and Healthcare and Related Professions.

This is the second year that, the skill-building sessions were integrated into the morning sector hub sessions. The facilitators worked with employers, regulatory bodies, academia and HR panelists to ensure a smooth exchange of information. Each speaker gave a short introduction of their background as well as some advice for delegates. Then, a Q & A session was held.

Delegates have consistently reported each year that these sessions are the most important component of the Conference and as a result, since last year, the time allotted to these sessions has been doubled.

MORNING SECTOR HUB PRESENTATIONS:

**REGULATORY, ACCREDITATION AND ACADEMIC BODIES**

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# ENGINEERING

## AND RELATED PROFESSIONS



### Facilitator:

**Mark Franklin**, *President and Practice Leader, Career Cycles Associates*

Mark introduced himself as a Canadian-educated engineer who had relocated to Europe and who could identify with the challenges and successes of IEPs. He currently hosts a weekly morning radio show called *Career Buzz* on 89.5FM.

### 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

**Dr. Jose Garcia** - Program Manager, Mid-level Managers, *Technical Background Bridging Program* - Ryerson University

**Irene Hassas** - Executive Director at *Ontario Environment Industry Association (ONEIA)*

### Opening Remarks:

**Stephen S. Chaves**, Service Delivery Manager, *Employment Ontario, Ministry of Training, Colleges and Universities (MTCU)*, Government of Ontario welcomed the delegates and praised PCPI and the IEP conference for expanding and contributing to IEP labour market success for 11 years. He indicated that numerous barriers inhibit IEP's penetration of the labour market and that some are artificial. He stated that it is important for us to acknowledge the existence of these barriers and to pinpoint what can be done to remove them.

*"The Ministry of Training, Colleges and Universities needs IEP's to be successful and to be integrated successfully into the labour market for the organization to move forward. The government, in and of itself, does not create the barriers...some of the challenges are inherent...more and more government is realizing that we can't drive change by ourselves because we don't know enough,"* Stephen told the delegates. *"We need to gather the proper intelligence; and cooperate with many levels of government and private authorities/companies in order to drive change...our challenges will be your challenges. Our barriers will be your barriers,"* stated Stephen.

He concluded by telling the delegates that he hoped that they would go away from the conference with knowledge that helps them to be successful: *"We at MTCU have been supporters of PCPI for many years because of the work that they do. Last but not least, Thank you to the panelists for your contribution."*



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

### ENGINEERING AND RELATED PROFESSIONS

**Richard Stamper**, Manager, Business Development, Ontario Association of Certified Engineering Technicians and Technologists (OACETT). He began by telling delegates that 23% of the organization's members are internationally-educated and 96% of members are employed. The association's role is not just to certify but also to support members and enable their success.

#### Richard's key tip for delegates were:

- The usual minimum academic requirements (for membership) are six credits of academic standing in professional engineering. A point to note is that the vast majority of IEPs who show their academic transcripts meet OACETT's requirements.

**Moody Farag** has been the manager of admissions for the Professional Engineers Ontario (PEO) since 2002. He provided an overview of PEO, which is a regulator body that protects the public. In particular, he provided information on how PEO assists IEP's to become licensed in Ontario. As well, Moody recommended to the panelist that they visit PEO's web site to get detailed information on their programs for IEPs.

#### Moody's key tips for delegates were:

- If you are a recently arrived immigrant, go online to the PEO's website and look up information on licensing and access to PEO programs; admission fees can be waived for recent arrivals.
- PEO also works closely with university Bridging Programs and accept documents from international universities. *Internationally Educated Engineers Qualification Bridging (IEEQB) program at Ryerson University and Licensing International Engineers into the Profession (LIEP) at the University of Toronto.*
- For information on the Professional Practice Exam (PPE) and licensing requirements, download the licensing guide from the PEO's website.
- Regarding the PPE (Professional Practice Exam), if you do need to write it, do not stress it — there are lots of supporting mechanisms out there. There are study guides, past exam outlines, and even fellow members and staff who can provide support.

**Dr. Lee Weissling**, Manager of Policy and Government Relations, Ontario Society of Professional Engineers (OSPE) has a doctorate in Geography. He clarified that OSPE is an association made up of individuals rather than corporate members. OSPE has a bridging program in competency building, specific to the PEO licensure qualifications, but is also helpful for career development and job search. Additionally, OSPE holds job fairs for their membership.

#### Dr. Weissling's key tips for delegates were:

- When you are looking for work, prepare yourself by specifically researching the companies you target. For example, research the details of what the company does so that you can adequately convey how you may be a good fit.
- Learn about the company's culture because people conducting the interview want to know that applicants can fit in.

## MORNING SECTOR HUB PRESENTATIONS:

### REGULATORY, ACCREDITATION AND ACADEMIC BODIES

#### ENGINEERING AND RELATED PROFESSIONS

**Dr. Jose Garcia**, Program Manager, Mid-level Managers with the Technical Background Bridging Program, Ryerson University is a professional engineer. In his position at Ryerson, he has worked with many internationally trained engineers.

Dr. Garcia told the delegates, “When we come to Canada, we don’t know how the dots connect.” He also mentioned that when he emigrated after getting necessary language proficiencies, he still had to get professional accreditation as well as an additional Master’s degree. Encouraging delegates to contact him, Dr. Garcia told them that he would be happy to answer any questions they might have regarding available bridging programs.

#### **Dr. Garcia’s key tips for delegates were:**

- To meet the requirements of most Bridging Programs, you have to be at least a Landed Immigrant or Refugee. In other words, you have to be an IEP. Some programs require assessment from World Education Services (W.E.S).
- The standard entrance requirement for most programs is language proficiency. Most programs will also provide an assessment of work, experience and skills.
- Look at the details of individual programs and pay attention to specific requirements.

**Irene Hassas**, Executive Director, Ontario Environment Industry Association (ONEIA) indicated that the association represents the interests of the province’s \$8-billion environment and clean technology business sector and its more than 3,000 companies and 65,000 employees. ONEIA brings government officials and stakeholders (environmental industries) to sit down and talk about issues relevant to the industry.

#### **Irene’s tips for delegates were:**

- The services of engineering associations in Toronto are great resources because they provide so many opportunities for networking.
- Attending networking events can increase your chances for employment.
- ONEIA represents the Environmental Industry and has annual events providing opportunities to network with employers, academia and government.





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

# Q&A

## ENGINEERING AND RELATED PROFESSIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

### **Q** What are ways for people to get experience that are not specifically paid positions?

**Irene:** Attend association events and practice your elevator pitch.

**Moody:** PEO and OACETT have local chapters and opportunities for volunteering. Other volunteering activities outside of an IEPs field is also valuable experience, as it demonstrates having Canadian experience.

### **Q** What kinds of jobs can I apply for being an OACETT member?

**Richard:** In general, there are many ways to get experience. OACETT members work in design, they work in project management, and as they move forward, they may be employing a combined set of management and field skills. As well, they work in fields, labs, sales, it goes etc. We have members with varying specializations.

### **Q** What are the requirements for the PEO Professional Practice Exams?

**Moody:** PEO provides the regulations, the textbooks and past exams to help prepare for the PPE. The second type of exam is the technical exams. There are requirements for different fields, for example, mechanical engineering. If there is a gap, applicants will write technical assessment exams. Additionally, interviews are also a possible assessment tool. This is the first type of interview done at PEO. There is another type of interview to determine experience of applicants, once they have written the Professional Practice Exams. Last year there were 1,200 Canadian graduates, and about 700 international graduates.

### **Q** Is it necessary to push employers to hire IEPs more?

**Richard:** Yes it is; however, I emphasize that what is also important is the bridging of gaps. It is important for IEPs to gain knowledge of the Canadian corporate culture in general and do in-depth research of the company, specifically. Overall, even Canadian job seekers face this challenge of getting the jobs in this industry, for the same reasons.

### **Q** Of all the bridging programs in Ontario, where are the best?

**Jose:** I advise delegates to go to the website [www.citizenship.gov.on.ca/English/keyinitiatives/bridgetraining](http://www.citizenship.gov.on.ca/English/keyinitiatives/bridgetraining) to get a list of government recommended programs.

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

# Q&A

### ENGINEERING AND RELATED PROFESSIONS

**Q** About licensing, Engineer Intern (EIT) program, and people who come with a PhD, what if you have strict engineering theory but no background experience?

**Moody:** About EIT, it is not a placement program, doing the exam allows IEPs to participate in local chapters and become an associate in certain programs. About licences, there is the provisional licence for those people missing the one criterion of 12 months of Canadian experience. About the last question, any desires to do work like project management, sales or teaching do not require the application of professional engineering principles — the license that PEO directs, applies to all practices of professional engineering.

**Q** What are some of the hot topics that people in your sector (environmental engineering) interested in?

**Irene:** There are many, many hot topics. As well, there are many different types of qualified engineers working in the environmental field, for example, chemical, industrial and environmental engineers.

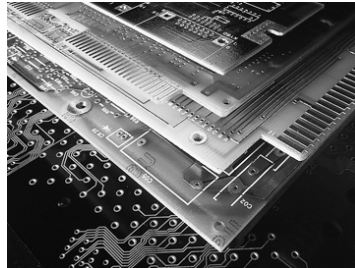
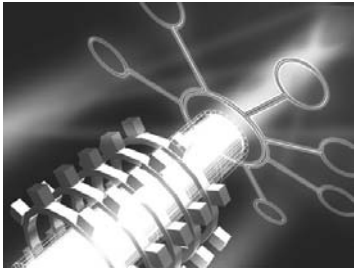


## ENGINEERING

## MORNING SECTOR HUB PRESENTATIONS:

**REGULATORY, ACCREDITATION AND ACADEMIC BODIES**

# INFORMATION TECHNOLOGY

**Facilitator:**

**Nadeem Hashmi**, Vice President, Business Development and Operation, GeoViz Inc.

Nadeem Hashmi has over 14 years of engineering, business development and executive management experience in the industrial automation and complex software development domains. He outlined the format for the day and introduced **Randy McLean**, from the City of Toronto, who provided the welcoming remarks.

**Panel Members:**

**Fawad Baig** - Technology Consultant, Deloitte Canada

**Rahi Delvi**, Works in the 'social profit' space at GrantBook

**Maureen Ford** - Program Manager, Integrated Work Experience Strategy (IWES) Program, Coaching to Career Initiative  
Information and Communications Technology Council (ICTC)

**Barry Gander** - EVP, Canadian Advanced Technology Alliance (CATA)

**Melanie Gorka** - Designer, Entrepreneur - Tech 4 Social Good

**Mark Knez** - Co-Founder, The Digital Treasury Group Designer

**Raymond Lai** - Senior Lead, C3 Inspire

**Lori Smith** - Digital Marketing Strategist & Social Enterprise, TechSoup

**Opening Remarks:**

**Randy McLean**, Acting Film Commissioner & Acting Director, Strategic Growth & Sector Development, City of Toronto.

He is responsible for leading the development of the city's long-term economic competitive strategy, which has been recognized internationally for its integrated and innovative approach.

Randy indicated that the film industry is one of the main growth areas in the region of Toronto and technology is one of the main growth areas. Networking is the main factor in job hunting, he explained and practicing elevator pitches is vital to job search success as well as innovation and creativity.

The City of Toronto has been sponsoring the conference since its inception and Randy thanked everyone for choosing Toronto as their home and for being at the conference. He also encouraged everyone to enjoy the conference.

## MORNING SECTOR HUB PRESENTATIONS:

### REGULATORY, ACCREDITATION AND ACADEMIC BODIES

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#### INFORMATION TECHNOLOGY

**Fawad Baig** is a technology enthusiast and computer science graduate who has evolved from core technology implementation in infrastructure space to areas of technology operations. For the past decade, he has worked with large IT organizations to develop transitional initiatives that impacts people, process and technology areas.

**Fawad's key tips for delegates were:**

- Communicate with people.
- Go to events other than professional events such as political, PTA meeting, etc.
- Create genuine human interaction.

**Rahi Delvi** works in the 'social profit' space at *GrantBook*. He supports multiple technology projects that enable *GrantBook* to thrive in their digital environments. His focus is on the configuration and administration of web-based applications that advance organizational collaboration.

**Rahi's key tips for delegates were:**

- Figure out your brand.
- Network.
- Get out there and get noticed.

**Maureen Ford** works in programs that provide workforce solutions that prepare and assist internationally educated, experienced and globally talented professionals to secure employment in the Canadian digital economy. She has expertise in leadership and management services in the corporate and not-for-profit sectors.

**Maureen's key tips for delegates were:**

- Go to events and leverage the opportunity to meet and communicate with people — do not be afraid to put yourself out there.
- Demonstrate your skills.
- Show a positive attitude.

**Barry Gander** has helped jumpstart the development of advanced technology organizations in Canada and abroad. Working with companies, associations, the public sector and academia, he has established a network of leaders who thrive on cutting-edge initiatives. At *CATA (Canadian Advanced Technology Alliance)*, Barry has helped to showcase the best of Canadian innovation to global markets.

**Barry's key tips for delegates were:**

- Showcase your skills.
- Be innovative to stand out.
- Get training to create an impressive resume.

## MORNING SECTOR HUB PRESENTATIONS:

**REGULATORY, ACCREDITATION AND ACADEMIC BODIES**

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**INFORMATION TECHNOLOGY**

**Melanie Gorka** is a designer and strategist, creating technology solutions for social change. She combines her design and technical skills, along with her background in international development and gender issues to take a holistic view on creating useful interactions with technology.

**Melanie's key tips for delegates were:**

- Know what you are looking for when networking.
- Create your brand and use it as a sales pitch.
- Reach out for help.

**Marc Knez** provides unique media services and data storage solutions to both consumer and commercial clients. He spent over 14 years developing and executing talent acquisition strategies for the senior leadership of some large corporations in Canada and globally.

**Marc's key tips for delegates were:**

- Create a network.
- Communicate with people.
- Showcase your skills and get noticed.

**Raymond Lai** is a graduate of the *University of Waterloo* and has both technical and business backgrounds. He has been part of professional service teams for various organizations in the e-Learning and e-Commerce industries. Raymond describes himself as a passionate worker.

