



# 2021 CONNECTEE TOOLKIT

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[2nd Floor, 406 Edmonton Street \(North of Ellice Avenue\)](#)  
[Winnipeg, Manitoba R3B 2M2](#)

# WINNIPEG CONNECTOR PARTNERSHIP

## Welcome

Congratulations! You have been selected to participate in the Winnipeg Partnership's Connector Program. The Connector Program is a formalized networking initiative to help professional immigrants and local and international graduates broaden their networks through meeting one-on-one with established business leaders who work in the same field. This meeting is an opportunity to discuss how your education and skills can be applied in Winnipeg, and to learn more about the Winnipeg labour market.

The goal of the Connector Program is to enhance your networking skills and current job search. **There is no guarantee you will find employment through the program;** however, it is important to consider that each connection could lead to a job interview. You are encouraged to continue your job search while participating in the program, as this will improve your chances of finding employment.

You will be matched with a Connector through a screening process based on your experience and qualifications typically within 3-4 weeks' time. Once a match has been made, the program coordinator will introduce you (the Connectee) and the Connector via email. You are expected to follow up with the Connector to determine a time and location to meet. Connectors are people in our community who have extensive networks and are willing to make introductions. Connectors know people through social, cultural, professional, and economic circles, and have a special gift for bringing people together who work or live in different circles.

After your meeting, the Connector should provide you with a minimum of three referrals within their network. Those referrals are encouraged to provide you with another three referrals, and so on, so that a basic network of business leaders will be created. For the purposes of our program, two rounds of referrals will have broadened your contacts officially through the Connector Program. However, the potential contacts are limitless, so it is up to you to maintain your network, continue meeting new people and make the most of your connections.

## Connector Program Participant Checklist

- Read the Connectee Toolkit and prepare for your initial meeting with your Connector.
- Use the online Connector Program platform to create a profile. Update your connections, academic background, and employment experience as necessary.
- Please remember to upload your resume and include the link to your LinkedIn profile on your Connector Program profile. \*You must create a LinkedIn profile to participate in this program.
- Complete the participation survey a maximum of two days after meeting with your connection.
- Take the initiative and be proactive in contacting and following up with your connections.

- Make sure you also have an employment counsellor for job leads and to assist with employment questions. This is outside of the scope of our program.
- Once you gain full time employment your participation in the program can shift to the role of Connector, where you can assist others to expand their networks.

## Connector Meeting Tips for Participants

### Before the Meeting

- Research the company and Connector in advance. Go to the company website and read about what they do. Be ready to ask questions. LinkedIn is also a great tool for this research.
- Confirm the meeting time, place, and date. It is always a good habit to confirm the meeting a few days beforehand.
- Be on time. Be conscious of the Connector's time, as they are taking time out of their schedule to meet with you.
- Turn off all electronic devices. It is easy to forget this if your cell is usually on, so please do remember to put it on silent before you meet the Connector.
- Spell check every single correspondence and remember that a more formal interaction is preferred. You will be corresponding with the Connector to set the time and place. Take as much care in this correspondence as you did with previous cover letters for your job search. Remember to use proper titles, capitalizations, and closing (Best Regards, Sincerely) and then adjust formality slightly as needed.

### During the Meeting

- Dress professionally and bring a copy of your resume. Part of marketing yourself is looking professional, so dress as if you were going to an interview (suit, blazer, tie, etc.).
- Take notes. Bring a notebook and pen with you, to write down any important information or referrals given.
- Maintain eye contact and be appreciative. Be sure to shake hands in the beginning and at the end of the meeting. If your religion forbids shaking hands with the opposite gender, then please mention this at that point. After the meeting, be sure to thank your Connector for their time and advice.
- Be professional. While there are no guarantees, this Connector could be a potential employer so make sure to keep a positive and professional attitude. You may have previously had a difficult time making connections and/or finding work, but a Connector meeting works best when you are upbeat and have your focus on present and future opportunities. It is only natural that discussing general information about your personal lives may cross over; however, the primary focus should be on discussing industry information and finding networking opportunities.
- Prepare a list of questions to ask. It is important to bring enough questions to fill a 30-minute meeting. Also, make sure you start with questions that allow you and your Connector to get to know each other, while leading up to questions about potential job opportunities.

## Sample Questions

- I have done a bit of research on your organization’s website, but I am wondering if you can explain in more detail what your role is within the organization?
- I’d like to ask you about the work culture within their organization and the general culture within this industry in Winnipeg. Do people work in teams or more individually? Is the office formal or informal?)
- What do employers look for in a successful candidate in this industry?
- What are the training or onboarding processes normally like in this industry once I get a job?
- Where do people in your industry network?
- What are some opportunities or career trends in your industry?
  
