



WINNIPEG CONNECTOR PARTNERSHIP

2021 CONNECTOR TOOLKIT



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The Winnipeg Connector Partnership

Be a Connector

The Connector Program puts Internationally Educated Professional and Skilled Workers in Winnipeg directly in touch with business owners and operators, managers, government staff, community leaders...People like you.

It is an understatement to say that Winnipeg needs people and we need to grow. One way to grow is to attract individuals and others with talent and skills and make sure they decide to stay.

It's no secret, people go where there's opportunity and the Connector Program helps people identify opportunities and seize them.

Who Are Connectors?

Connectors are people in our community who know large numbers of people and are in the habit of making 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.

What is the time commitment?

As a Connector, you are expected to meet with a Connectee for a 30-minute meeting. You only need to meet with this person once. **You may be asked up to four times a year to meet various persons for a one-time meeting.**

How does the Connector Program work?

The Connector Program is a simple but effective referral process; the Connector provides the participant with three contacts, and then each of those three contacts provides additional referrals. From here, a participant's basic network is formed and through one-on-one meetings, the Connector and participant discover opportunities together. Since we match our Connectees with only one Connector each, it is very important for them to receive **three referrals** to start and grow their network.

Connector Benefits

By becoming a Connector, you will benefit from:

- Access to local talent
- Knowing you are opening doors for people and helping them succeed in Winnipeg
- Making Winnipeg a more welcoming and diverse community and contributing to talent retention

Connector's Role

- Meet with the participant
 - Listen, ask questions, and share knowledge of current market demands and the skills required in your field
 - After the meeting, you are expected to provide the participant with **three** other relevant contacts in the same industry of interest. Each of the contacts will be asked for three more referrals, as stated earlier, essentially creating a basic business network. We suggest sending an email ahead to your three referrals letting them know about the new person you have met
 - Be honest; provide any feedback on the Connectee through the Connector Program
- Co-ordinator

Who Are Connectees?

Employment-ready immigrant professionals and skilled workers.

How Do We Select Connectees?

Connectees qualify for the program, if they meet the following requirements.

- Permanent Resident of Canada and live in Winnipeg
- Hold a professional qualification, skilled trade certificate, undergraduate or graduate degree from outside of Canada.
- Obtain language level is at a CLB 6 or higher.
- Referred by an employment counsellor. (Please see [Referral Service Providers](#))

Edge Skills Centre Inc.

Immigrant Centre

Manitoba Start

Osborne Village Resource Centre

Premier-Choix

Pluri-elles

Winnipeg Transition Centre

Success Skills Centre (lead partner)

Connectee Benefits

By becoming a Connectee, participant will benefit from:

- Enhance networking skills
- Learn about the job market
- Build a professional network
- Connect with career opportunities

Connectee's Role

Many employment-ready and talented people in Winnipeg have the skills and education to secure work. But with very few connections to their industry, it makes it difficult to find employment. Connector Program participants should:

- Arrive prepared and on time for meetings with Connectors
- Demonstrate professionalism during all meetings and respect the time and dedication of the Connector
- Ensure business inquiries and concerns align with the goal to find work in their related field
- Take the initiative to email the subsequent contact with the next round of Connectors/other referrals provided
- During and after meetings, write down important notes that may help throughout their job search
- Track the meetings with Connectors to use as references and referrals into the next round of Connectors

Other Frequently Asked Questions

1. How do you ensure participants are employment-ready for a Connector meeting?

Each Connectee is screened by the Program Coordinator before being matched with a Connector. What some Connectees may lack in work experience they make up for in their skill set, education, positivity, and willingness to learn. The basic business network created from this program will better connect them to the opportunities available in Winnipeg. If you have any doubts that the person is employment-ready, please share your concerns with the Program Coordinator.

2. Do I need to keep in touch with the participant?

For this program, we don't expect a 'mentor connection' where you would routinely keep in touch. If you would like to be connected on LinkedIn or through email, that is up to you, but it is not expected. We do hope though that the participant will share good news with you when they secure employment, and other benefits.

3. What is best? Internal matches, external, friends?

We trust that you'll do your best in coming up with at least two and preferably three good people for your Connectee to meet. There is no 'perfect' match but we know that expanding contacts based on similar interests and backgrounds works well for newcomers.

The Process

You will be matched with a Connectee who has similar educational background and work experience as yours. Once a match has been made, the Program Coordinator will introduce you to the Connectee via email. Please respond within two days and provide the Connectee with a time and location to meet.

Connectees are job ready and aware that the goal of the Connector Program is to enhance their networking skills and current job search strategies. **They are aware that there is no guarantee they will find employment through the program.**

The potential contacts are limitless, and it is up to the Connectee to maintain their network and make the most of the connection meetings.

Questions you may be asked by the Connectee

- I have done a bit of research on your organization by looking over the website, but I am wondering if you would mind telling me more about your role within the organization?
- I'd like to ask you about the work culture within your organization, and in this industry in Winnipeg. Do people work in teams or more individually? Is the office formal or informal?
- How can I learn more about workplace policies and corporate expectations of employees' performance?
- What do employers look for in a successful candidate in this industry?
- What is the training process or the on boarding normally like in this industry once I get a job?
- Would you also mind telling me about a few other organizations that may be suited to my experience

The Connector Program & LinkedIn

As a Connector, you are taking on a volunteer role to help connect talent with industry professionals and help not only grow an individual's professional network, but help grow a community. You are making a difference and this should be known.

So do, include in your LinkedIn profile that you volunteer as a Connector. Simply click on **Add Volunteering Experience** in your LinkedIn profile and fill in the blanks. Enter *Winnipeg Connector Partnership* **Organization**, enter *Connector* for **Role** and select *Economic Empowerment* for **Cause**. Include the date you became a Connector.

For **Description**, copy and paste the following:

“The Connector Program is a simple, yet highly effective networking program that helps local businesses and organizations connect with immigrants who are interested in starting and growing their career in Winnipeg.”

Through one-on-one meetings, local business and community leaders known as Connectors meet with talent interested in opportunities in Winnipeg. The Connector gains access to a wealth of diverse, pre-qualified talent and Connectees gain insight into their professional network, and connect with career opportunities.”