**Raymond's key tips for delegates were:**

- Identify trends.
- Equip yourself to be found in a digital way.
- Research.

**Lori Smith** is an entrepreneur, web marketer and project manager who uses new tools to create and engage online communities and to increase the capacity of non-profit organizations. She helped to launch *TechSoup* and worked with a global network of technologists to deliver donated technology tools to non-profits in over 35 countries. Lori is currently working on the development of mobile applications.

**Lori's key tips for delegates were:**

- Persevere and keep your eye on the prize.
- Follow your intuition.
- Create an online profile, post your resume and use social websites to job search.

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

# Q&A

### INFORMATION TECHNOLOGY

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*



#### Can you comment on the learning and development needs of IEPs?

**Marc:** IEPs communication skills have to be strong in reading, writing and speaking — they need to be articulate and be able to communicate details in order to get their message across to secure a balanced equation.



#### What is your experience regarding information technology and securing a job?

**Barry:** The ideal job market is in mobile devices in vehicles — this is a demand technology. IBM is a standout company in this industry and Eastern countries are expanding in that market. There is a lot of competition in the IT marketplace. Be innovative to stand out from the rest — you will be noticed...follow up after submitting your resume but give it some time. IEPs should identify technological trends by reading publications. Employers are overwhelmed by resumes. Therefore, IEPs must equip themselves so that they can be found in a digital way, for example Google social media channels.

**Lori:** Keep thinking positively and create a network to connect with people — it is up to IEPs to communicate about themselves and their needs. Follow your intuition — it will not lead you astray and you will eventually reach your goal. As well, preserve and keep your eye on the pie.



#### What social events should IEPs participate in?

**Maureen:** Participate in social events to leverage opportunity. Develop the ability to talk and understand what people are saying. Communicate key skill sets and show that enthusiasm is a job winning skill. Have confidence to get out there and communicate, so try practicing before an audience. Group dynamics are important, just as being part of the family is. Companies expect employees to be part of the team. However, be an individual with a personal brand and secure individual success.



#### How do we network using Social Media and Technology?

**Melanie:** Know what to look for when networking. Reach out and ask for help and build relationships — it could land the right opportunity.



#### What sort of education and training should we be getting?

**Raymond:** Certification is not a silver bullet; rather it provides a basic level of trust and confidence. Showcase skills and indicate that more can be done. As well, be flexible and do not be afraid — take what comes at you and tell them what you can bring to the company. There is no need to get another degree — focus on the role as it clarifies the direction that you would like to take. With some flexibility, there might be other areas that fit the role with flexibility.



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

# Q&A

### INFORMATION TECHNOLOGY

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

#### **Q** How can we be innovative with our job search?

**Lori:** Network and create accessible profiles online, use new digital tools to leverage opportunities that are available.

#### **Q** Should we share our culture?

**Rahi:** Do not be afraid of being embarrassed and try to get past that barrier. Employers need global perspective. For an organization to be successful, it must value the contribution everyone brings to the company. Try to mesh well with others and do not be afraid to be yourself and to be open about sharing your culture — it may help you succeed in the workplace.

#### **Q** Why are communication skills important?

**Maureen:** Share work experiences to convince employers that you are right for the job. For example, communicate abilities and show a positive attitude, using the right vocabulary to be better understood. Also, be aware of the language barrier, constantly asking questions for clarity. Communication amongst peers is also important.

#### **Q** What is personal branding?

**Marc:** The objective and summary sections are very important aspects of a resume as it gives employers a vision of life experiences, what the candidate is looking for and what they want to accomplish. Don't be afraid to step out of your skill set. Take a resume writing course and learn how to customize resumes for each job. If there is no response to a resume submission, move on. Finally, do not take criticism as an attack.

#### **Q** How do we get research of the labour market?

**Lori:** Follow trends in outsourcing and do online research to get a better understanding of the labour market.



### INFORMATION TECHNOLOGY

MORNING SECTOR HUB PRESENTATIONS:

**REGULATORY, ACCREDITATION AND ACADEMIC BODIES**

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# SALES, MARKETING & COMMUNICATIONS



## Facilitator:

**Day Merrill**, Founder and Principal, *2BDetermined Inc.*

Day Merrill is a career management coach who supports the work/life effectiveness and satisfaction of individuals, teams and organizations via a range of services offered by her firm, *2BDetermined Inc.*

## Panel Members:

**Diana YK Chan** - Founder and Chief Excellence Officer, *Magnify Your Marketability*

**Hyacinth Campbell** - Project Manager, *ACCESS Employment*

**Roxanne Cramer** - Managing Partner, *CCi Search*

**Karen Sinotte** - Principal, *CRM Consulting*

**Lina Duque** - Advisor, *Digital Media Zone, Ryerson University*

## Opening Remarks:

**Ronit White**, Sales and Marketing Development Specialist, *Metroland Media Toronto*, is a leader in customer and community development. She told the attendees that there are many exciting aspects to the sales and marketing sector because there are no accreditation restrictions. "You can be successful on the basis of enthusiasm, work ethics and creativity alone. Your past doesn't limit your future...take every opportunity, start somewhere and build relationships, bringing to the table your strengths, skills, relationships, etc.," Ronit advised the delegates. She concluded by wishing the delegates the very best.



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

### SALES, MARKETING & COMMUNICATIONS

Facilitator **Day Merrill** used the assembling of the sector hub panel as an example of networking. She asked herself, “Who do I know?” and then started combing through her contacts and conducted a *LinkedIn* research. As well, she indicated that in this day and age, it is about making up your own job. One needs to be open to possibilities.

Before introducing the panelists, Day conducted a network building exercise with the delegates and started with a straw poll on the occupation they identify with — sales, marketing or communications. The delegates were then asked to introduce themselves to the person next to them, indicating their name, where they are from and a career accomplishment that they are proud of. She reminded delegates of the importance of networking and suggested that they exchange business cards and plan on following-up with an email. An email example was provided. (“I enjoyed meeting you; can we get together for a coffee or tea?”).

#### **Day’s key tips for delegates were:**

- Never let what you can’t do get in the way of what you can do.
- If you can’t hide it, paint it gold. Find a positive way of representing what might otherwise be considered a problem.
- If you don’t ask, you don’t get. Be bold. Start with the assumption that people will want to help you.

**Diana YK Chan**, Founder & Chief Excellence Officer, *Magnify Your Marketability*, is a Personal Branding Strategist, Career Coach, Speaker, Trainer, and Recruiter. As a new immigrant to Canada from Hong Kong, Diana at age 16 had to overcome significant culture shock to make her way in Canadian society and the economy.

#### **Diana’s key tips for delegates were:**

- Believe in yourself and what you have to offer.
- Believe I am MVP = Marketable, Valuable and Purposeful.

**Hyacinth Campbell**, Project Manager *ACCESS Employment*. ACCESS is a community-based employment services agency that provides services for employers and job seekers at five locations across the GTA. They also deliver nine sector-specific bridging programs including entrepreneurship, and sales and marketing for internationally trained professionals.

#### **Hyacinth’s tips for delegates were:**

- Be strategic and get your education certificates assessed to see where you stack up compared to Canadian requirements.
- Participate in developing your English language skills and to network.
- Network by focusing on the hidden job market and getting your name out there.

## MORNING SECTOR HUB PRESENTATIONS:

### REGULATORY, ACCREDITATION AND ACADEMIC BODIES

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#### SALES, MARKETING & COMMUNICATIONS

**Roxanne Cramer**, Managing Partner, CCI Search, has been an active member of the Canadian Public Relations Society (CPRS), the Canadian Investor Relations Institute (CIRI), the Public Affairs Advisory Committee (PAAC) and the Canadian Marketing Association (CMA).

Roxanne spoke about her career in job search and career coaching as well as having her own business; what it takes to build a contact list; develop marketing communications, social media, PR. Her advice to delegates is to follow their passion, experience and to have fun!

**Roxanne's key tip for delegates were:**

- Follow your passion, experience and have fun.
- Practice your interviewing skills and to find someone to work with and get advice from.
- "What is your brand?" Clothing, presentation, resume, portfolio; these are the things to concentrate on in the package that reflects you.
- Identify and practice difficult HR and situational questions, as well as your elevator speech.
- Always say thank you and send a thank you note as it provides the employer with the opportunity to rethink your answers.
- Be proactive.

**Karen Sinotte**, Principal, CRM Consulting, is a Marketing strategist with experience that spans financial services at American Express and TD Bank as well as being an IBM consultant. She completed high school in the Republic of Congo and received her BA from the University of New Hampshire, before starting her career.

Karen asked the audience to guess what country she is from (as a white, blonde professional woman). No one guessed that she grew up in the Congo. She spoke about the challenges of our perceptions and pre-conceptions about people and their experiences. She told the audience that she is also a 13th generation French Canadian who does not speak French. In her experience, the face of Canada is changing. One can certainly use the numbers/statistics to show that. Her advice is that IEPs need to use their experience to help change hiring and marketing services in Canadian organizations.

**Karen's key tips for delegates were:**

- Become marketers and trainers of hiring managers by becoming ambassadors of your experience and culture.
- Make your presentation/interview relevant to the person you are speaking to and tell them how your experience is going to be helpful.
- There are 1000 applicants for any one marketing job, so the first line in your application needs to stand out from the remaining 999 applicants.
- Celebrate and promote your strengths.

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

### SALES, MARKETING & COMMUNICATIONS

**Lina Duque**, Advisor, Digital Media Zone, Ryerson University, is a marketing and social media strategist with over ten years of experience at top-ranking firms. She is originally from Lebanon. When she came to Canada she focused on journalism, which turned out to be a good choice for someone who would become a social media strategist, a role that did not exist as little as five years ago. Lina spoke about her experience with social media at the Ivey and Rotman Business Schools and currently helps managers and executives leverage social media.

**Lina's key tips for delegates were:**

- Focus on long-term relationships.
- Focus on your next follow-up meeting and not on opportunities.
- Put yourself out there; do not be afraid to talk about your accomplishments and promoting what you are doing.

## SALES, MARKETING & COMMUNICATIONS



## MORNING SECTOR HUB PRESENTATIONS:

### REGULATORY, ACCREDITATION AND ACADEMIC BODIES

# Q&A

## SALES, MARKETING & COMMUNICATIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

### **Q** What hiring trends are you seeing that will impact the labour market for jobs in these functional specialties?

**Hyacinth:** At ACCESS, we engage a lot of employers and gather Labour Market Information (LMI). There are two pulses that we have identified: the labour market is opening up; and barriers between countries are shrinking due to increased globalization. As well, companies are hiring more on the basis of soft skills qualifications. For example, communications is a key skill-set required in sales and marketing occupations.

Being able to make small talk, jumping in, being responsive in conversation, relating to different cultures, fitting in, are other important competencies. ACCESS has added soft-skills training in all of its programs and has expert coaches to cement skills. Focus on fitting in, understanding the culture, enhancing communications, etc. — expert coaches help to cement your soft skills.

**Diana:** Key roles are found in digital and IT sales. Data marketing and communications companies that I have worked for want to hire people with strong online portfolios.

**Roxanne:** Match resumes to the job description and get an understanding who is reading the resumes and use the key words that they are looking for as stated in the job description.

**Karen:** Networking leads to consulting jobs. Actively listen to the needs of the people in the network and respond with what might help them. The advantage to selling as a consultant is that consultants get paid whether their ideas are used or not. At a corporate job, employees have to sell their ideas over and over again.

**Lina:** I found myself to be a reluctant consultant. As a post EMBA, plus baby boomer, I started networking and found that consulting work started coming my way. I was providing social media advice to classmates on how to become subject matter experts (SME's).

Stop resisting and go for it. Find a niche area where a need can be fulfilled and grab it. Jobs are not what they used to be.

#### On the role of professional associations:

Differences in workplace cultures can present a significant challenge to new Canadians. These include non-verbal communication styles, attitude towards authority, career growth expectations and workplace social etiquette.

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

# Q&A

**SALES, MARKETING & COMMUNICATIONS**

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

**Q** **How can joining a professional association help an IEP learn more about being a successful job candidate?**

**Roxanne:** Every association has monthly activities, such as workshop seminars and educational opportunities. Attendance at these activities can lead to networking opportunities and jobs can be filled through contacts.

Associations may also have a job board and provide information sessions. Use the associations' membership directory to get possible contacts to add to networks. Some of these contacts may lead to internships. As well, there are associations that provide accreditation and the possibility to work on different projects.

**Karen:** Networking is the best solution. Develop an elevator speech — the 30-second sell to find opportunities that come from someone who knows someone. For example, *this is what I'm looking for and what I'm good at*. Eighty percent of jobs come from informal contacts.

**Diana:** The recruiter needs to be recruited. People who come to me and can tell me who they are and what they have to offer are those who stand out.

**Lina:** There are two associations to check out:

- 1) The *International Association of Business Communicators (IABC)*; and
- 2) The *Canadian Marketing Association (CMA)*

Focus on building long-term relationships. I have kept in touch with someone for over two years and have never asked for a job. Through maintaining this relationship, I was offered a position that was never posted. Investigate specialized groups of people that might understand you and are aligned with where you want to go.

**Q** **Please comment on the role Canadian education can play in helping IEP's access the job market here and how the institutions where you teach addresses this need?**

**Karen:** I teach part-time at *George Brown* in three different marketing programs and would recommend an educational program to upgrade skills or to get a Canadian credential. It is not about learning something you probably already know; rather, it is an opportunity to develop soft skills or language skills. In most programs, you will be working with teams of people. It is an opportunity to learn Canadian culture and how you can express your unique contribution.

Getting Canadian credentials, allows IEPs to put Canadian accomplishments on their resumes. Whatever the program, it introduces IEPs to that community in the area they are looking at. Toronto is a relatively small place; at CMA events there may be 900 people in the room where I know 800 or so.

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

# Q&A

### SALES, MARKETING & COMMUNICATIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

Get comfortable talking to people that you do not know. Get the names of at least three people to call afterwards. Canadian education is on multiple levels from cooperative programs to advanced degrees such as the Executive MBA program.

**Diana:** Education can represent a huge investment, particularly an Executive MBA. However, attending a particular educational institution provides the opportunity to access their network and relationships as well as business culture in Canada.

