



Special points of interest:

- * No specific objective = no success in the job market
- * The Information and Communication Technology (ICT) Sector understands the importance of competencies
- * More employers are recognizing the benefits of Internationally Educated and Trained Professionals.
- * Language proficiency leads to leadership

Strategy Review

Strategy review boils down to one question. "Are you getting interviews".

If the answer is yes then the solution is to practice interview skills to reduce the perception of risk that interviewers may have of you. Each case is unique, however here are some common reasons why hiring managers might pass you by:

- Not qualified
- Poor interviewing skills
- Cultural communication skills need development
- Lack of information about the job and the organization

Integration Resources Canada Inc

Choose a job you love, and you will never have to work a day in your life. ~Confucius

How to research the job market . . . for coaches/mentors/mentees

The first step in successful market research and by extension career development is to identify a clear and specific objective. The benefits of this approach cannot be overstated. A clear objective focuses your research, reduces or eliminates ambiguity and helps hiring managers recognize your fit. Please follow these steps:

1. Set a clear and specific Objective i.e. what kind of Software Developer are you
2. Identify and research your position based on personal preferences. i.e. management style,

company culture, salary, skills, competencies and long range goals

3. Create a prioritized target list of your top preferred companies
4. Create a list of questions and talk to experts in your field of expertise from your preferred company list
5. Reduce the perception of risk and ambiguity Hiring Managers may have of you through research meetings

If you find through research that you are not qualified, or lack particular skills then your first step will be to identify the gaps and fill

them. For many job seekers it will be knowledge, confidence and cultural skills.

Research will identify the health of the market in your area of expertise and prepare you for the interview.



If you keep doing what you are doing

What is stopping you from landing your dream position?

The old axiom, "If you keep doing what you are doing, you will get what you got." is true.

Recently I received a call from a job seeker who had

sent out 260 resumes in the previous 2 months and had not heard back from any of the employers. This scenario is typical with both Canadians and those new to Canada.

If this is happening to you take a hard look at your job hunting methods. Sending

resumes seldom work!

Have you thoroughly researched the industry and companies in which you wish to work?

Research involves obtaining annual reports, learning about current and future projects, impending patents and the



corporate culture of an organization. Knowledge will clarify and cement the validity of your objective and give you the advantage over other potential candidates. This knowledge can be reflected not only at the interview but also in how you present yourself in your resume and covering letter.

The resume highlights your expertise and strengths to a company, while the covering letter is your opportunity to peak the reader's interest in the attributes you can bring to an employer.

Get your research plan into place. Include meeting with those who are currently in your industry. If you do not know anyone in the industry, ask friends and family if they can connect

you. Failing that, cold call. Yes, people will talk with you.

Recently I cold called someone and left a message. He kindly returned my call and spent over an hour on the phone assisting me to help someone find employment.

Request 30 minutes of a person's time, know the information you need to obtain and have your questions ready (maximum 10).

If you are a Mentor call on behalf of your Mentee. This works very well, as you can talk about their fit, expertise and objectives.

Change ineffective job search habits. Employers are impressed by candidates who are clear in their objectives,

know what they can bring to a company and most importantly, are confident and enthusiastic.

Naomi Fowlie



Coaches Corner



When a mentor encourages their mentee to talk with professionals in their field of expertise, The forward momentum of the job hunt often

comes to an abrupt halt.

Many cultures have a different meaning and context to the words social networking.

For some mentees it is an unethical back door into the job market. For others asking for help creates a perceived social obligation to that individual.

From a Canadian perspective networking or research as we

prefer to call it, is about giving without strings. Handy in a mobile population like ours.

Have your mentee select 5 of their preferred organizations with the contact information for the department and person of interest. Call the contact with your mentee present.

This is an effective way of modeling and demonstrates how easy it can be.

“ Many cultures have a different meaning and context for the word networking. ”

The **Information and Communication Technology Sector (ICTC)** is a leader in the development of labour market integration, and a trend setter among Sector Councils



Sector Councils

In each issue we highlight useful information from one or more of the sector councils. This information will target the needs of employers and potential employees. The sector councils are often at the leading edge, developing strategies designed to ensure positive labour growth and sustainability for their members. Sector councils are a good place to start research if you are an international professional or Canadian looking for work in your field of expertise.

For more information regarding sector councils link to:

<http://www.councils.org/sector-councils/list-of-canadas-sector-councils/>

http://www.hrsdc.gc.ca/eng/workplaceskills/sector_councils/listsectorcouncils.shtml

The **Information and Communications Technology Council (ICTC)** has launched a new, competency-based, online self-assessment called the 'Canada Readiness Tool.