- Do you recommend I complete any certifications and if so which ones?
- Do you know of any upcoming events or conferences in this industry that I would be able to participate in?

## The Most Important Part of the Connector Meeting

**“Can you provide me with three other industry contacts that I could meet?”** If your Connector does not suggest this by the end of the meeting, please remember to make this important request. They may provide referrals right away or choose to return to their office to send them to you. If a week passes with no referrals, contact your Program Coordinator to discuss.

## After the Meeting

- Thank you note: After the meeting, it is essential to send a thank you email within 24 hours, thanking the Connector for their time and commitment to passing on referrals to you.
- Follow up: It is important to contact your referrals within 1-3 business days of receiving them, so the idea is still fresh in their minds.
- Online platform: Make sure to fill out the program survey within two days of meeting with your Connector. Also make sure to update the system with any new connections you have made.
- Keep in touch: Keep us updated on your networking and job search process. Please let us know when you find a job, we would love to hear the good news from you!
- Refer: Do you have other friends, colleagues, classmates, or alumni connections who would benefit from being a Connectee? Please have them contact us.

## Suggested Email Templates

### On thanking your Connector for meeting with you / thanking subsequent referrals

Thank the person for taking the time to meet with you, tell them specifically what you enjoyed about your discussion and some things that you learned.

*Example:*

Dear \_\_\_\_\_,

*I would like to thank you for taking time out of your day to meet with me; I really enjoyed our conversation about your organization and experiences within this industry. I learned more about what it takes to be successful in a career such as this and how to move forward to network with others in this field. Speaking with you was such a great opportunity, and I appreciate the additional contacts that you shared with me.*

Sincerely, \_\_\_\_\_

### On reaching the contacts your Connector gave you

Email them first. Briefly tell them who you are, what your profession and/or background is and that you are a participant in the Winnipeg Connector Program. Let them know who gave you their contact information, tell them why you're contacting them, and let them know you would like to meet with them for coffee if they are interested. If so, set a date and time to meet, make sure to verify with them beforehand.

*Example:*

Dear \_\_\_\_\_,

*I'm a participant in the Winnipeg Connector Program and a recent (place field of study here) graduate from (place school here). I have experience with \_\_\_\_\_ and \_\_\_\_\_. I met with \_\_\_ recently and he/she gave me your contact information as (name of Connector) thought you'd be someone I should meet with. I'm trying to build my professional network with people in my field and I was wondering if you would have thirty minutes to meet with me in the next few weeks, so I could learn more about your organization. The opportunity to expand my industry contacts in Winnipeg is greatly appreciated. Thank you very much and I look forward to hearing from you.*

Sincerely, \_\_\_\_\_

Best of luck! If you have any questions, please contact:

[Saima Arshad](#), Program Manager, Winnipeg Connector Program

Email: [sarshad@successcentre.ca](mailto:sarshad@successcentre.ca)

CONNECTORPROGRAM.CA

## Websites and Online Resources

Connector Program Name	<a href="https://successcentre.ca/winnipeg-connector-partnership/">https://successcentre.ca/winnipeg-connector-partnership/</a>
Writing Resume and cover letters	<a href="http://pwp.vpl.ca/siic/career-advice/writing-resumes-and-cover-letters/">http://pwp.vpl.ca/siic/career-advice/writing-resumes-and-cover-letters/</a>
Career Resources	<a href="http://www.quintcareers.com/printable/new_grad_resumes.html">http://www.quintcareers.com/printable/new_grad_resumes.html</a> <a href="http://careerservices.web.lehigh.edu/">http://careerservices.web.lehigh.edu/</a> <a href="http://www.businessinsider.com/careers/resumes">http://www.businessinsider.com/careers/resumes</a>
Job Market Trends and News	<a href="http://www.jobbank.gc.ca/">http://www.jobbank.gc.ca/</a>
Informational Interviews	<a href="https://www.livecareer.com/resources/interviews/prep/informational-interviewing">https://www.livecareer.com/resources/interviews/prep/informational-interviewing</a>
What Is Networking Anyway?	<a href="https://www.youtube.com/watch?v=teNmFnwmpEY">https://www.youtube.com/watch?v=teNmFnwmpEY</a>
The Introvert's Guide To Networking	<a href="https://www.youtube.com/watch?v=FAPySGLL3gg">https://www.youtube.com/watch?v=FAPySGLL3gg</a>
How to use LinkedIn To Network	<a href="https://www.youtube.com/watch?v=nYoH18JGPQ8&amp;t=71s">https://www.youtube.com/watch?v=nYoH18JGPQ8&amp;t=71s</a>