Even with a Ph.D., what I sometimes hear as a recruiter is that the person does not have enough work experience. So, if someone is seeking the next level of a management profession, an EMBA can be valuable. It is a demanding program.



*Role of Social Media:*

**How can the use of Social Media support an effective job search? What websites/resources would you recommend?**

**Lina:** Registering an account on *LinkedIn* is a basic minimum for engaging the business world using social media. Create an up-to-date profile. Put key search words in your profile. This is not a way to find a job; rather, it is a way to position yourself as an expert in your area so you can market yourself.

*Twitter* is a way to reach out to people, including senior executives. Chief Operating Officer (COO) Sheryl Sandberg wrote a book called "*Lean In*." I started following her on *Twitter*. She asked her followers to write about their experience. I sent her a direct message: *Do you have time for a coffee?* Within a month I was sitting in her office. She has been a big supporter of my career. And I've gotten consulting work as a result. It allows you to connect with people with whom you have shared interests.

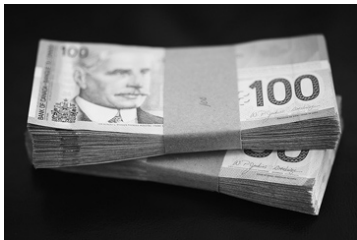
Social media can get candidates in the back door when looking for senior executive positions. Delegates should ask their *LinkedIn* connections, who they know at a particular company; and if there is someone that they can talk with directly. This is not necessarily the decision-maker; but someone with lots of information about the company.

**Karen:** The best thing about *LinkedIn* is that it is not about finding a job, but where IEPs are going to find the people who are going to help them find a job. Research not only the company, but also the people in the company. They become friends by proxy.



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

# FINANCE & ACCOUNTING



## Facilitator:

**Joyce Kaplan**, Kaplan Coaching

*Joyce Kaplan, a Business & Career Coach, specializes in accelerating business results for professionals, executives, and teams; and career design/job transitions. Focusing on clients' goals, performance, and soft skills. Joyce won an International Coach Federation Prism Award for Coaching Excellence.*

## Panel Members:

**Noeline Simon** - Vice President, Taxation Industry Analytics, Canadian Life and Health Insurance Association

**Dr. Catherine Chandler-Crichlow** - Executive Director, Centre for Excellence for Financial Services Education

**Enkhee Garamochir** - Program Manager, International Accounting and Financial Professional Program

**Sara Tweedie** - Associate Director, Admissions, Chartered Professional Accountants of Ontario (CPAO)

**Jason Yi** - Project Manager, Chinese Professionals Association of Canada (CPAC)

## Opening Remarks:

**JD Clarke**, Senior Vice-President, Operations, Certified General Accountants of Ontario, focused on the job market and endless opportunities, as well as being inspired and connected. "What does the job market look like?" he asked. He acknowledged that there are reports of shortages in accounting and finance and that there is a demand for experienced and professional accountants. As well, he indicated that 98% of professional accountants are working in finance and accounting jobs.

"Ontario", he said, "is moving towards unification of the accounting profession to protect and serve the public. Key to this consolidation is access to the profession through CGA, as well as the flexibility to work full-time and study part-time." He indicated that he respects education obtained outside of Canada and that delegates should connect with CGA to find best options for them. He concluded by stating that, "Newcomers make a vital contribution throughout Canada and Ontario."

## MORNING SECTOR HUB PRESENTATIONS:

### REGULATORY, ACCREDITATION AND ACADEMIC BODIES

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#### FINANCE & ACCOUNTING

Facilitator **Joyce Kaplan** welcomed the delegates and introduced herself as a Quebec born Canadian who left the Province 30 years ago. She indicated that she understands, somewhat, the experience of cultural differences when making such a move, highlighting that what makes a difference is: *knowing yourself, finding the employment opportunity, presenting with confidence, and network, network, network.*

In conclusion, Joyce told delegates that if they are interested in working for the *City of Toronto* or accessing services, to please speak to her.

**Noeline Simon**, Vice President, Taxation Industry Analytics, Canadian Life and Health Insurance Association, introduced herself as being from the United Kingdom via Sri Lanka and as someone who has been in the delegates' shoes.

She works with government officials to develop and promote policy matters and to resolve issues for the industry and member companies. She has drawn on many experiences to fulfill a wider role and indicated that experience is something to draw on. *"Opportunities will and do present themselves and you should take advantage of it to move forward,"* she stated.

*"Networking, how to get a job and how to work within the organization, your peers and those you report to is important. Once you get the job, do not stop there but continue to grow and evolve,"* she advised panelist.

#### Noeline's key tips for delegates were:

- Senior management wants candidates to be able to communicate effectively through a synopsis or summary of larger reports, followed up by a discussion highlighting the key points and sharing information that they want to hear.
- Think from the company's perspective, they want to earn money, serve customers, etc.
- Think of what you have to offer that adds value and nurtures teams.
- Regarding market trends, one of the things changing in the world is having global standards, global accounting rules, laws, etc. If you take that into account, you have to follow the trends in the global regulatory market and be able to speak to those as you market yourself.
- As for resumes, keep it short as it goes through many levels before the actual person hiring sees it.
- The message needs to be up front and able to catch someone's eye. Experience does not have to be just in the job, include volunteer experience as well.
- Most important, IEPs should never forget where they came from and the values they bring; they have to learn the new system and bring their diversity and make their difference work for them.

## MORNING SECTOR HUB PRESENTATIONS:

**REGULATORY, ACCREDITATION AND ACADEMIC BODIES****FINANCE & ACCOUNTING**

**Dr. Catherine Chandler-Crichlow**, Executive Director, Centre for Excellence for Financial Services Education, is an IEP from Trinidad who finds it fascinating to determine how to build a career in a new country. She leads the *Centre of Excellence for Financial Services Education*, an organization established by the Government of Ontario to help find people to fill sector jobs. As head of a bank, she knows how competitive it is to hire professionals.

Thirty-five job clusters make up the financial sector markets and the centre conducts ongoing analysis of where the jobs are and where the people are to fulfill the jobs. They help people to understand where they can find jobs. Dr. Chandler-Chrichlow indicated that too many IEPs keep talking about being an accountant, but they are not talking about their skills, capabilities and experience. *"You do have the qualifications needed in the financial service sector as well as your soft skills, competencies and team work. Look for the job where it uses your accounting skills, but is not necessarily called an accountant,"* Dr. Chandler-Chrichlow advised, *"What IEPs bring to the table is not necessarily where they will end up."* She urged delegates to think about themselves not as a product or a commodity, but as someone with a rich array of skills and competencies.

**Dr. Chandler-Chrichlow's key tips for delegates were:**

- Do not focus on technical skills because the education system does a good job. However, what is heard repeatedly is that people do not have the interpersonal competencies required for the job. The challenge is to be able to analyze, justify, present and articulate as clearly as possible to get your message across.
- If English is your second language, you should not go into the workplace and begin by apologizing — being able to speak another language is in high demand.
- Focus on what your differences are and what you bring with you to the table. For example: "I am skilled at developing people and bring that to my work even though my background is very different."
- Discover what makes you burn inside.
- Too many IEPs are looking for jobs that have disappeared. Therefore, IEPs need to know where industries are going. For example, everyone is lining up to get into banks, but the insurance sector is where most of the jobs are.
- Review labour market trends and identify what is taking place in your industry. A good example is pensions. If you have an accounting background and are interested in health care, then there are lots of opportunities. Don't just look for a job — look for a trend that is on the growth projector.
- Key to successful job search is flexibility. To be successful in an organization, you have to be politically astute — you have to know what the organization wants...you must be able to hear what is being said to you when you are networking...take yourself out of the boxes you put yourselves in and be flexible.

## MORNING SECTOR HUB PRESENTATIONS:

### REGULATORY, ACCREDITATION AND ACADEMIC BODIES

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#### FINANCE & ACCOUNTING

**Enkhee Garamochir**, Program Manager, International Accounting and Financial Professional Program, manages three bridging programs for internationally educated professionals at Ryerson University. The University provides guidance and support for IEPs to get accreditation in Canada. As it is a long process, many requirements must be completed to transfer credits to obtain accreditation and Ryerson offers many courses that assist in the accreditation process. Programs are individualized and are based on evaluated credentials, lasting from six to eight months. He told the delegates that they must make an effort and commit some time to studies in order to advance their careers.

Accountants come to Canada and need to complete certain requirements, tend to focus on the technical skills. This is understandable, but looking at soft skills is extremely important. Some are more confident than others and some may need to look at a broad variety of courses to assist them. For example: professional communication, workplace culture, organizational problem solving, persuasion, public speaking and strategic relationships courses.

The skills and competencies that are important to the sector include the ability to interact with many different people — students, clients, internal managers and external partners. IEPs must work collaboratively and there is a lot of communication involved. They must also have these skills to work through complex projects.

Regarding resume development, it will take some time to research the position that delegates are looking for. *“Try to get as much specific information as possible about the position that you are applying for,”* he advised, *“it will help make you sound more confident and to know what you are talking about...customize your resume and cover letter for each job posting.”*

#### **Enkhee’s key tips for delegates were:**

- Keep up your skills and stay focused and determined.
- Remember that those hiring are looking for people to make their life easier; convince them that you are the person to do just that.

**Sara Tweedie**, Associate Director, Admissions, Chartered Professional Accountants of Ontario (CPAO). Her role involves the assessment of qualifications of internationally trained accountants and the duties are related to the association’s unification of education programs. Sara introduced others in the audience who are part of the sector.

Sara mentioned that the CPAO recently underwent a change as part of the unification efforts between the *Certified Management Accountants (CMA)* and CPAO. The organization will also undergo unification activities with the *Certified General Accountants (CGA)*.

For internationally educated accounting professionals, unification is a good thing as it will simplify qualification matters. The new education program draws on the strengths of the former programs and provides many benefits for those pursuing a CA designation, namely mobility between sectors and geographic locations.

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

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### FINANCE & ACCOUNTING

#### *Sara's key tips for delegates were:*

- Identifying what makes you different and what is special about you is what gets the job.
- Mentoring programs can be very valuable to developing soft skills.
- Accounting has a global language and employers look to bring in those that have global knowledge.
- Soft skills are valuable — if you do not understand the other person's perspective, then you are much less likely to know what is needed.
- With passion, you are going to go far — do not cram yourself into the requirements but look for opportunities that fit nicely with who you are and your skills and competencies — experience provides soft skills.
- The challenge for IEPs is that the job they take when they first arrive in Canada may not be a job related to their profession. Therefore, your resume should highlight senior level competencies gained through experience, rather than experience by chronological order.
- Behavioural interviews are becoming more common and the questions require time. Therefore, you may need to write a few notes regarding behavioral questions, as you require a more complex answer.

**Jason Yi**, Project Manager, Chinese Professionals Association of Canada (CPAC) serves internationally trained individuals from all ethnic and cultural backgrounds, offering training programs to help people get specific professional designations. The association assists people from all types of backgrounds, including health, finance and engineering.

From experience, Jason knows that IEPs can overcome both internal and external barriers to moving forward. (He underwent similar experiences when he arrived in Canada 20 years ago.) Jason told delegates that it is important to note how they see and value themselves.

#### *Jason's key tips for delegates were:*

- Workplace culture and communication skills are very important and you must know how to work in a team environment as this is a critical skill.
- You must be able to work with peers and management equally.
- Accounting is one of the technology dependent professions. Therefore, you must have good computer skills to be competent in the field.
- Networking is an important aspect of moving forward, therefore, it is important that you network with people in their profession and with people of similar backgrounds.

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

# Q&A

### FINANCE & ACCOUNTING

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

#### **Q** How do you display your soft skills before you are in the interview stage?

**Catherine:** Resumes and interviews are about a person's personal background. Present and differentiate yourself from anyone else who is applying. The resume is a marketing document. Mentoring and networking with people who are recruiters allows IEPs to practice those skills.

Stay abreast of which organizations provide opportunities to practice these skills and which provide candidates with feedback. Network where there are recruiters so it is more meaningful.

#### **Q** In order to sell your soft skills, do you recommend presenting a functional resume?

**Sara:** A functional resume is more relevant than a chronological resume.

#### **Q** How do you handle over qualification in the Canadian experience?

**Catherine:** Apply for positions where skills and competencies apply. Do not just focus on qualifications but focus on competencies. Help people understand what you can bring to the table. Hear what that person wants.

#### **Q** How do employers view that you are taking a survival job while you are looking for your real job?

**Jason:** Balance the time spent making a living by doing a survival job and spending time preparing for the career you have been trained for and integrating into the Canadian workforce.



### FINANCE & ACCOUNTING





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

# HEALTHCARE AND RELATED PROFESSIONS



## Facilitator:

**Cathy Tait**, BSc., CMC, Principal, Western Management Consultants

Cathy welcomed the delegates telling them that they were in for a special treat as she introduced Rhonda Singer as the person who was there at the start of the IEP conference, 11 years ago.

## Panel Members:

**Nicholas De Groot** - Dean, Canadian College of Naturopathic Medicine (CCNM)

**Ceferino Guzman** - Admissions Counsellor, Anderson College of Health, Business & Technology

**Caroline Morris** - Director of Professional Practice College of Medical Radiation Technologists of Ontario (CMRTO)

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

**Jasmine Singh** - Associate Director, Health Force Ontario (HFO) Access Centre

**Ruth Wojtiuk** - Professional Practice Lead, CARE Centre for Internationally Educated Nurses

## Opening Remarks:

**Rhonda Singer**, M.Sc., C.H.R.D., CMF, Senior Associate, Coaching for Action Inc. is the former president of PCPI. She told the audience that over the years, many people have helped with developing and organizing the IEP conference. She started out in nursing and felt privileged to welcome the delegates.

After acknowledging that the delegates might be feeling discouraged, Rhonda thanked them for coming to the conference and for showing great courage in moving to Canada.

Rhonda moved from Timmins Ontario, to Toronto for her education, got married and then moved to New York. The new culture in New York was harder to get used to than the marriage, even though the language is the same. "Culture is defined as the way we do things here...it is usually invisible...you aren't aware of it until it is no longer there...and it is very powerful, often the most important thing," Rhonda told the delegates. She advised them to listen to cultural advice that they might be given and to see life through the lens of culture and to look and listen for the similarities and the differences. She concluded by encouraging the audience to, "inspire us with your super power and what you can contribute to our culture."