ICTC Launches Canada Readiness Tool and Immigration Initiatives

First-of-its-kind Tool Helps Global ICT Talent Integrate into the Canadian Labour Market

Ottawa, ON – On January 27, 2010, the Information and Communications Technology Council (ICTC) launched the Canada Readiness Tool, the most robust tool developed to date to help internationally educated ICT professionals (IEPs) from around the world integrate more effectively into the Canadian workforce. Funded by the Government of Canada's Foreign Credential Recognition Program, the Canada Readiness Tool is a bilingual, online competency-based self-assessment tool that educates IEPs about the three C's for success in the Canadian ICT workplace – Culture, Communication and Competencies.

“Our Government is taking concrete steps to facilitate the integration of newcomers into the work force so that they can put their skills to work sooner, helping to strengthen the labour market and improve the standard of living of all Canadians,” said the Honourable Diane Finley, Minister of Human Resources and Skills Development. “Attracting and retaining the best international talent to address existing and future labour market challenges is critical to Canada's long-term economic success.”

After incorporating feedback from partners and ICT IEPs overseas in India, China and the Philippines and across Canada in Montreal, Toronto, Vancouver, Ottawa, the Canada Readiness Tool offers three self-assessment modules on Workplace Culture, Workplace Communication, and Workplace Competencies as well as guides on resumé building, interview preparation, and the Canadian ICT labour market.

“The Canada Readiness Tool is the first tool of its kind developed to meet the needs of the ICT workforce in Canada,” said Paul D. Swinwood, President of ICTC. “Through our innovative Immigration Initiatives that include programs, resources, and tools such as the Canada Readiness Tool, ICTC is paving the way towards helping global ICT talents integrate successfully into the Canadian ICT sector.”

The tool was launched at ICTC's 2010 Immigration Initiatives Partnership Celebration in Ottawa, which recognized the successful launch of multiple programs, resources and tools developed for IEPs and employers, including a highly effective pilot bridge-to-work program (IWES), pilot mentorship programs, and various guides for IEPs. These have been developed with the integral support of partners and stakeholders under the Internationally Educated Professionals (IEP) Integration Initiative project, as part of ICTC's Immigration Initiatives. Leaders from industry, government, and immigrant serving agencies attended the event to celebrate the successes of the IEP Integration Initiative and launch of the Canada Readiness Tool.

An archive [audio webcast](#) and [podcast](#) of the event and launch is available at: www.newswire.ca

Access the [Canada Readiness Tool](#) online at: www.ictc-ctic.ca

About ICTC

The Information and Communications Technology Council (ICTC), is a not-for-profit sector council that strives to create a diverse, prepared and highly educated Canadian ICT industry and workforce. We forge partnerships that will help develop the quantity and quality of ICT professionals needed to maintain and improve Canada's position as a leader in the global marketplace. www.ictc-ctic.ca

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Funded by the Government of Canada's Foreign Credential Recognition program.

Cette initiative est financée par le Programme de reconnaissance des titres de compétence étrangers du gouvernement du Canada.

Useful Websites



<http://www.ictam.ca/>

ICTAM is an industry-focused association representing **Manitoba's ICT sector**. Our goal is to accelerate the growth, prosperity and sustainability of the industry through relevant programming, advocacy and collaboration

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Ottawa Community Immigrant Services Organization has been providing settlement and integration services to the community for 30 years. We invite you to [download](#) our guide for newcomers and immigrants, [Welcome to Ottawa](#).



Your portal to trusted, accurate research and intelligence about foreign academic credentials, institutions and trends. Whether your interest is for academic or professional purposes, we've got the tools and information to help. <http://www.wes.org/ca/index.asp>



Integration Resources Canada Inc. (IRCI), through funding by Alberta Employment & Immigration (AEI) will be delivering a 4 week, intensive employment landing program for Internationally Educated Professionals who are currently seeking employment. This program, which includes workshops and one on one coaching, takes place at the Provincial Building, 9915 Franklin Avenue, Fort McMurray and runs from Monday, March 1st to Friday, March 26th, 2010. Additional support will be provided through telephone coaching for an additional two months.

Q & A's

Employers & Internationally Educated Professional

If you are seeking answers regarding labour markets, or the integration or hiring of Internationally Educated Professionals (IEPs) please send your questions to: info@integrationresourcescanada.com

Contributions for this bulletin

have been provided by individuals, organizations and sectors. Contributors recognize the skills and economic importance that International Trained Professionals (IEPs) bring to Canada and are dedicated to facilitating positive strategic change.

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Building Canadian communities one person at a time