## MORNING SECTOR HUB PRESENTATIONS:

### REGULATORY, ACCREDITATION AND ACADEMIC BODIES

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#### HEALTHCARE AND RELATED PROFESSIONS

**Nicholas De Groot**, Dean, Canadian College of Naturopathic Medicine (CCNM), is a graduate of the Naturopathic program who worked his way up through the ranks. The CCNM is one of only two institutions that offer Naturopathic programs in Canada.

He said that there are a variety of different approaches to natural medicine and that the International Medical Graduates (IMG) program is new. The IMG program is complimentary to certifications already obtained by internationally trained professionals. The first group, of 18 people, all passed their exams and are still in the bridging program.

**Nicholas' key tips for delegates were:**

- Demonstrate incredible tenacity compared to Canadians applying for work.
- Make a commitment and move forward with a vision to help people.

**Ceferino Guzman**, Admissions Counsellor, at Anderson College of Health, Business & Technology started off by telling delegates to not lose hope. Last year he was in the back row at the IEP Conference, "unemployed, just like you, there is hope." Ceferino advised the delegates to ask him questions and indicated that he would be happy to help them.

After congratulating delegates on all of their job search efforts so far, Ceferino advised delegates that panelist and delegates were there to help each other and delegates should diversify their search.

**Caroline Morris**, Director of Professional Practice College, Medical Radiation Technologists of Ontario (CMRTO) said she moved to Canada from South Africa. She indicated that she would provide a brief presentation on the CMRTO's regulation and legislation framework in Ontario to inform delegates on how the system works in Canada.

**Caroline's key tips for delegates were:**

- Be aware of what others are doing around you — things are called by different names.
- Take opportunities as they come to learn new technical vocabulary.

**Michael Nurse**, Director of Admissions, Sutherland Chan School & Teaching Clinic, told delegates that he is not medical in any way, despite his last name. He informed them that massage therapy is on fire with rapidly growing demand and encouraged them to practice their communication and language skills as much as possible because communication with clients and co-workers is incredibly important.

**Michael's key tips for delegates were:**

- Toronto is full of people from other places; you are part of the norm.
- You came to Canada for a reason, so start moving forward and practice English.

## MORNING SECTOR HUB PRESENTATIONS:

**REGULATORY, ACCREDITATION AND ACADEMIC BODIES****HEALTHCARE AND RELATED PROFESSIONS**

**Jasmine Singh**, Associate Director, Health Force Ontario (HFO) Access Centre, has been working with HFO prior to the opening of the Access Centre. HFO regulates all professions and assists with preparation and coaching toward certification. All services are free. Jasmine told the delegates that many people choose an alternate second medical career path once in Canada.

**Jasmine's key tips for delegates were:**

- Get the best information possible as the qualifying process may be confusing; for example, what documents do you need and how will you be assessed. This information is powerful and will speed up the progress.
- Put your current career in a box for a while, and think about what you enjoyed the most about what you do and how you can use these skills in a new area of practice.

**Ruth Wojtiuk**, Professional Practice Lead, CARE Centre for Internationally Educated Nurses, works with internationally-trained and registered nurses and indicated that 13,000 nurses have come through CARE. Therefore, CARE has an extensive network of professionals and delegates will be well connected with this group of professionals for networking purposes. As well, Ruth informed the delegates that CARE provides an exam review course and job shadowing opportunities.

**Ruth's key tips for delegates were:**

- Check out areas of growth that might be different from your experience.
- Look at alternative areas of practice that are opening-up; ie: the profession of community nursing is growing.
- Top up your clinical skills in the new and growing fields.

**Overview of Regulation in Ontario**

*Caroline Morris provided an overview on professional regulation in Ontario.*

In 1991, the Ontario government passed legislation requiring each profession to set-up a governing group using a self-regulated model. This governing group set the guidelines and standards of practice for each separate profession. Each of the 25 medical professions has their own rules to protect the public and prevent harm.

Each specific Act governs a different profession and what they are allowed to do. The self-regulated model allows people working in the profession to control the rules, and regulatory group keeps the list of people who have the proven skills and required certifications.

Cathy Tait requested that the list of regulatory groups be read aloud. Three new groups are in transition to regulation. Delegates were instructed to check out the career map and information on bridging programs. There are also online guides available to walk them through the process for specific professions.

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

# Q&A

### HEALTHCARE AND RELATED PROFESSIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

#### **Q** How important are communication skills and what is most important?

**Nicholas:** Naturopathic doctors have the luxury of time with patients and time to establish rapport. There is an importance around being able to read, think critically and then apply the information, all in English. The cultural fit is important, both with teams and patients or clients. The ability to collaborate and communicate is really important in Canada.

**Ruth:** Communication is the key to success in all interactions with clients and employers. There are language benchmarks required for regulation and there are expectations of how to operate in a multi-disciplinary team, to positively affect patient outcomes. It is most often the issue of lack of communication skills that comes up and not technical skills.

#### **Q** Work experience versus education, can you compare the importance of these?

**Ceferino:** Get help with resume writing, so that specifics are highlighted. Be specific and quantify briefly, qualifications. Employers are looking at Canadian education, even transition courses, so be sure to add these.

#### **Q** What are the successes in the massage therapy field?

**Michael:** There have been big changes since the 1980s — now 70% of doctors will refer patients for massage therapy. The number of referrals has been doubling every few years and massage therapists are joining regular medical practices. This field will continue to grow over the next 10 to 15 years and it may even be covered by OHIP eventually.

It is possible to transfer medical, scientific and clinical backgrounds to become a massage therapist. Many IEPs with medical backgrounds are transitioning to massage therapy.

#### **Q** Where do I get answers related to medicine?

**Jasmine:** *Health Force Ontario (HFO)* is a provincially funded agency trying to provide healthcare services in remote areas and other areas currently underserved. They are working on creating equal access for patients. HFO provides information and advice for IEPs looking for work through a one-stop source for information, located on the website ([www.healthforceontario.ca](http://www.healthforceontario.ca)). They have expanded programs to include coaching like interview skills, etc.

Medicine has always been rationed in Canada. The residency program is the gateway for internationally trained doctors. The Ontario government provides \$100,000 in funding per year for each resident in the program. More internationally trained residency positions are available in Ontario than the rest of the country. IEPs should remove the connection with their learned skills and open themselves to becoming passionate again.

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

# Q&A

### HEALTHCARE AND RELATED PROFESSIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

**Nicholas:** There are 7,000 International Medical Graduates (IMGs) in Ontario. CCNM has streamlined their certification to acknowledge IMGs education background and skills. IEPS are advised to consider other opportunities to forge a path forward.

**Ruth:** Nurses should seek out opportunities to use their skills while on their career journey, for example, personal support workers. Volunteering also helps IEPs to network to get a job. Contact the *Registered Nurses Association* and *RPN Association* to get additional training while in the qualification process. Call to ask questions — this is not being aggressive. Delegates were encouraged to stay in touch as it is their career and they must take control of it.

English language certification comes in many forms. Therefore, check which one this required to match the job. *Canadian Language Benchmark (CLB)* has many levels of assessment, including *Occupation Specific Language Training (OSLT)*, and *Test for English as a Foreign Language (TOEFL)*.

### **Q** Do you have any other advice from a regulatory perspective?

**Caroline:** Call the college if the website is confusing or clarification is needed — they are there to help IEPs get through and certified.

### **Q** Please share one piece of advice you wish you had heard earlier?

**Ceferino:** Diversify and get into other options, i.e. check alternate careers and have an alternate plan and options in place.



## HEALTHCARE & RELATED PROFESSIONS



## SKILL-BUILDING PRESENTATIONS

MORNING SECTOR HUBS ONLY



*Sales, Marketing and Communications Sector*

### HOW TO LEVERAGE SOCIAL MEDIA TO GET HIRED FASTER

*LEARNING HOW TO OPTIMIZE YOUR ONLINE BRAND, TARGET COMPANIES AND NETWORK WITH RECRUITERS*

***Presenter: Diana YK Chan, MBA, Founder and Chief Excellence Officer, Magnify your Marketability***

The objective of the presentation was to inform delegates on how to: develop a searchable and marketable social media profile that will help them find new opportunities faster; leverage *Twitter*, *LinkedIn* and *Facebook* for job search; and target companies and network with Recruiters.

The social media leveraging framework that Diana presented to the Sales and Marketing sector hub delegates was about getting clear on: 1) *who you are*; 2) *what you want*; and 3) *what you have to offer*. Also, the framework was about developing a marketing strategy as it relates to social media.

Diana related *her story* to the delegates. At age 16, she moved to Canada on her own. She was lonely, depressed and did not have a network or connections. Then, she read Sean Coveys, *7 Habits of Highly Effective Teams*. This began the process of helping her to lead a more purposeful life.

As an *Ivey Business School* undergraduate who faced rejection, Diana did not take no for an answer. Therefore, she went on to get an executive MBA and applied to *Accenture*, where she was hired after her second attempt.

Diana told the delegates that it is essential for them to have a strong and credible online brand to be competitive in their job search efforts as social recruiting is on the rise. In fact:

- 94% of recruiters use social media in their recruitment efforts, an adoption rate increase of 16% since 2008.
- 94% of recruiters use *LinkedIn* specifically to recruit, making *LinkedIn* the number one social media tool.
- 90% of the *Fortune 100* companies use *LinkedIn's* corporate talent solutions to find future hires.
- 78% have successfully hired candidates using these social networks.
- *Facebook* has job search campaigns.

Diana provided delegates with a formula to getting noticed using social media called **BE SOCIAL**:

#### **Brand yourself**

*Personal branding is a way to differentiate oneself and convey a high value brand. It should be consistent and include:*

- One of your top skills, next to productivity and personal improvement
- A promise of unique value
- A theme that represents you
- A brand colour
- What you want to be known for
- Image, style, tone of voice



## SKILL-BUILDING PRESENTATION— *How to Leverage Social Media to Get Hired Faster*

### **Engage in meaningful conversations online**

Meaningful conversations online show your personality and humanity. She encouraged delegates to engage in real conversations online to get noticed. She also advised them to acknowledge, like, and share conversations and to nurture their network.

### **Search and study for people, jobs, and connections**

*LinkedIn* profiles can show delegates paths of how they can get from one position to another. She advised delegates to research company cultures, products, services and to use the *YouTube* channel to research trends — what are people talking about.

Diana indicated that the key to research efforts is the targeting of “ROI” (Roles, Organizations and Industries) — this provides a more effective search. She provided some examples of search terms:

#### ***LinkedIn:***

- Recruiter AND Sales
- Recruiter AND Marketing
- Talent Acquisition Specialist AND Sales
- Location: Toronto
- Industry: Technology/ Consumer Goods/ Marketing & Advertising

#### ***Twitter:***

- #jobs, #hiring, #recruiting (Note: # is the symbol for the word “hashtag” which used on *Twitter*)
- Optimize your Profile

Diana told the delegates that the key to online job search success is the optimization of their *LinkedIn* profiles. She encouraged them to: create a tagline that will generate curiosity; and include a biographical summary using job skills and key word richness (three keywords that they want to be known for). The profile should be value-based and compelling — not just about their job positions.

### **Connect with people**

Connecting with people via social media is a key factor in growing and expanding networks, Diana relayed to the delegates. She informed them that studies have shown that people find jobs through second level contacts (people you know who know someone else) on *LinkedIn*. She also advised delegates to introduce themselves to these contacts by personalizing contact requests.

### **Introduce like-minded people**

Diana also recommended that the delegates “pay it forward” by introducing like-minded people and exploring what they can do to help others. “*The more you give, the more you will get back,*” she told them. “*People will remember you when opportunities come up...connecting people with others in your network is an example of [paying it forward].*”

## SKILL-BUILDING PRESENTATION— *How to Leverage Social Media to Get Hired Faster*

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### Impress others with your professional picture

Diana provided examples of good and bad profile pictures. She encouraged delegates to use a professional picture and to smile and exude confidence and warmth.

### Acknowledge others

Acknowledging others on social media channels is a great way to generate “free advertising” as well as make new connections.

### Ask for help

Delegates were encouraged to ask others in their social media networks for help because this is a method to engage connections. Diana also encouraged delegates to ask questions and to ask for referrals.

### Leverage your network

Leverage your network for introductions to people that you are not connected to and to get references and referrals.

Diana concluded the session by telling the delegates how important it is to master their glowing introduction and provided an example:

#### *Hello my name is:*

- **P**assion & **P**otential
- **P**ast Experience & **P**roud Accomplishments
- **P**resent Situation & **P**urpose

In conclusion, delegates were reminded not to forget to sell their unique selling points and to remember their ABC's — ***Always Be Connecting.***

## SKILL-BUILDING PRESENTATION—Creating and Practicing Your Elevator Pitch



Engineering • Information Technology Sectors

## CREATING AND PRACTICING YOUR ELEVATOR PITCH

A BLUEPRINT THAT TEACHES IEPs HOW TO SUCCESSFULLY NETWORK THE CANADIAN WAY

Presenter: Lionel Laroche, Ph.D., P.Eng. MCB Solutions Inc.

*The focus of the “Creating and Practicing your Elevator Pitch” skills building session was to inform delegates on how to create their own “elevator pitch” by following a template that has been extensively tested throughout Canada.*

Depending on the overall economic situation, anywhere between 70% and 85% of all positions in Canada are filled by networking. Therefore, IEPs would benefit from learning how to network the Canadian way, which is in most cases different from networking in other countries.

Lionel Laroche started out the session by asking delegates to take a look at the elevator speech template that was provided in their conference bag. He indicated that the template was created to assist the delegates in creating their elevator speech.

Delegates were asked how many of them had heard of the hidden job market and Lionel stated that in Canada, most (80%) of the jobs are never advertised. *“If you limit yourself to these opportunities, you limit yourself to 15% to 20 % of the market,”* he indicated. Delegates were encouraged to network by going to professional events, where they will hear where the jobs are.

*“You can’t wait for people to introduce themselves,”* Lionel told the delegates, *“and this is why having a 30-second elevator pitch is important.”* He added, *“Meet as many people as you can and leverage the opportunity to sell your brand using your elevator speech.”*

Delegates were instructed to define themselves in a way in which they are understood and that the approach that they use is important. When creating their specific speech, delegates were encouraged to use numbers to qualify success. They were also encouraged to practice the speech.

At events, delegates were told that they have to be very specific about who they are. *“Start writing and ask yourself the following: How would you introduce yourself? The words you use to describe yourself are critical. If you can do everything, the assumption could be that you do nothing well...you have to be a specialist,”* Lionel told delegates. *“You need to be able to explain what you do and what you are looking for in 50 words or less.”*

The delegates then underwent a networking exercise to practice their elevator speech. They had to introduce themselves to someone that they did not know. Then, they introduced themselves to someone else (4 or 5 more times).

Lionel concluded the exercise by encouraging delegates to do the exact same thing at conferences where people already have jobs, telling them that it is important to meet people who do the same type of jobs that they want to do and to network outside of their cultural circles. He closed by saying, *“There is an association for everything in Canada. Go there. Be specific about what you are able to accomplish.”*

## SKILL-BUILDING PRESENTATION—Creating and Practicing Your Elevator Pitch



*Healthcare and Related Professions • Finance & Accounting Sectors*

### CREATING AND PRACTICING YOUR ELEVATOR PITCH

*A BLUEPRINT THAT TEACHES IEPs HOW TO SUCCESSFULLY NETWORK THE CANADIAN WAY*

**Presenter: Caroline Yang, CHRP, CCP, MCB Solutions Inc.**

*The focus of the “Creating and Practicing your Elevator Pitch” skills building session was to inform delegates on how to create their own “elevator pitch” by following a template that has been extensively tested throughout Canada.*

Caroline Yang, the second *Elevator Pitch* presenter, told delegates she came to Canada 14 years ago and is an immigrant like them. She said when she was first told to network, she did not know how.

She gave an example about writing a script, telling the delegates that everyone can create a script about him or herself. She reminded the audience that at the morning session of the *IEPs’ Journey to Success Panel*, a guest panelist talked about using a script to practice his pitch while driving customers home when he worked as a driver for an auto dealership. Caroline commented, *“In Canada, people have larger personal space; when they get into an area with less personal space, for example an elevator, they start to talk to make themselves more comfortable.”*

In order to create their own 30-second elevator pitch, Caroline asked the delegates to use the example speech template from their conference package and begin jotting down some words about themselves. After delegates had completed their templates, they were instructed to meet someone new in the audience and then switch to someone else every 60 seconds for seven minutes.

After the exercise, delegates were reminded that using elevator speeches builds confidence and that their pitches will get better and easier the more they practice. Attending Presentation Facilitator Cathy Tait indicated that she revises her elevator pitch a couple of times each year and that she practices in front of the mirror.

Caroline told delegates that networking, as well as practice, builds confidence. She encouraged delegates to join different groups so that they could practice with other people in a safe environment. *“Not only IEPs are looking for jobs, Canadian born are also [looking]...”* She went on to remind delegates, *“Don’t be too modest about sharing good things about yourself...learn how to say good things about yourself.”*

In another exercise, Caroline asked delegates to finish the sentence, “I am in career transition because...” with instructions that they: do not apologize for being unemployed, use positive language to talk about their skills and not to focus on the negative. *“When you practice and present yourself well, you make a good impression. The important part of networking is to learn to ask questions and to listen... it is [also] important to learn when and how to wrap up conversations...go out and network and unleash your super power,”* Caroline encouraged.

# Afternoon

## SECTOR HUB PRESENTATIONS

### EMPLOYERS AND HR PROFESSIONALS

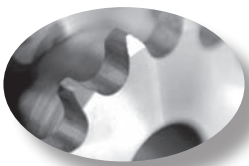
As an essential and popular component of the day's proceedings, the sector hub discussions for the 11<sup>th</sup> IEP Conference attracted over 800 delegates. Two sessions with five sector hubs each were held — one in the morning and one in the afternoon.

The morning was dedicated to representatives from regulatory, accreditation and academic bodies, while the afternoon highlighted speakers representing employers and HR managers.

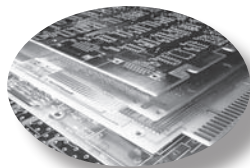
As in previous years, delegates could choose from one of five sector hub concurrent sessions—Engineering, Information Technology, Sales, Marketing & Communications, Finance & Accounting, and Healthcare and Related Professions.

This is the second year that, the skill-building sessions were integrated into the morning sector hub sessions. The facilitators worked with employers, regulatory bodies, academia and HR panelists to ensure a smooth exchange of information. Each speaker gave a short introduction of their background as well as some advice for delegates. Then, a Q & A session was held.

Delegates have consistently reported each year that these sessions are the most important component of the Conference and as a result, since last year, the time allotted to these sessions has been doubled.



**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:

**Jody Watts** – Contract Engineering Account Manager at *Aerotek Inc.*

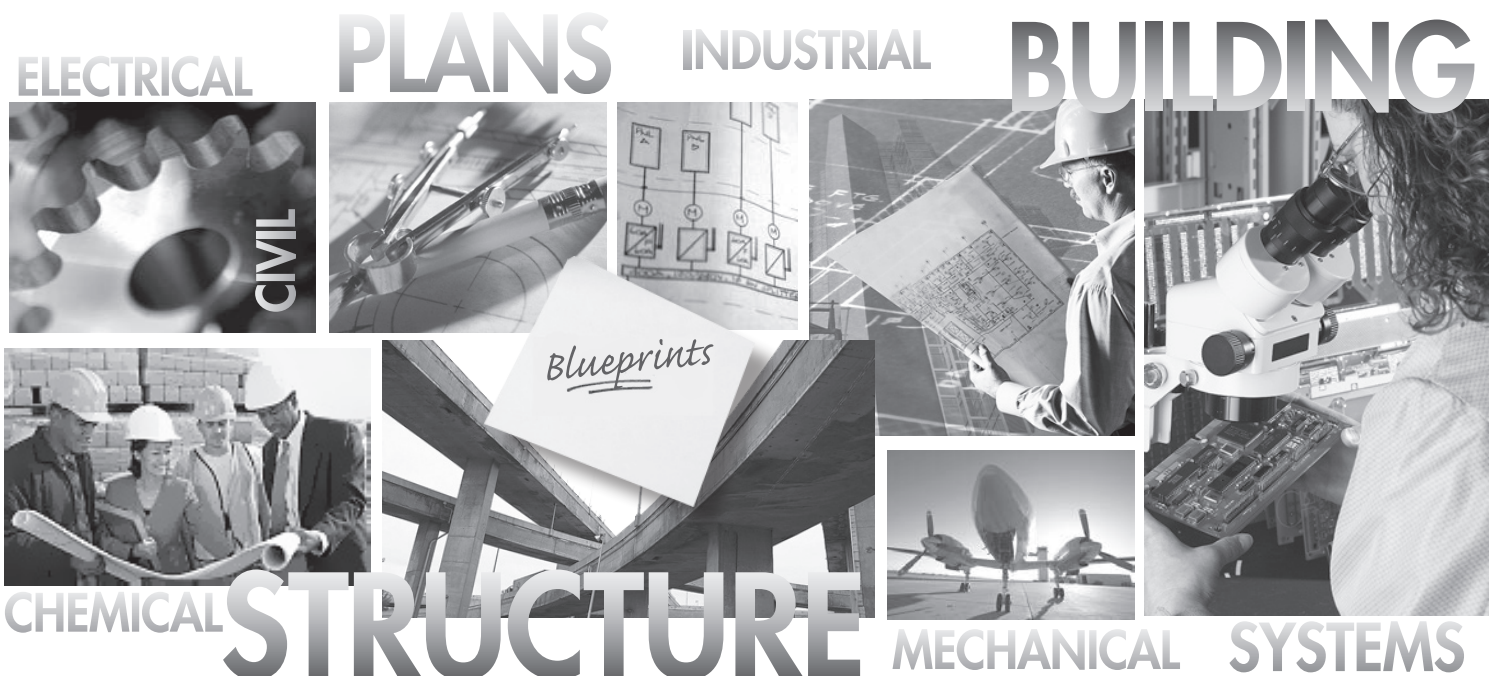
**Pauline Gavilanez**, CHRP – Manager, Human Resources at *Tetra Tech WEI Inc.*

**Rakesh Shreewastav** – P.Eng., AVS, FEC, Councillor, *Professional Engineers Ontario (PEO)*

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

**Stefan Surdu** – Senior Engineering Manager at *Enbridge Gas Distribution*

**Irene Hassas** – Director, Strategic Partnerships & Government Relations at *newterra Ltd.*





## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### ENGINEERING AND RELATED PROFESSIONS

#### Panel Introductions

**Jody Watts**, Contract Engineering Account Manager, Aerotek Inc., informed delegates that Aerotek is an Engineering staffing and placement agency that has placed 900 to 1,000 engineers in the Greater Toronto Area (GTA) in the last year. She is proud to say that many of the company's engineers are IEPs, telling the delegates that she was happy to be a panelist and to answer their questions.

#### Jody's key tips for delegates were:

- Understand Canadian corporate culture as it is critical to employment success. For example, in Canadian Engineering companies, wearing many hats is important.
- Soft skills are also critical to success, especially having great communication skills, which can get you far. Alternatively, people who do not get positions are those who are not definitively identified by employers as being a good fit.
- Be a good fit in terms of being hands-on, a team-builder and able to perform multiple tasks (showing willingness to collaborate and crossover on projects.)
- Develop a presentation that can be used to promote you and to hone it.

**Pauline Gavlianez**, CHRP, Manager, Human Resources, Tetra Tech WEI Inc., introduced herself as the lead human resources staff person at TetraTech WEI Inc. and said that the company specializes in industry, mining and geothermal production.

*"First of all, I have to say hats off to you! I am humbled by the fact that you have done a difficult thing, leaving everything you have behind to find a better future,"* she said to the delegates, *"Keep pushing that bar, pushing from that difficult place and remember that soft skills and corporate culture are critical to success."*

#### Pauline's key tips for delegates were:

- At Tetra Tech, there are many employees who are IEPs and I solicited advice from them for the conference. Casting a wide net is important in job search. This will not mean the same thing to everyone, but speaks to network building.
- Find a way for to go further down the Internet. In other words, your ability to stay on the radar of various industries may be helped out by systems like application tracking.

**Rakesh Shreewastav**, P.Eng., AVS, FEC, Councillor, Professional Engineers Ontario (PEO) works for the Ministry of Transportation, and is on the board of PEO. He shared that he is also an IEP and was on the panel to share his personal experiences, and to talk about IEPs considering themselves as assets. He concluded by telling the delegates that his participation is more than just presenting (on the panel): *"It is also personal to me...years ago, I was here. Give yourself credit. You are doing hard work. I have no doubt you will be successful."*

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

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### ENGINEERING AND RELATED PROFESSIONS

#### **Rakesh's key tips for delegates were:**

- Don't focus on the style of your resume, but on how you relay the information (your tremendous assets of experience) and how you fill the skills gap.
- Network, join associations, civil societies — activities that are important for meeting senior professionals working in the field.
- It is okay not have all the licenses at the start; one can start at a junior position while working towards acquiring licenses and other qualifications. Job experience at that level is just as valuable and you should be persistent and be encouraged.

**Randy Sinukoff**, M.A.SC, , P.Eng., EP, EP(CEA), EP(EMSLA), *Senior Consultant, Stantec Consulting Ltd.*, is a Chemical Engineer working at *Stantec*, a large North American company with 30,000 employees. The company incorporates many sciences and fields of engineering, such as architecture, design, industrial and mechanical engineering. He told delegates that he was also at the conference to talk about what IEPs bring as assets.

#### **Randy's key tip for delegates was:**

- Give yourselves credit. There is a lot of brainpower in this room and could well be one of the smartest rooms in the country. It's hard not to get frustrated, but you have to try.

**Stefan Surdu**, Senior Engineering Manager, *Enbridge Gas Distribution*, is an IEP who came to Canada about 13 years ago. He works for *Enbridge Gas Distribution*, which owns and operates Canada's largest energy pipeline.

In speaking to the delegates, he recounted his own story: *"The first engineering job I had, I was unemployed for six months before that. As to how I got that first job, it was as small and accidental as making a connection with two summer students working for the company; through one conversation, I was hired. That tells you something...how jobs are acquired."*

#### **Stefan's key tips for delegates were:**

- Adaptability is as much of a strength as it is a set of technical assets.
- Making a connection is important.
- In companies, there are many people with different strengths; find your passion, and have a plan.
- Stay positive, no matter what.
- Keep trying. It's hard, but you will get there. I am confident you will be successful!

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### ENGINEERING AND RELATED PROFESSIONS

**Irene Hassas**, Director, Strategic Partnerships & Government Relations at *newterra Ltd.* They are a manufacturing company that manufactures waste management, sewage treatment and water treatment systems for private, residential, and public clients.

**Irene's key tips for delegates were:**

- Always be aware of market trends — look at how you can adapt to, and take advantage of market shifts.
- Use transferable skills.
- Networking, is about *who* you know, and *what* you know about who you know. In other words, do research about prospective employers.
- Have personal and professional plans.



## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### ENGINEERING AND RELATED PROFESSIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

**Q** *I have applied to 30 jobs and didn't hear anything back — does an IEP with Canadian experience get considered over an IEP without?*

**Jody:** Because there are so many resumes to look through, that may be the reason for not hearing back. If everything else were equal, we would take a closer look at an IEP who took a course in Canada. Be aware of your plan and be specific about your goals and stick with them.

**Pauline:** On a broader scale, we look at skills. For example, if an IEP has transferable skills, that means a lot. At the start, they may be looked at for something that involves project management so their skill set can be gained.

**Q** *How do I get Canadian employers to consider me for a job in 'X' when I have 'Y' experience on paper?*

**Randy:** Ask yourself what your transferable skills are, very seriously. Work on it. You need to know how to communicate that to an employer.

**Q** *Do you have any perspectives on seeking jobs in other Provinces?*

**Randy:** If there is a good fit, and the field is in demand or specific to a particular region, it's worth pursuing.

**Stefan:** It is often a good idea for specialized individuals to pursue, to meet regional demands. Therefore, do not settle based on original location.

**Q** *What is the perspective on the employability of people of a 'certain age' vs. experience?*

**Pauline:** It is really a mix of choices, again, based on the field of resumes entered and the skill-sets required. In some cases, one has to balance the needs of a position to have 'new technology' experience with someone with seasoned experience. Most often someone with seasoned experience, if his or her particulars are transferable, is a highly valuable.

**Q** *What is your advice about the hidden job market, and expressing your uniqueness?*

**Randy:** How do IEPs differentiate themselves from other people? If IEPs were all equal in every way (skills, experience, tracking systems), what makes them stand out? Think about how to get outside of the crowd and do that; bring that to the employer.

**Mark:** Meet Up clubs are good places to link with others and there are Meet Ups specifically for engineers.

**Rakesh:** Not wanting to overuse the networking point, however, it is important to state that personable attitudes work. Follow up on networking and use a personal touch.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### ENGINEERING AND RELATED PROFESSIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

**Pauline:** Being often contacted about job availability when there is not a job, the feeling is that the conversation is over. However, maintaining an individual relationship, garners future referrals to these employers, or other positions in the company targeted. Some companies have internal incentives for employee referral services.

**Irene:** Even in companies without referral services, personal connections may yield results.



**What are the qualifications that you are looking for in an engineer and what are the most common mistakes people make in interviews?**

**Pauline:** From an HR point of view, of course, we are looking for soft skills that are often underemphasized by interviewees. Other managers in the interview will focus on technical skills, but soft skills are just as important to emphasize.

Culturally-speaking, specific to Canada, remember to speak of oneself as “I”, for example, and what you did as part of a team, as opposed to “we”, for example, the team did so and so, which many do, coming from countries where this is the cultural norm.



**How important is the EIT compared to non-credentialed IEP?**

**Jody:** It is not a critical must-have, we look at other skills and it depends on the needs of a particular project. For example, we may take on someone who seems to be a good fit with less technical experience and train the person in a project management position.



**In your opinion, what do you think it will be the top trending areas of the industry in the next five to ten years?**

**Randy:** Infrastructure, definitely — roads and building technology. Just look around Toronto, there is construction and traffic everywhere and in other major centres as well.

**Rakesh:** Yes to infrastructure, which will bring other industry projects as well. In addition to specific engineers, project management will also be in demand.

**Stefan:** There is/will be a boom in the oil/gas industry. We foresee hundreds of projects taking those resources south of Alberta, to some degree or another.

**Irene:** Try to follow shifts in trends. For example, the mining sector might be slow but it does not mean that seeds are not being planted — two years from now, who knows?



## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# INFORMATION TECHNOLOGY

### Facilitator:

**Nadeem (Ned) Hashmi**, VP of Business Development and Operations, *GeoViz Inc.*

### Panel Members:

**Daniel Brody** – Founder and President, *iHorse Technologies Group*

**Jeremy Mack**, Director of Sales for the Ontario Region, *Tundra Technical Solutions*

**Sergio Mateus** – Vice President, North America, East, *TEEMA Solutions*

**Shahid Rao** – Project Manager, *IBM Canada*

**Deepak Sant** – Technical Recruitment Consultant, *TELUS Talent Solutions*

**Ivan Tsarynny** – CEO and Co-founder, *PostBeyond Inc.*





## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### INFORMATION TECHNOLOGY

#### Panel Introductions

Facilitator **Nadeem Hashmi** welcomed everyone to the afternoon session and thanked them for participating, indicating that the session would provide answers to questions.

**Daniel Brody**, Founder and President, *iHorse Technologies Group*, has been in the industry for over 20 years. He is an accomplished business builder with extensive success in diverse industries and a history of successful product launches. A proven technologist and innovator, Daniel leads system development initiatives that improve operational efficiency and contribute to product enhancement and market expansion.

#### Daniel's key tips for delegates were:

- Create a brand and sell it.
- Position yourself.
- Look for opportunities and be confident.

**Jeremy Mack**, Director of Sales for the Ontario Region, *Tundra Technical Solutions*, is a sales and recruitment professional with over five years of industry experience, specializing in sales, staffing, recruitment and advertising. He is a graduate of York University with a B.A. in political sciences. Jeremy has been with Tundra since 2010.

#### Jeremy's key tips for delegates were:

- Communicate and be engaging.
- Have a detailed and up to date resume that shows all your skills.

**Sergio Mateus**, Vice President, North America, East, *TEEMA Solutions*, is a 26 year staffing veteran and industry leader with diversified management and executive experience in all aspects of staff acquisition solutions and services. *TEEMA* is a leading provider of staffing solutions across North America and was recently recognized by *Project Magazine* as the fourth fastest growing business in the country.

#### Sergio's key tips for delegates were:

- Be active online.
- Stay up-to-date on trends.
- Go to events.

**Shahid Rao**, Project Manager, *IBM Canada* is a solutions-oriented project manager with over 20 years broad-based experience leading information technology initiatives, mostly in the financial industry. He has a Master's Degree in computer science from *Fairleigh Dickinson*, New Jersey, and an Advanced Certificate in project management from *Stanford University*.

#### Shahid's key tips for delegates were:

- Networking is the most important activity.
- Constantly update your profiles.
- Make a list of target companies.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

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### INFORMATION TECHNOLOGY

**Deepak Sant**, *Technical Recruitment Consultant, TELUS Talent Solutions*, is a technical recruitment consultant, specializing in identifying top IT and engineering professionals in the telecommunications domain. He identifies, evaluates and recruits top-notch candidates in the industry, who stand out amongst their peers.

**Deepak's key tips for delegates were:**

- Networking is most important.
- Update your profile.
- Make a list of target companies.

**Ivan Tsarynny**, *CEO and Co-founder, PostBeyond Inc.* has been in the industry since the late 1990's and specializes in business development, solution design and implementation. At PostBeyond, he spearheads the organizational development.

**Ivan's key tips for delegates were:**

- Get to know more people and network with them — network on sites like *LinkedIn* to meet people.
- Package yourself and strategize your job search efforts.
- Test if you are marketable with what you have.



## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### INFORMATION TECHNOLOGY

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

#### **Q** How do IEPs leverage meeting people, networking online and our experience?

**Shahid:** Online networking is very important. Therefore, create a profile with skills that meet current trends, highlighting skill sets. Match skills to meet the technological needs — sometimes people with fewer years' experience get the job due to having current technology skills. As well in order to create a buzz in the marketplace, it is advisable to highlight skill sets.

#### **Q** Information technology is a hot sector; how do you enter the sector?

**Sergio:** Getting a job in the sector requires education and certification. Then, it is a matter of finding work, mainly, through networking. Technology is always changing, so be on point with the trends.

It is hard to learn a new language, but it is important to do so. Mix with people outside of your culture, because extending your network is the key and do not delay in building your network.

#### **Q** Is it possible to be a new immigrant and get a job as manager?

**Shahid:** It is possible to get a job as a manager if one is a new immigrant. However, HR practices and hiring managers do not particularly take the chance. Therefore, it is advisable to take a regular job and work your way up.

IEPs can get ahead if they land in an organization that is similar to their last job. Their last job should be included in their online profile. IEPs need to demonstrate that they are a fit for the job. It is easier in smaller enterprises, than larger companies.

#### **Q** What is the one-piece of advice you wish you had heard when you were first looking for employment in Canada?

**Deepak:** I wish that I had been provided with advice or get training on how to have a perfect resume with the buzzwords...know exactly what your brand is and say it in the first five minutes and be clear how you express yourself.

Get information from the employer before applying and treat every conversation as an opportunity.

Before an interview, IEPs should research to get information and plan an approach to make an impression, using clear communication. Highlight in profiles how you can save the company time and money. Always look at the big picture.

#### **Q** What is the significance of your behaviour?

**Deepak:** Have a positive approach and an example of how a situation was approached and provide the solution; as well, detail the impact the solution had on the company.

Improve soft skills and be a good team player. Get background information on the company and tell stories because employees love to hear them. Know the stories and be more engaging.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### INFORMATION TECHNOLOGY

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

#### **Q** *In an interview does having Canadian experience count more than international experience?*

**Shahid:** Networking and marketing through connections often help, even before arriving in Canada. Determine your marketability, especially who you know that knows you well and can help as your ambassador before arriving in Canada.

#### **Q** *What are the effects of Culture?*

**Ivan:** Work as a team member and communicate to others on the team. Also, demonstrate willingness to integrate, because, even though cultural differences in a team sometimes help, teamwork is more important.

Use tools available to improve your resume and build on leadership skills. Check websites for general information on industries. Finally, share experiences and learn from the people you meet.

#### **Q** *How do IEPs find a direct way online to get hired?*

**Daniel:** *LinkedIn* is one of the popular social websites, among others. Research and build online profiles. Create a profile on different sites. Put your profile on company websites. Also set up alerts and those e-mails provide leads for job opportunities. Be confident and apply, you could land a job.

#### **Q** *How important are soft skills and how do you establish them?*

**Jeremy:** Job interviews are based generally 50% on hard skills and 50% on soft skills. Additionally, think about how to perceive how people think of you and how you see yourself: Be confident and practice.

Candidates cannot bypass companies' barriers through recruiters. It is an alternative but not an effective one. In fact, it would most likely do the opposite by adding a layer of interviews and judgment. Best chances are not to bypass anyone in the hiring process so as to avoid encountering barriers later.

AFTERNOON SECTOR HUB PRESENTATIONS:  
EMPLOYERS AND HR PROFESSIONALS

# SALES, MARKETING & COMMUNICATIONS

**Facilitator:**

**Day Merrill**, Founder and Principal, *2BDetermined Inc.*

**Panel Members:**

**Majid Kazmi** – Senior Product Manager, Project Delivery, Consumer Deposits, Retail & Business Banking, *CIBC*

**Farrah Andani** – National Manager, Human Resources, *Yamaha Motor Canada*

**Sherry-Anne Bedminster** – Sales Manager, Small Business for the Mississauga markets, *RBC*

**Danielle Szostak** – Director of Marketing, *Give & Go Prepared Foods*





## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

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### SALES, MARKETING & COMMUNICATIONS

#### Panel Introductions

Facilitator, **Day Merrill** told the delegates that even though she is not a banker, she finds it interesting that there are always some aspects of every industry that needs to be sold. Sales and Marketing have a role, virtually, everywhere. The challenge is to develop the lens to see where and what role they play in various contexts. She advised delegates to follow the money and help a company figure out a way to either make money or save money (top line or bottom line). Sales and Marketing is one profession where there are metrics that can be used to demonstrate success, Day related.

**Majid Kazmi**, Senior Product Manager, Project Delivery, Consumer Deposits, Retail & Business Banking, *CIBC*, is a seasoned banking professional with progressive work experience spanning nearly one and a half decades in various management domains including IT, marketing, corporate and retail banking, wealth management and distribution channels. Majid indicated that he is an IEP who assimilated through networking.

**Farrah Andani**, National Manager, Human Resources, *Yamaha Motor Canada*, is a Human Resources Professional with experience in a variety of industries and sectors. As Head of HR she works with every type of culture. Yamaha is a Japanese company that has managers who come to Canada from Japan every year and face challenges of communication and adapting to the Canadian culture and how to execute in this environment.

**Sherry-Anne Bedminster**, Sales Manager, Small Business for the Mississauga Markets, *RBC*, is a senior Financial Services professional with 20 plus years of sales, sales management, sales strategy and operations experience. She manages a team of 17 sales professionals and works with small business customers with up to \$250K in revenue.

**Danielle Szostak**, Director of Marketing, *Give & Go Prepared Foods*, is a consumer packaged goods and retail marketing/merchandising professional with 25 years in marketing and six years in merchandizing and categorizing. The company where she works is a multi-cultural company. In the product innovation department, they have people who were educated all over the world.



## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### SALES, MARKETING & COMMUNICATIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

Day Merrill began the afternoon sector hub session by recounting the focus of the morning session, stating that the panel was comprised of people who are hiring managers in sales, marketing and communications roles or Human Resources, and who work in major Canadian corporations. These individuals *"can provide you with a unique perspective,"* Day told the delegates. She started out by addressing some of the questions from the morning session:

#### How do you demonstrate Canadian experience?

**Majid:** I used *LinkedIn* to offer my services and focused on my core expertise free of cost... you can then use that experience to demonstrate that you have Canadian experience in a particular field. Focus on strengths.

**Day:** Do not offer services for free, but instead offer a value exchange that is still a valid addition to one's resume and a strategic move.

#### How do you network in Canada?

**Majid:** You can also network while volunteering. It is easier to build a network while sharing lunch with people in the company where they are volunteering their services.

**Day:** There is a distinction between networking, which is a process of utilizing someone to access someone else, or some needed resources and informational interviews that are used to get information, advice and referrals.

#### Do I need to customize a resume for every job I am applying for?

**Day:** You can customize; however, the cover letter is a great place to directly address the particular requirements of the position they are applying for and then keep their resume more general.

**Danielle:** Tie the job description to the cover letter. Keep it simple, get points across, avoid creating a really long cover letter because no one will read it.

#### How do I grow and develop my career?

**Day:** Day asked the panelists to address this question when they made their presentations. She told delegates that there are not a lot of career ladders these days; more like a career lattice, where there is progression, but it is not a straight line.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### SALES, MARKETING & COMMUNICATIONS

Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.

**Q** As someone who deals with sales, marketing and communications professionals, what factors impact hiring of these functional specialties in your particular industry, in terms of hard and soft skills?

**Danielle:** Hard and soft skills, are important in marketing for the food industry; you have to be both creative and analytical. The last ten years have seen greater emphasis placed on using data to make the right decisions; using purchasing decision insight data to look at the decision process all the way through.

What people want, what works for them, why they buy a product and all the way through to consumption of the product are tracked? We use syndicated data — Nielsen in the U.S., plus our own sales information. We are set up to do custom research — both product and category oriented as well as consumer market research. We also use social media. Companies get a lot for a lot less money using social media than in traditional advertising. We are discovering more economical ways of engaging the consumer. Facebook, good visuals and Innovation — these functions use creative skills but also require data analysis.

**Q** Day (to panel): How would this apply to marketing in the financial services?

**Majid:** If a bank wants to extend its overall market size, there is currently a need to attract the non-traditional bank customer versus existing customers and then pursue cross-selling. The bank is developing more targeted channels and strategies using mobile to introduce new services. It has a product communication group that develops cross-selling strategies. This is focused on targeted groups. For enterprise channel marketing, this is where mass marketing and advertising play a role.

**Sherry-Anne:** With respect to sales in financial services, banking is a service industry. People-to-people, we are not just selling a product, but making a connection with people. When hiring, I look at the individual. We can train easily with respect to financial services knowledge. But, I need to know how quick can you connect one-to-one and how quickly can you build a relationship.

There is a lot of teamwork within the sales team and diversity is a key aspect. The bank is very deliberate in connecting the team to a particular market. We are good at sourcing Asian and South Asian managers. Business is not walking into the door. If they walk in, we need people that are really good at asking questions, who can go out onto the street to ask what people's needs are and who can network to build relationships with potential customers.

New immigrants, who are new to the bank and may be new to the role, if they have strengths in commercial banking and in connecting with people, they make good hirers. We consider transferable skills.

IEPs experience cultural challenges, including workplace culture, which can present a significant challenge. These include non-verbal communication styles, attitudes to authority, career growth expectations and workplace social etiquette.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### SALES, MARKETING & COMMUNICATIONS

Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.

#### **Q** Can you comment on the impact these differences have on being a successful job candidate?

**Farrah:** A motorcycle is between an impulse buy and a deliberate purchase. There is not a lot of turnover year-to-year for our customers. We build relationships with dealers where there are over 500 in Canada. We need to be able to provide enough information to sell a product to a dealer.

*Two key qualities for our hires:*

1. networking capability; and
2. industry passion that communicates and relates.

#### **Q** What do you look for on the resume/application?

**Danielle:** I first look for the cover letter and match it with the requirements for the position. Generally, I like a reverse chronological resume. I like to see descriptions of companies you've worked for, particularly if they are not well known. Then, I look for accomplishment descriptions in your various roles (SOARs — situation, opportunity/obstacle to be overcome, action and result) and your education level. From the application I will select 20-25 out of 250 and interview ten.

Start with telling me about yourself, not too little and not too much information. Follow up with situational questions: Tell me about a time when... *Do you show leadership skills? What was the situation? What did you do about it? What was the result? Have you made any marketing presentations? What was a successful one?*

I check for examples where people used data/analysis. I will do some creative testing and present four packages with labels, ask the candidate for their likes/dislikes. I can tell by answers what they see and how they look at things. I like to see examples of creative output [candidates] personally worked on. Show me some successful or some really bad media — what worked for you and what did not.

#### **Q** What strategies do I need to interview well? What questions do I need to ask in the interview?

**Sherry-Anne:** People have a hard time talking about themselves and giving concrete examples of SOAR stories, providing quantified results. Sometimes this is cultural — you are taught not to sing one's praises. You need to be able to speak to what you have done. The expectation is that interviewees can talk about their experience that is transferable. Therefore practice experience stories.

**Majid:** Become knowledgeable about the organization that you are applying to and be perceived as being ready to join the organization. Understand what the company stands for. Find one person in your network that works in the organization and ask: *What are things people generally don't know about the company?* Focus on the company along with your abilities and strengths.

**Danielle:** If possible, have that internal person send in your resume, it will get looked at as a favour to a colleague. If hired, the contact as an employee may get a bonus compensation for finding someone.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### SALES, MARKETING & COMMUNICATIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

- Farrah:** Align resumes to the country and its requirements. In an interview, communicate what you want them to know. What is the highest caliber that you can bring? Make sure you are a good fit (company, culture, and team). Figure out what works in the new company, such as mentoring programs and committees you can sit on.
- Sherry-Anne:** Make sure to understand the role. Find someone in the industry and ask to talk with the person.
- Majid:** Sales & Marketing roles require many types of behaviours and that can be demonstrated in an interview.
- Day:** Questions asked in an interview may contain embedded statements, such as: *"How do you handle irate customers?"* This question might indicate that the company may have irate customers. This issue, then becomes a question that you can ask: *"What kinds of challenges are you having with customers?"* This question allows candidates to move the interview to a business conversation and they will be seen as someone who is interested in solving their problems.
- Majid:** Know something about the interviewer. Research the personal interests of a prospective employer. Use opening question to tailor response to interviewer. However, do not come across as a stalker!
- Farrah:** There is a different etiquette with social media. Tell me something I can't get from your resume. This is an opportunity to sell yourself. What are you going to do in the first 30-60-90 days? The plan should always include talking to key people.
- Sherry-Anne:** Be prepared to talk about personal gaps and how you would fill them. Where are you going to need help/development?
- Danielle:** Google your own name as the hiring manager typically will.
- Majid:** In terms of questions about "weaknesses", focus on those not related to the role — the role you are interviewing for needs your strengths. Do not lie or be manipulative; just concentrate on minimizing the risk of not getting hired.



### How should I dress for the interview?

- Farrah:** Develop a sense for optics and dress professionally. Make sure to shake hands and do not ask about salary, vacation, etc. and do not tell the interviewer about seven kids in the first five minutes and that you have to leave the interview to pick up kids at daycare. These are things that show you are either not interested or are compromised in terms of getting the job done. Your first job is the interview, so be professional.
- Danielle:** Dress for the culture of the company that you are applying for.
- Farrah:** For a first interview, dress up. This is the image that is going to be left with that person.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### SALES, MARKETING & COMMUNICATIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

#### **Q** How do I address someone in Canada? Should I use first or last names?

**Danielle:** Take cues from the hiring manager/interviewer. Use their full name before meeting them in person; first name after.

#### **Q** How do people get hired in your company? (Networking, resume/applications or recruiters)

**Majid:** Spend more time reaching out to people at the beginning by networking. I spent four months applying versus 35 minutes networking to generate a one-to-one meeting. I used *LinkedIn* to understand the industry and the skills that I needed to develop to fit in.

**Sherry-Anne:** I start with recruiters and built a candidate list. Reach out beyond your own sphere and try volunteering as business is also social — these are the people that jump out at me to follow up on.

**Danielle:** Recently I hired five people: two through *Workopolis*; one from a recruiter; and two from networking.

**Day:** Statistically, 75% of people are hired through some kind of contact or referral. People like to hire people that they know or that were referred to by someone they trust. If they do not have to pay for this type of recruitment service, then there is a big advantage.

**Majid:** Eight percent of positions are unpublished. This statistic makes your job search strategy easy: two hours out of ten are spent online searching; and eight hours on networking.





## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# FINANCE & ACCOUNTING

### Facilitator:

**Joyce Kaplan**, Kaplan Coaching

Joyce Kaplan, a Business & Career Coach, specializes in accelerating business results for professionals, executives, and teams; and career design/job transitions. Focusing on clients' goals, performance, and soft skills. Joyce won an International Coach Federation Prism Award for Coaching Excellence.

### Panel Members:

**Flora Yung** – Senior Manager, Financial Performance Management, BMO

**Iqbal Ali** – Director of Financial Management in Social Development, Finance & Administration Division, City of Toronto

**Kunjar Sharmar** – MBA, PhD, CIRP, President, Kunjar Sharma & Associates Inc.

**Arnold Jonson** – Accounts Receivable Analyst, Healthcare Insurance Reciprocal of Canada (HIROC)

**Atul Mahajan** – President and CEO, Oshawa Power and Utilities Corporation (OPUC)

**Warren Kwan** – CFA, Vice President, Treasury and Balance Sheet Management, TD Bank Group





## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### FINANCE & ACCOUNTING

#### Panel Introductions

Facilitator **Joyce Kaplan** advised delegates to think about one thing that they would consider a real gem and could take away with them. She told them that it is going to be different for each one of them and to stay connected with the people that they meet today. As well, she instructed delegates to share with their “elbow partner” what their take away gem is and why it is important to them. Finally, delegates were told to ask their elbow partner if they could help them to achieve their take-away.

**Flora Yung**, Senior Manager, Financial Performance Management, BMO had worked at BMO for almost a year and is responsible for leading a team of six in the management reporting area. She finds it to be very exciting work.

Born and raised in Hong Kong, she started out working in a public accounting firm and then moved into banking. She told the delegates that there are a lot of opportunities in the job market, but it is very competitive. Since she has interviewed candidates for new positions, she told the delegates that she would be happy to share that perspective and experience.

Flora asked delegates which was more important: soft skills or hard skills; back home or Canadian experience?

#### Flora's key tips for delegates were:

- Technical is the basics, but experience is the icing on the cake.
- Soft skills tend to be more important, as hiring does not necessarily involve just the technical skills, but how will the candidate support the company in the future.
- Each resume must be tailored to each job, highlighting the skills and experience to catch the employer's attention.
- Use recruiters to help job search efforts, as they promote candidates to the employers and help in honing presentation skills.
- Team management skills are very important and Canadian experience is not the most important experience to have as global experience is equally as important.
- A connection now may result in a call years down the road.
- Do your best at any place of work; when the right position opens, you may get a referral that you did not expect.
- Communication, communication, communication — communication skills are one of the best skills sets to have.

**Iqbal Ali**, Director of Financial Management in Social Development, Finance & Administration Division, City of Toronto, has lived 25 years in Canada and worked 21 years with the City. Iqbal is involved in community activities as a volunteer and professional mentor, representing several boards of directors as a member.

He told the delegates that he can empathize with their job search struggles because he has been on that journey. “The world is unpredictable and constantly changing, so, you must keep yourself updated and rise to the mental challenge,” he encouraged delegates.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

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### FINANCE & ACCOUNTING

#### **Iqbal's key tips for delegates were:**

- Follow market trends — immigrating can provide IEPs with the opportunity to move from one career to another.
- If not working in your career of choice, do not feel lesser and be open-minded because careers are changing constantly, particularly as a result of technology.
- Soft and hard skills — everything is equally important and it depends on the job delegate.
- Review the job posting carefully and make sure to research the industry thoroughly and come to the table well prepared.
- Translate back home experience to match with the job posting and use similar language as the posting. Employers want to know how to evaluate soft skills working in a multicultural, multi-industry environment.
- Cultural values can be very different and IEPs must ensure that they understand the cultural sensitivity of the environment.
- Every employer wants to be the second employer, knowing that the first employer has already trained the employee so, find the first employer who will train.
- *City of Toronto* job openings are posted internally and externally. For example, jobs in IT, accounting and finance are often posted as temporary positions to begin with for durations of three to six months. It is okay to take those jobs to get “your foot in the door” which provides access to the internal postings.
- One never knows who they are standing beside in a line up. Canadians are very friendly; you may be engaged in a conversation with someone you would love to network with.
- Use every opportunity as a learning opportunity and be yourself and you will be successful.

**Kunjar Sharmar**, MBA, PhD, CIRP, President, *Kunjar Sharma & Associates Inc.*, is an IEP who emigrated from the United States in 1971. His challenges are similar, but perhaps lighter thanks to a program like PCPI. He started working at a university and when that collapsed, he was unemployed and hit rock bottom. Through networking, he found an accounting job and progressed to more senior positions over the years. Kunjar retired in 2001 and established his own company that now has 25 employees.

#### **Kunjar's key tips for delegates were:**

- Think like prospective employers and *while in Rome, do as the Romans do*.
- Keep informed about market trends because when an industry takes off, be prepared to take advantage of the opportunities.
- Go with the current, sometimes the current pulls a person when the opportunities are not available in their area — realize what other areas of interest are and go for it.
- Instead of going with the trend, it is possible to go opposite the trend and be very successful.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### FINANCE & ACCOUNTING

- Do not give up on dreams, especially if they are good ideas. Network and work hard and there will be success.
- Keep options open and look where skills can be capitalized. Do not let your assumptions hold you back — *go for it!*
- Start new networks. Know that your networks from home are no longer useful...new connections will help move you forward knowing who you are networking with and who you should be networking with is essential.
- If you are offered a position through a networked connection, make sure that you can in fact fulfill the requirement for the position. If not, then upgrade your education.
- IEPs should be able to express a good attitude towards the job and make associations with past experiences, employment, education and family. Employers look for those subtle clues as to what type of person they are.
- Be honest and bring the “go getter” quality to the table to clinch the job.
- Experience of older immigrants’ versus younger ones — older immigrants have more experience to be able to work for themselves in a consulting capacity.

**Arnold Jonson**, Accounts Receivable Analyst, Healthcare Insurance Reciprocal of Canada (HIROC), has a focus on developing tools that help to improve the efficiency and safety of health care systems. Prior to this, Arnold was an industrial engineer working in the Philippines.

#### **Arnold’s key tips for delegates were:**

- Focus on having a job, having a career and having a good life.
- Don’t forget what is really important — your family, your friends and your health.
- For soft and hard skills, work on your resume in order to highlight key skills and experiences, relating how you might fit into a variety of sectors.
- Be open to transition from one profession to another.
- Do your very best always; excel at what you do and others will recognize you and pass your name along. You may not even know the person

**Atul Mahajan**, President and CEO, Oshawa Power and Utilities Corporation (OPUC), came to Canada from India in the 1980s. He completed his Chartered Accountant designation with the Canadian firm *Ernst and Young*. Atul could not believe that he had to get his accreditation over again and felt that his Indian training was good enough, but found that the CMA training allowed him to look at his career in a broader way. The CMA allowed him to work and get his accreditation at the same time and he loved to travel and that is how he arrived in Canada.

Acknowledging the difficulties that new Canadians have, when they have so much to offer and the job market is not there to support them, Atul told delegates, *“It’s important to keep your spirits up and the opportunities will open up. We need to work towards being just professionals. Rather than focus on international professionals, expand your scope beyond finance and accounting.”*

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

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### FINANCE & ACCOUNTING

#### Atuls key tips for delegates were:

- Have basic technical skills as a beginning. However, soft skills have a higher value.
- Having passion gives employers added value; be able to adapt quickly rather than being fixated on a certain image.
- Determine what it is that the employer is looking for, and then determine how your skills fit the need. Don't talk about what you've done but talk about what you can do for the employer. *How do you get the attention?*
- Grab the key words and have substance to follow them up. Do a great sales job of yourself and know the position that you are applying for and understand the politics, circumstances, etc.
- Older immigrants bring a wealth of experience and have much to offer. In fact, they may have that experience to solve the problems of the potential employer.
- Having a great attitude is not age bound.

**Warren Kwan**, CFA, Vice President, Treasury and Balance Sheet Management, TD Bank Group, has managed a team of 16 employees for the last five years. He has been with the bank for almost 20 years, starting as a programmer due to his computer science and programming background. Born and educated in Canada, he brings the Canadian perspective to the panel.

#### Warren's key tips for delegates were:

- Solicit feedback and do something about it, self-recognizing that there is something that can be done to improve on.
- Market trends from a banking perspective indicate that there are a lot of expense for management in the sector, so there is little hiring at this time. The upside is that there have been a lot of regulatory changes as a result of the economic downturn and new jobs are opening up as a result, for example risk management.
- Do not be discouraged about not getting the first job right away.
- Technical skills tend to be more important for entry-level jobs.
- As a person becomes more senior, soft skills are more important for management. Demonstrable leadership, communications and mentorship skills are required to lead effective teams.
- The key to networking and connections is to identify what makes an individual stand out from the other 50 people that the person met that day.

***The Finance and Accounting Hub afternoon session did not facilitate questions due to time constraints. However, panelists provided a wealth of job search information and suggestions to the delegates.***

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# HEALTHCARE AND RELATED PROFESSIONS

### Facilitator:

**Cathy Tait**, BSc., CMC, Principal, Western Management Consultants

### Panel Members:

**Waheeda Rahman** – MA, Director of Organizational Development and Diversity, *The Scarborough Hospital*

**Christina Lenz-Campbell** – Human Resources Manager, *Mount Sinai Hospital*

**Gordana Atanackovic** – MD, Director of Medical Affairs, *UCB Canada Inc.*

**Israel Mendez** – Chief Administrative Officer, *Closing the Gap Healthcare Group*

**Heather Shantora** – Chief Operating Officer, *Quindell Health*

**John Kjarsgaard** – Product Manager, *Octapharma Canada*

**David Denov** – Canadian Lead for Health, *Deloitte*

**Vija Mallia** – Director of Long-Term Care Homes, Long-Term Care Homes & Services Division, *City of Toronto*

**Monica Edwards** – Recruitment Team, Long-Term Care Homes & Services Division, *City of Toronto*



## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

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### HEALTHCARE & RELATED PROFESSIONS

Facilitator **Cathy Tait** welcomed delegates by telling them that it was very exciting to have nine employers on the afternoon panel.

#### Panel Introductions

**Waheeda Rahman**, MA, Director of Organizational Development and Diversity, The Scarborough Hospital, also does community work in Scarborough. She started out in research, then went into banking and worked in government before joining the hospital. Waheeda has had to remarket herself several times in her career. As well, her father and husband are IEPs who have faced career challenges. She also mentioned she has a resource guide and would happily email it to interested delegates.

#### Waheeda's key tips for delegates were:

- Believe yourself. It is very hard right now and it is highly competitive for everyone at the moment.
- The Scarborough Hospital has a new program for IEPs to come in and discuss, as a group, what the trends and opportunities are.

**Christina Lenz-Campbell**, Human Resources Manager, Mount Sinai Hospital, indicated that Mount Sinai is an academic teaching hospital and has seen lots of trends in alternate careers. Her father is an IEP whose credentials were not recognized.

She told the delegates: *"It is important to recognize that there will be challenges and knowing this can ease your transition."*

#### Christina's key tips for delegates were:

- Use an employment tracking system and know how it works.
- Use the technology. Create career alerts.
- Do not be limited to a job title — look at what it is actually involved in the position.

**Gordana Atanackovic**, MD, Director of Medical Affairs, UCB Canada Inc., has been in Canada for 20 years and is originally from Belgrade. Her husband is an engineer whose credentials were not recognized and through co-operative placements they both got started in the Canadian workforce. Doctors at the Hospital for Sick Children, where she conducted her placement, asked her whether she was interested in clinical pharmacology. She told them that she was but had to look up what it meant when she got home. This became her new career path, researching what happens with drugs in people's bodies.

Gordana started off working at SickKids, then after two years, she started looking for a job in a pharmaceutical company and moved her family to Montreal. She sees a trend away from sales and marketing and an emphasis in pharmaceutical companies — almost a third of pharmaceutical employees now have a medical background.



## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

### HEALTHCARE & RELATED PROFESSIONS

#### Gordanas key tips for delegates were:

- Be honest in an interview, be yourself and do not lie.
- Translate skills to fit a new situation.
- Make applications short, highlighting the research already completed and how it matches with what you are doing or looking for.
- Call to follow up by phone or go in to check — this gives the impression that you are seriously interested in a position.

**Israel Mendez**, Chief Administrative Officer, *Closing the Gap Healthcare Group*, has been with *Closing the Gap* for five years and worked in the Biotechnology and Pharmaceutical sectors prior to healthcare. *Closing the Gap* is a homecare service company that has hired 400 people in the last four months, about one-third are IEPs.

His parents were born in Mexico. Israel told the delegates that he finds the work ethic of IEPs to be excellent. “They are very focused. With over 140 languages and dialects spoken in the GTA, having IEPs as employees allows us to accommodate client’s language requests. We understand that homecare may not be your primary focus, regardless, we are happy to be a transition job for you,” he said.

#### Israel’s key tips for delegates were:

- Study both the company that you are applying to as well as the other companies in the sector.
- Focus on what can be offered in customer service as the medical field is now being measured on this as well.

**Heather Shantora**, Chief Operating Officer, *Quindell Health*, went abroad to work and then came back to Canada. Quindell is the Canadian arm of a UK company with 1500 employees in Canada. The majority of employees are physiotherapists doing outpatient orthopedic rehabilitation.

#### Heather’s key tips for delegates were:

- Feature language skills on the front and at the top of resumes.
- Use your network, volunteer and get a reference.
- When over qualified, explain the benefits you bring to the position and why you want to work at the particular job.

**John Kjarsgaard**, Product Manager, *Octapharma Canada* started in research, worked at the *Hospital for Sick Children* and then moved into pharmaceuticals. He currently works with proteins for human disorders, primarily working with blood services and hospitals.

#### John’s key tips for delegates were:

- You are always marketing yourself; what you know and what you have to offer. Therefore, you need a story to tell.
- You are going to hear the word no, so do not get emotionally attached; move forward.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

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### HEALTHCARE & RELATED PROFESSIONS

**David Denov**, *Canadian Lead for Health, Deloitte* works on large-scale transitions, hospital strategic planning and process change. They can use a clinician's eye and experience on the team while doing the planning. He has a lot of respect for the challenges IEPs have already conquered.

**David's key tips for delegates were:**

- Research the companies you are applying to and interview them back. You may not want to work for some of these companies.
- Understand how the position will fit with your plans.
- Know their brand and have your elevator pitch ready.

**Vija Mallia**, *Director of Long-Term Care Homes, Long-Term Care Homes & Services Division, City of Toronto* is an immigrant who trained to become a nurse after having children. Upon graduating, she went on to get a management degree. In management roles Vija missed speaking with patients and selected long-term care to maintain patient contact. She moved from a director's position to an assistant director position to have more balance in her work.

The City of Toronto has many long-term care homes, community services, and day programs. Many of the staff have English as a Second Language and this is the same as the client base.

**Vija's key tips for delegates were:**

- At *City of Toronto*, 40% of employees will be retiring in the next 10 years.
- Continue your education — changes are dynamic and you must keep up with legislative requirements.

**Monica Edwards**, *Recruitment Team, Long-Term Care Homes & Services Division, City of Toronto*, has been with the *City of Toronto* for 30 years and also has a background in labour management and human rights legislation. In social services, there are many internationally trained doctors getting jobs as caseworkers. This means that they can use their skills and do not have to drive a cab to support their family. The city has come a long way.

**Monica's key tips for delegates were:**

- Get a mentor to help you navigate your career.
- Work hard; volunteer and do not give up.
- Keep your education up-to-date with night courses and learn skills that relate to a current or developing trend.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### HEALTHCARE & RELATED PROFESSIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

#### **Q** What are the alternative careers that you see in hospitals?

**Christina:** People are working in clerical roles with patient interaction and there are clinical roles in instrument care and research. Being a technologist will require some training. Being a physician's assistant is very valuable to a hospital. As well, there is a new position called patient navigator and clinical informatics and IT are becoming more important jobs.

**Waheeda:** *The Scarborough Hospital has a career path guide. It is a community hospital and not a teaching hospital and the guide is designed to explain career path options to current employees. Having a clinical background is very valuable in the growing field of Informatics and (six sigma) process improvement. Specialized nursing is also growing as well as process management. There is a Provincial initiative for delivering the right care to the right patient at the right time.*

An example of transferable skills: The hospital's Librarian is a former physician who helps doctors look up diversity statistics regarding diagnosis, treatment and medication options within immigrant populations.

#### **Q** Are there specific licensing requirements to work as a consultant for Deloitte?

**David:** Project teams are very diverse. A licensed or certified consultant is easier to sell to clients, but not absolutely required. We will always need people on the team who can speak to clinicians and communicate how this will impact them day-to-day, and how the product will help the patient.

#### **Q** How do you suggest that we handle behavioural interviews?

**John:** Use star stories focusing on the results achieved. If possible, attach a number to the results. Keep your answers brief, practice in a mirror or with a friend.

One piece of advice that I wish I had earlier in my career was a mentor. My advice to you is to get a mentor — people are thrilled to be asked. Do not be too demanding on their time.

Additional tips: Networking is crucial, so get a good professional *LinkedIn* profile.

#### **Q** How is the City of Toronto Long-Term Care sector working out for IEPs?

**Vija:** The City of Toronto has an aging client base and an aging workforce. With a staff of 3000, 40% will retire in the next 10 years. There are also jobs in recreation, rehabilitation, administration and food services. IEPs can be hired while they are being credentialed. Many volunteers get hired after their credentials are completed. There are opportunities in management for doctors as well.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### HEALTHCARE & RELATED PROFESSIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

**Monica:** What a lot of people do is start as care workers. Your place of employment is the client's home. We must provide the best possible care.

#### **Q** Can you please speak about homecare growth trends and address lack of Canadian experience?

**Israel:** Growth in home-based care is happening across Canada, including a shift in funding away from hospitals. This trend improves outcomes for patients and the shift will continue as demand increases. When it comes to the homecare side, IEPs should understand what homecare is about. The interview begins from the time of resume submission, including how the reception staff is treated.

**Heather:** Include any relevant experience in your resume; be clear that you are willing to take a position that is different from your qualifications. This prevents you getting dismissed as being over qualified and perhaps leaving as soon as you find something better. Play up language skills; patients need these skills due to the clinical language required to explain diagnosis and treatment plans.

#### **Q** Is it really true that pharmaceutical companies do not do research?

**Gordana:** This is very true — most basic research is done in Europe or the United States. There is some research done in Montreal; the Quebec government gives tax breaks for pharmaceutical companies to move there.

Look at doing a postgraduate degree; these acquired research skills will take you into the hospitals. As well, check out medical information services and medical safety communication. *Humber College* has some courses for pharmacists and some courses have job placements or temporary summer job placements and then the company may keep you. Use *LinkedIn*, as pharmaceutical sector recruiters go there to find people.

#### **Q** Canadian experience needed, how do you get it?

**John:** We need to narrow down the candidates for a position and it is easy to eliminate people without Canadian experience. Cooperative placements and volunteering are the easiest way to get Canadian experience. A resume can include details and accomplishments from a position without indicating that it is volunteer work. If asked directly about it, do not lie; indicate that it is volunteer work and that a reference available.

**Christina:** Match your resume to the job posting; do not make me guess. The *Health Force Ontario website* ([www.healthforceontario.ca](http://www.healthforceontario.ca)) has information on a two year program requiring two years of experience.

## AFTERNOON SECTOR HUB PRESENTATIONS: EMPLOYERS AND HR PROFESSIONALS

# Q&A

### HEALTHCARE & RELATED PROFESSIONS

*Delegates were asked to discuss questions in groups of two to three and to use cue cards to write down one to two questions for the panelists.*

This is an option to consider if this type of certification is desired as the processes and policies reflect the client-base. In order to practice, IEPs must have the registration. However, Canadian experience is not required. It is illegal to require the applicant to have Canadian experience.

**Monica:** The *City of Toronto* posted a Registered Nurse position with Portuguese language required; they got 60 resumes, but only one with Portuguese language skills.

Check the City of Toronto website every second day, as there are new postings daily. Things the City needs to know: *Are you eligible to work in Canada? Do you have a Social Insurance Number? Are you registered in your profession?*

**Israel:** *Closing Gap Healthcare Group* looks at international certification and experience and not just Canadian experience.



#### **Does Deloitte do clinical trials using Statistical Analysis System (SAS) software?**

**David:** No, Deloitte does not do clinical trials. Health links research is a big trend; currently five percent of patients use 80% of spending resources. There is a need to look at this health link perspective and how to identify the five percent as well as identify trends for these patients.

**Waheeda:** Hospitals collect a lot of data and many organizations need people to analyze their data, *Local Health Integration Network (LHIN)* and other Community Health Information groups, *Community Care Access Centre (CCAC)*, *Cancer Care Ontario*, for example.

Frequently check the *Ministry of Health's* website where the trends and funding shifts are happening over the next few years are posted.



#### **Are there opportunities for visible minorities and people with disabilities?**

**Waheeda:** There is no quota system at the *Scarborough hospital*. Focus on presenting language skills and what these skills can do for the company.



#### **How does over qualification impact job search decisions?**

**Christina:** Tell employers how this job fits in with your career plans — do not take your Master's degree off your resume. Treat the resume as an opportunity to explain plans for three to five years in the future. Even for a contract position, explain that you want to work in a hospital and will look at other opportunities on how to continue to put your skills to work for the said hospital.

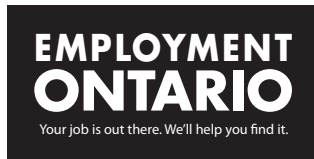
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Veveen Gregory – Engineering & Related Professions  
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